



Canadian
BROADCASTER

Vol. 17, No. 7

TORONTO

April 10th, 1958

HERE IS HOW CANADA saw John Diefenbaker on the national network as he accepted his re-election in Saskatoon, in front of a CFQC-TV camera on the memorable night of March 31. Photo is by CFQC-TV Camera-man Johnny Lumby.

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PLAN NOW TO ATTEND THE

CARTB RADIO and TV WORKSHOPS

Monday, May 12th, 1958

QUEEN ELIZABETH HOTEL — MONTREAL



More than ever before rising advertising costs make the proper use of media of utmost importance. It is essential that management be well informed on all aspects of all media.

The Radio and Television Workshops provide an outstanding opportunity to get "all the facts" on broadcast media in Canada. Here is a chance to learn more about how they can be used to greater advantage nationally, regionally and locally.

TELEVISION WORKSHOP-9:30 A.M.

- Chairman** — Mr. J. R. Peters, Chairman,
CARTB Sales Advisory Committee (TV),
CHCH-TV, Hamilton, Ontario.
- Part I** — **Basic Television Presentation**,
Karl A. Steeves,
TV Sales Director — CARTB
- Part II** — **Commercial Production**
Selected examples of small budget commercials created by Canadian film producers will be shown and analyzed.
- Part III** — **Local Commercials**
Award winning local commercials will be presented "live" to show quality of local production.
- Part IV** — **Local Success Story**
Background, approach and results.
- Part V** — **Round Table Conference**
Chairman — Murray T. Brown,
General Manager,
CFPL-TV,
London, Ont.

Mr. Brown will chair a discussion of current industry problems by executives representing advertisers, agencies, film producers, film sales agents and station management.

RADIO WORKSHOP-2:30 P.M.

Theme — RADIO — THE KEY

- Chairman** — Mr. Howard C. Caine, Chairman,
CARTB, Sales Advisory Committee (Radio),
CHWO Radio, Oakville, Ontario.
- Part I** — **Keynoter:**
Mr. Worth Kramer,
Executive Vice-President, WJR,
The Goodwill Station, Inc., Detroit, Michigan.
- **"Radio — A Key to Public Relations"**
Mr. Kenneth H. J. Clarke,
Manager of Canadian Sales and Market
Development,
The International Nickel Co. of Canada, Ltd.,
Toronto, Ontario.
- **"Radio — A Key to Advertising"**
Mr. E. R. Fisher, Advertising Manager,
Pepsi-Cola Company of Canada Limited,
Montreal, Quebec.
- **"Radio — A Key to Merchandising"**
Mr. Ben Dobrinsky,
Director of Advertising, Steinberg's Limited,
Montreal, Quebec.
- Part II** — **Keynoter:**
Mr. Donald H. McGannon, President,
Westinghouse Broadcasting Company, Inc.,
New York, N.Y.

Everyone attending the Radio Workshop will be given a "Lucky Key". Four beautiful Radios will be given away FREE—

All work (shops) and no play makes Jack a dull boy. Relax afterwards at the CARTB Annual Dinner. A wonderful programme of entertainment is being arranged. A galaxy of stars will perform for your enjoyment. Dancing afterwards.

Reception — 6:00 P.M.

Dinner tickets now available from CARTB Head Office — Price \$10.00 (Includes Reception)

Dinner — 7:15 P.M.

- Bulova All Transistor Pocket Size Radio
- G. E. Mantel Radio
- RCA Victor Clock Radio.
- Westinghouse Console Radio.

THE CANADIAN ASSOCIATION OF

HEAD OFFICE: P.O. Box 627,
Station "B",
Ottawa 4, Ont.
Telephone: CEntral 3-4035



RADIO & TELEVISION BROADCASTERS

TORONTO OFFICE: Suite 404,
200 St. Clair Ave. W.,
Toronto 7, Ont.
Telephone: WAlnut 2-3334

CBC Governors

BOARD MEETS IN OTTAWA APRIL 22

APPLICATIONS for five new AM radio stations and one television station will be considered by the CBC Board of Governors at its next meeting in Ottawa on April 22.

It will also consider an application by CHUM-Radio, Toronto, for an increase in power from 2,500 watts on 1050 kcs to 5,000 watts daytime, 2,500 watts nighttime on the same frequency; an application from CFAM-Radio, Altona, Man., for an increase in power from 1,000 watts on 1290 kcs to 5,000 watts on the same frequency, as well as a change of transmitter site; and an application from CFQC-TV, Saskatoon, for an increase in power from e.r.p. of 100 kw video, e.r.p. of 60 kw audio, on Channel 8, to e.r.p. of 180 kw video, e.r.p. of 100 kw audio, on the same channel.

Applications for new AM radio licenses will be heard from:

Rundle Broadcasting Co. Ltd. of Calgary, to establish a 5,000-watt station on 1330 kcs, in Calgary.

Hugh M. Tait, on behalf of a company to be incorporated, to establish a 1,000 watt station on 920 kcs, in Woodstock, N.B.

George E. Hillyard, on behalf of a

company to be incorporated, to establish a 1,000 watt station on 560 kcs at Corner Brook, Nfld.

Geoffrey W. Stirling, on behalf of a company to be incorporated, to establish a 5,000 watt station on 980 kcs in Montreal.

George S. Mooney, on behalf of a company to be incorporated, to establish a 5,000 watt station on 1570 kcs at Dorval, Que.

Mr. Hillyard is also applying, on behalf of a company to be incorporated, to establish a new TV station at Corner Brook on Channel 5, e.r.p. of 71.2 watts video, e.r.p. of 35.6 watts audio, with an antenna height of 75 feet.

An application will be heard for the change of ownership of CKLB-AM and FM, Oshawa, from Lakeland Broadcasting to Charles J. Henry, as well as an application for transfer of control of CJAV Limited, Port Alberni, to Kenneth Henry Hutcheson.

Applications for transfers of shares will also be heard from CFCN-Radio, Calgary, CHNS-Radio, Halifax, and CFGT-Radio, St. Joseph d'Alma, Que.

Highlights for May

The CARTB and ACA conventions and Canadian Radio Week are the broadcasting highlights of May this year. Listed below are some of May's other special days and events.

- | | |
|--|--|
| 1. May Day. | 23. Royal Canadian Mounted Police founded, 1873. |
| 4-10 Canadian Radio Week. | 25. Whit Sunday - - Pentecost - - also Hebrew Pentecost. |
| 5-7 Association of Canadian Advertisers Convention at the Royal York Hotel in Toronto. | 28. Dionne Quintuplets born, 1934. |
| 7. Tchaikovsky born, 1840. | 30. Memorial Day (US Holiday). |
| 11. Mother's Day. | |
| 11-14 Canadian Association of Radio & Television Broadcasters Convention at the Queen Elizabeth Hotel in Montreal. | |
| 12. Florence Nightingale born, 1820. | |
| 13-31 Ottawa Tulip Festival. | |
| 15. Ascension Day (Prov. Holiday - - Quebec). | |
| 19. Victoria Day. | |
| 20-21 Lindbergh's flight across the Atlantic. | |

Did you know that . . .

CKOK Penticon reaches a total of 26,140* adult listeners every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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



I'm always listening to
CFOR - RADIO
at 1570

10,000 Watts of News and Entertainment
From Orillia, Ontario

Represented By: Stephens & Towndrow Ltd. — Toronto & Montreal
Radio Representatives Ltd. — Vancouver

Stovin-Byles Ltd. — Winnipeg
Young Canadian Ltd. — U.S.A.

Newfoundland
IS A GROWING Radio MARKET



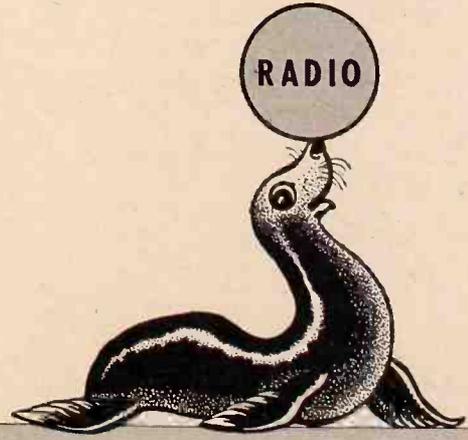
Department Store in St. John's, Newfoundland

NEWFOUNDLAND NOTEBOOK

Burin Peninsula is 180 miles from St. John's. In summer, it gets mail service three times a week — in fall, winter and early spring only once a week. The 65,000 people who live in this area do all their big shopping either by mail order to St. John's stores, or by coming in to the city once a month. There is literally no newspaper circulation in this area. But it is covered fully by CJON Radio station.

There is no time in the morning, afternoon or evening when CJON does not have more listeners than all other stations in St. John's combined. CJON DOMINATES THE MARKET.

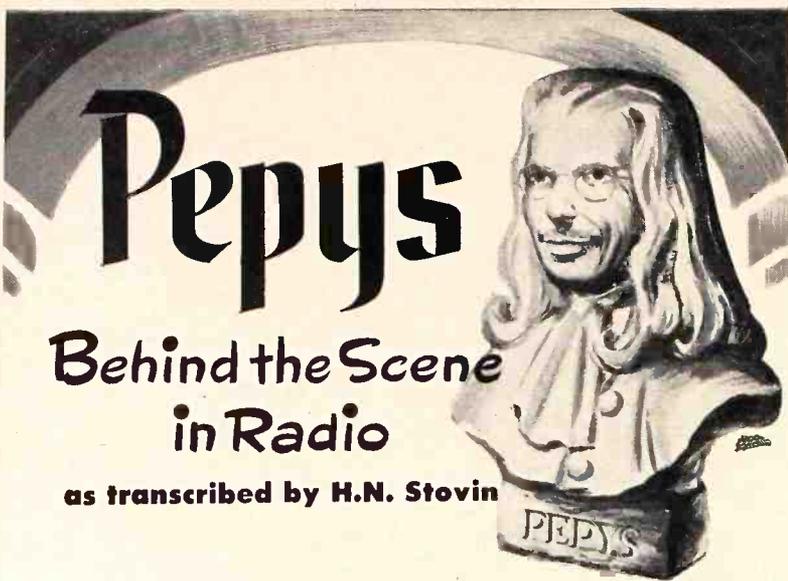
In remote out-port or busy city, Radio is an indispensable part of Newfoundland's daily living. Politicians, Church, Local and National Advertisers have all proved that, in Newfoundland, RADIO IS THE ONLY MEANS OF REACHING ALL NEWFOUNDLANDERS. Tell them about YOUR goods and services, over CJON-Radio, St. John's.



Represented in CANADA by **STOVIN-BYLES LTD.**

CJON
RADIO — NEWFOUNDLAND

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



Overlate last night at Cribbage and so awoke in ill-humor this day for which I did take two Bufferin tablets to my considerable relief. While dressing, did bless Bristol-Myers Company of Canada Limited, who do make this good product, and recalled that they have long been good users of Radio, and indeed the first network radio advertisers in the United States, with "Ipana Troubadors" in 1921 — which should arouse memories with other old-timers besides Pepys ● ● ● Did don my new flowered waistcoat, which caused my wife to remark on my cheerful appearance, and over breakfast we did fall to recalling many other great programs sponsored by Bristol-Myers in both Canada and the United States. Did myself vote for Duffy's Tavern, which I long enjoyed; but was out-talked by my wife who did admire Dinah Shore; and when I told her she made as much noise as Senator Claghorn we did both together recall Allen's Alley, and that well-loved comedian Fred Allen, who is no longer with us, but a great memory ● ● ● Did recall that Alan Young was sponsored by this Company, too; and that later they did have the popular "Break the Bank" program, which was known on the French Network as "Banco-Banco" ● ● ● Reflected later when walking to my offices that 1921 was now thirty-seven years ago, which is a long time indeed for one Sponsor to use Radio without missing even a single year, which this Company can claim — though the method in which they use Radio has changed, as is only proper ● ● ● Did happily meet my friend Fred R. McBrien, President of Bristol-Myers Company, tell him of my thinking, and ask him whether Radio was, to his mind, still a strong promoter of sales. At which he did smile and say "Our Company has used Radio to promote Ipana, Bufferin, Trushay, Mum, Sal Hepatica and Vitalis . . . and just look at the tremendous acceptance by the public of all of them today!"



STOVINS-BYLES *Limited*

MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

<p>Radio Stations</p> <p>CJOR Vancouver CFPR Prince Rupert CKLN Nelson CKXL Calgary CJNB North Battleford CKOM Saskatoon CJGX Yorkton CKY Winnipeg CJRL Kenora CJBC Toronto CFOS Owen Sound</p>	<p>CJBQ Belleville CKLC Kingston CFJR Brockville CKSF Cornwall CHOV Pembroke CJMS Montreal CKCW Moncton CJON St. John's, Nfld. ZBM Bermuda ZNS Nassau CMQ Cuba</p>	<p>Television Stations</p> <p>KVOS-TV Serving Vancouver-Victoria CHAT-TV Medicine Hat CJBR-TV Rimouski CKMI-TV Quebec City CKCW-TV Moncton CJON-TV St. John's, Nfld. CJOX-TV Argentina ZBM-TV Bermuda CMQ Television Network, Cuba</p>
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Sounding Board

A BEAVER FOR RELIGIOUS RADIO?

PERSONALLY, I LIKED Harkley's cartoon showing a man sitting at home watching a TV padre announce the collection. It pin-pointed one of the great errors of clergymen who broadcast. Most of them are out of touch with their medium, and also with their audience. What religious value, or entertainment value can a church collection have for the viewers or listeners?

But sometimes the boot is on the other foot. One important radio personality tells me that religion on the air is "for the birds." Very often, I think it is. A station manager informs me that he loses his audience during Morning Devotions, so that no one wants to buy time immediately following this religious period.

I'm a parson, and I use radio. I count it a privilege to be allowed to do so, but I think that the time has come for station managers to take the bull by the horns, and do something themselves about religious broadcasting, and do it, quite honestly, with the cash box in mind.

Look what happens! A station opens its doors, and then among other things thinks of public services. "We must have a religious program, because part, at least, of our audience belongs to a church."

A representative from the station is then detailed to make contact with the local ministerial association, or he contacts the various denominations individually. "We'll give you so much time and so many facilities. The mike is all yours for this time." But here lies disaster for the station manager. The ministers seem to think that just because they can preach from the pulpit they can also broadcast effectively. The road has been opened for people who are unfamiliar with microphone technique to practice on an unwary public. A Sunday sermon is rehashed, and taken along to the station. Even an excellent sermon is useless on the air, until it has passed through some sort of script writing process. The program

is called "Devotions", but the brethren do not pray. They preach, and they weary the air "with their much speaking".

Frankly, I don't believe you should give a minister such an opportunity unless he is willing to undergo a period of training by experienced broadcasters.

It is also unfair for the manager to say "It's all yours", unless he is prepared to sit down with the ministers, and study the effect which they are trying to produce, and then help them to get it.

Some station managers are unable to help in this direction, but at least they could point to the work of the Broadcasting and Film Commission of the National Council of Churches of America, and direct their ministerial friends to attend one of their Radio and TV Workshops.

"The radio is a wide-open market for the free-lance", scream the ads for the writers' schools. Yes, for every one except the religious broadcaster. Let anyone try and get even a short religious program on the air and very few, if any, will take it. Why? Because it would upset the nicely poised balance of time ratios devoted to the various denominations.

It's a lot of poppy-cock, and you know it. You're losing good money by some of your religious broadcasts, and by an encouragement of this strange closed-shop, whereby only a few selected people from specially named churches are allowed to broadcast. Why not open your doors wide, and say "we only broadcast only those clergymen who are making an honest attempt to produce good religious programs."

What we parsons need is a Beaver for a good religious radio program. The station managers need one, too. Gentlemen, I challenge you. Any offers?

-- (REV.) E. GEOFFREY
TENNESON
6340 Fifth Avenue
Rosemount
Montreal.

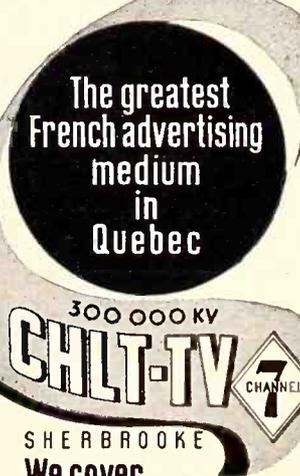
Political Promotion

After digesting Mr. Dittmer's recent contribution, regarding half-pint editorials, and lack of ethics on the part of a certain Editor in assuming the outcome of political issues, a question.

So who is not being ethical? A more cunning or unethical method of gaining promotion, for what we all know is a good station (How can we help but know it? Look at all the full page microphones!), I have not seen.

Congratulations Vin, happy to see you turn old Ironsides' politics into smart promotion. It proves they're good for something.

—DON G. HILDEBRAND,
Program Director,
CKNX-TV, Wingham.



The greatest French advertising medium in Quebec

300 000 KV
CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

G. N. MACKENZIE LIMITED HAS 

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

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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Vol. 17, No. 7

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April 10th, 1958

RADIO RIBS

by Harkley



THIS IS Newfoundland



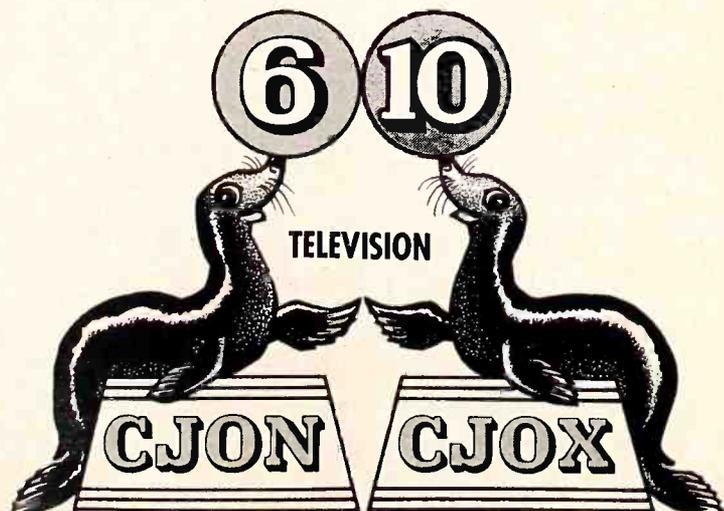
Music Corner of a Department Store in St. John's

Newfoundland's economy is changing. Fishing — once its main industry — now ranks fourth. Today, fishing boats are diesel-engined and radio-equipped. Fewer fishermen, using modern methods, are catching as much, or more, than ever before. They still produce over one-third of Canada's commercial catch of fish, and its value remains about the same — between \$13 and \$14 million dollars annually . . . of cod, haddock, lobster, flounder, plaice, salmon, herring, rosefish and others. And the fish-processing plant at Burin is the largest in the world.

Newfoundlanders are now enjoying the greatest prosperity they have ever known. Total Bank Deposits now total OVER ONE BILLION DOLLARS.

Total Retail Sales in 1957 approximated \$300,000,000, and over 70% of the population does its retail buying in St. John's.

CJON-TV St. John's, and CJOX Argientia, reach a completely captive audience. For cash-register results, they are THE BEST ADVERTISING BUY — BAR NONE — IN NEWFOUNDLAND.



Represented
in CANADA by
STOVIN-BYLES LTD.

ST. JOHN'S
NEWFOUNDLAND

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

CBC Board of Governors

AYES FOUR AND NAYS FIVE

APPROVAL OF FIVE applications, denial of four, and deferment of five others was recommended by the CBC Board of Governors at its March 25 meeting.

An application for an increase in power from 1,000 watts to 10,000 watts on 1570 kc, by CHUB-Radio, Nanaimo, B.C., was recommended for approval.

CKNW-Radio, New Westminster, B.C., received recommendation for approval of its request for a frequency change from 1320 kc to 980 kc, on the understanding that "the change in frequency will be utilized toward increasing community service in the area to the south of the station."

An application by CHWK-Radio, Chilliwack, B.C., to increase its power from 1,000 to 5,000 watts and move to the 980 kc spot, and an application by Burnaby Broadcasting Co. Ltd. to establish a new AM radio station at Burnaby with 5,000 watts at 980 kc were both recommended for denial. The Board considered the CKNW, CHWK and Burnaby applications in the light of each other, and while "not unsympathetic" to Burnaby's application, but having recommended approval for CKNW, "could not recommend the award of the frequency of 980 kc to this applicant."

An increase in power from 1,000 to 10,000 watts and frequency change from 1250 kc to 1050 kc was recommended for approval for CKSB-Radio, St. Boniface, Man.

An application by William Harry Zakus on behalf of a company to be incorporated for a license to establish a 1,000 watt daytime, 500 nighttime station at Transcona was recommended for denial.

"The Board was not impressed by this application and is not convinced of the need for an additional AM broadcasting station in the Winnipeg metropolitan area."

A request for a license to establish a new AM radio station at Drumheller, Alta., with a power of 1,000 watts on a frequency of 910 kc, by Dinosaur Broadcasting, was recommended for approval because, "in the opinion of the Board, there is a place for a community station serving Drumheller and the surrounding area."

The application to establish a new daytime AM radio station at North Bay, Ont. by Tel-Ad Co., licensee of CKGN-TV, North Bay, was recommended for denial because "the board is not convinced of the need for a second English-language AM broadcasting station in this area,

already served by an AM station and a television station."

FURTHER STUDY IS NEEDED

A recommendation for deferment was given the request of Radio Richmond Hill Ltd., to increase the power of CJRH-Radio, Richmond Hill, Ont., from 500 watts to 1000 watts daytime, 250 watts nighttime, with a frequency change from 1300 kc to 1310 kc. The Board recommended deferment until the application can be heard in conjunction with applications from Kitchener and Hamilton which would conflict. These applications were deferred for a year following the board's December, 1957 meeting.

An application to establish a new AM radio station at Quebec City with a power of 5,000 watts on 1060 kc by Les Entreprises Sillery-Quebec, Inc., was recommended for deferment until after July 1, so the board could study the service and programming of existing French-language stations in the area.

The Board recommended for approval an application to establish a new TV station at Dawson Creek, B.C. on Channel 5, with a power of 173.5 watts video, 86.75 watts audio.

An application for transfer of control of CJAV-Radio, Port Alberni, B.C., to Kenneth Henry Hutcheson was recommended for deferment "to provide an opportunity for further information."

An application for transfer of 500 common shares in London Broadcasters Limited (CKSL-Radio, London) was deferred at the request of the applicant.

An application for change of ownership from Lakeland Broadcasting Company Ltd. to Charles J. Henry on behalf of a company to be incorporated, involving radio stations CKLB-AM and CKLB-FM, Oshawa, Ont., was deferred at the request of the applicant.

ALL FINANCIAL APPS OK'D

The Board also recommended for approval the following proposed transfers of stock, redemptions of preferred shares and issuance of stock with the note that the control of the company in each case was not affected.

CHFA-Radio, Edmonton: Transfer of one common share in Radio Edmonton Limitée.

CKYL-Radio, Peace River: Transfer of 125 common shares in Peace River Broadcasting Corporation Limited.

CKRD-Radio, Red Deer: Redemption of 1,000 preferred shares in

COVER WESTERN ONTARIO from CFCO CHATHAM

1000 WATTS on 630

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

Central Alberta Broadcasting Company Limited.

CKLN-Radio, Nelson: Redemption of 118,500 preferred shares in News Publishing Company Limited.

CKOK-Radio, Penticton: Transfer of 14 preferred shares in CKOK Limited.

CKCQ-Radio, Quesnel: Issuance of 100 Class "B" common shares in Cariboo Broadcasters Limited.

CJVI-Radio, Victoria: Redemption of 300 preferred shares in Island Broadcasting Company Limited.

CFAM-Radio, Altona: Issuance of 400 common and 460 preferred shares in Southern Manitoba Broadcasting Co. Ltd.

CKDM-Radio, Dauphin: Transfer of 225 common and 5 preferred shares in Dauphin Broadcasting Company Limited.

CKNB-Radio, Campbellton: Transfer of 450 common shares in Restigouche Broadcasting Company Limited.

CJFX-Radio, Antigonish: Transfer of 3 common shares in Atlantic Broadcasters Limited.

CKBW-Radio, Bridgewater: Transfer of 2 common and 38 preferred shares in Acadia Broadcasting Company Limited.

CKCL-Radio, Truro: Transfer of 15 common and 10 preferred shares in Colchester Broadcasting Company Limited.

CHML-Radio, Hamilton: Transfer of 29 common shares in Maple Leaf Broadcasting Company Limited.

CJRH-Radio, Richmond Hill: Revision of authorized share distribution without changing control by Radio Richmond Hill Ltd.

CHNO-Radio, CFBR-Radio, Sudbury: Transfer of one common and 234 Class "B" preferred shares in The Sudbury Broadcasting Co. Ltd.

CKLW-Radio & TV, Windsor: Transfer of 2 common shares in Western Ontario Broadcasting Company Ltd.

CHNC-Radio, New Carlisle: Transfer of one common and 102 preferred shares in La Compagnie Gaspésienne de Radiodiffusion Limitée.

CJBR-Radio & TV, Rimouski: Transfer of 3,596 common and 405 1st preferred shares and redemption of 519 1st preferred and 2,980 2nd preferred shares in Central Public Service Corporation Ltd.

CHRL-Radio, Roberval: Transfer of 6 common and 190 preferred shares and issuance of one common and 358 preferred shares in Radio Roberval Incorporée.

CKVM-Radio, Ville Marie: Transfer of 3 common shares in Radio Temiscamingue Incorporée.

CFNS-Radio, Saskatoon: Transfer of 3 common shares in Radio-Prairies-Nord Limitée.

CFQC-Radio & TV, Saskatoon: Transfer of one common share and issuance of 142,180 preferred shares in A. A. Murphy & Son Ltd.

CJGX-Radio, Yorkton: Transfer of 125 common shares in Yorkton Broadcasting Company Ltd.

CBC IS VAGUE ON GIVEAWAYS

THE CBC BOARD of Governors has announced that it will take action against broadcasters who make "excessive" use of giveaway contests when the individual broadcaster comes up for his license renewal. The Board has not decided just what "formal action" it may take, but has broadly indicated that its recommendation on whether a station gets its license renewed will partly rest on the station's record insofar as giveaways are concerned.

In a statement released March 27, the Board said it "does not object to bona fide quiz programs or contests that take place in broadcasting studios, or in which all entries are made in writing and award of prizes is determined by the examination and judging on merit of all such entries. However, it is strongly opposed to prize-giving schemes designed to attract or buy audiences chiefly by offering possibilities for prizes, wholly or largely on chance. In the opinion of the Board, such schemes do not constitute good use of broadcasting channels."

Apparently no new general ruling curbing giveaways is in prospect. Instead the Board will, in effect, adopt the suggestion made in February by the CARTB - - that specific offenders be dealt with under the terms of existing regulations.

The Board says it has noted that "a number of stations are not broadcasting any programs or messages embodying such schemes (give-

aways), others are carrying very few, and only a limited number are carrying them extensively, with a few increasing in recent months."

Those stations which are using giveaways extensively - - and even increasing them - - will be kept under "close and continual surveillance," the Board said.

The statement concluded with the notice that the Board will, "as part of studies soon to be started in connection with recommendations on forthcoming requests for renewals of licenses, review any broadcasting of this type by individual stations, and take this into account in the recommendation it makes."

UK Sets Soar 5-Fold

BRITAIN NOW HAS 8,500,000 television sets - - more than any other country except the United States.

Set ownership has jumped in the past six years from 10 per cent of all UK families to 60 per cent, with the average viewer spending 11.5 hours a week watching TV.

A recent survey released last month showed that after two years the sponsored TV channel has become a good deal more popular than the BBC. February audience measurement showed that ITA had 63 per cent of the audience in areas where both ITA and BBC could be received.

in B. C.

CJOR PERSONALITIES

ARE

"BEST SELLERS"

(your product is protected against competitive advertising)

see

Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

CJOR VANCOUVER, B.C.

Did you know that . . .

CJOR Vancouver

reaches a total of 170,602* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

the newest sound in radio

"THE BIG SOUND"

from All-Canada

Island Market

NEWFOUNDLAND GETS ITS NEWS AND FUN BY AIR

By ALEC PHARE

IN no province but Newfoundland is there such dependence on up to the minute news: of weather, time, tides, arrival and departure of vessels, commodity prices, weekend specials, road conditions and political happenings.

How do they get this information? Not from newspapers; they are unable to give it rapidly enough. Even in areas close to St. John's it is practically impossible to distribute newspapers on an economical basis. For example, Bell Isle, only 15 miles from St. John's, is separated from it by open water. Some 12,000 people in this mining town, where the average wage is \$76 a week, cannot possibly be guaranteed daily newspaper deliveries in bad weather when the open water is too rough, or blocked by ice. Consequently, less than five per cent of the population of Bell Isle reads a newspaper.

They depend on radio for fast coverage. DBS shows that 87.7 per cent of all Newfoundland homes are radio equipped - - and the actual percentage is probably considerably higher.

COVERS THE EAST COAST

The province is well-served by radio. The former Broadcasting Corporation of Newfoundland stations at Corner Brook, Gander, St. John's and Grand Falls are now part of the CBC network.

The pioneer independent com-

mercial station is VOCM, opened in 1936. It is a strong favorite among local merchants in St. John's, one of whom has continuously sponsored a three-times-a-day news bulletin since the first day the station went on the air. It gives solid coverage of the east coast up to Bell Isle, as has been well established by actual letters and telegrams received at the station.

The other private commercial station, CJON, was established in 1951 in St. John's, with an output of 5,000 watts, day and night. Today it is listened to regularly by about 75 per cent of the population of Newfoundland. Its radio coverage extends well into Labrador.

In 1955, television was added. CJON-TV, and its satellite at Argentia, CJOX-TV, provide viewing for almost 300,000 Newfoundlanders in the Avalon Peninsula, where 65 per cent of the province's total retail purchases are made.

85% SEE TV

Apparently everybody in Newfoundland likes television except the movie houses. Three out of six in St. John's have had to close up entirely; and exhibitors of movies on weekends in the smaller settlements are finding it impossible to get an audience, "as they are all home watching television."

In the Greater St. John's area, no less than 85 per cent of all house-

holds bought TV, according to BBM, in less than two years, while Toronto has only 82 per cent ownership after five years of TV. And they have the highest number of viewers per set in all Canada; 6.2 in St. John's and 9.3 in Conception Bay and Bell Isle.

St. John's is also served by two church stations: VOWR, of Wesley United, and VOAC, of the Seventh Day Adventist Church.

I wanted to see for myself what our newest province was like, so I went there and I have just returned.

PROUD OF THEIR HISTORY

It was midnight when the plane touched down at Torbay Airport, after the long flight from Toronto, and there was little to be seen during the taxi ride to the Newfoundland Hotel except the odd neon sign for "Hot Dogs." These, incidentally, were the only Newfoundland dogs I saw on my entire trip. So it was a thrill next morning to pull up the blind on brilliant sunshine and see the whole Atlantic Ocean outside my window. To the right was the long harbor of St. John's; up there on the hill was Cabot Tower, where Marconi received the first wireless signal across the Atlantic - - the very home of radio in Canada. So this was Newfoundland, the oldest settled region in all North America - - in the oldest city on the North American Continent, whose very stones are history. I was impatient to get outside and learn something about it.

One does not have to go far! Newfoundlanders - - who accept the rest of Canada with their heads, but not yet with their hearts - - are justly proud of their long history, and like to make it known to strangers from "up along." Without leaving the hotel lobby one learns, through plaques and pictures, that winged-helmeted Viking adventurers visited the Island as early as 1001 A.D.; that John Cabot discovered it in 1497; that Sir Humphrey Gilbert claimed it for Queen Elizabeth I in 1583; that, at Heart's Content, the first Transatlantic Cable was landed in 1866; that from St. John's Alcock and Brown made the first non-stop flight across the Atlantic; and that in Newfoundland waters Roosevelt and Churchill met to draft the famous Atlantic Charter. And you also learn that one hundred years before the Pilgrim Fathers landed on Cape Cod, St. John's boasted 40 or 50 homes permanently occupied by Europeans; that the Pilgrims were greeted in their own tongue by one Squantum, an Indian who had learned English in Newfoundland; and that St. John's was an international seaport when New York was still a swamp.

FISH MEANS COD

Breakfast that first morning offered "Fresh Newfoundland Fish." and in my innocence I asked the waitress - - a comely, apple-cheeked damsel who was physically a credit to the province - - what kind of fish it was. She regarded me solemnly and answered in one word: "Fried." Later on I found that in Newfoundland, "fish" means "cod." If you want any other kind of fish you are ex-

pected to say so!

Once outside the hotel, your immediate impression is that you have never seen a city like this before. Houses and stores are mostly of wood, kept well-painted; and since each occupant is free to use any color he prefers, the over-all effect is one of mellow, well-weathered charm. But if you got your first ideas of Newfoundland from the labels on codliver oil bottles - - as many of us did - - be prepared for disappointment. You see no oil-skin clad fishermen on the streets, and no signs of sealing fleets either. People are as well-dressed and prosperous-looking as anywhere else in Canada. You realize that Newfoundland is "different," not with any of the contrived quaintness that you find in Quebec, but in a way all its own. You suspect that some of your preconceived ideas may be "different" too - - so you set forth to find out more about it, heading for the one street whose name you knew from your books.

Historic Water Street, the "oldest street in North America" - - once only six feet wide and known as Lower Path - - was until 1800 the only street in St. John's. But you will have no rendezvous with the past on Water Street today. Gone are the ancient cobblestones and venerable buildings where the first traders in the New World plied their wares. Most of these were burned down in the fire of 1892, which destroyed the greater part of the city. Water Street today is a wide, well-surfaced thoroughfare, lighted by neon lights, flanked by modernized buildings and smart shops, with even - - in places - - heated sidewalks. To and fro goes a never-ending stream of automobile traffic, in which you may look in vain for an old-model car. There are no old cars, but there are plenty of new ones. Four years ago, one family in fifteen owned an automobile; today the ratio is one in three. Water Street is as up-to-date and busy a street as you will find anywhere, yet under it are ancient vaults where port wine is still aged and matured, as it has been ever since the days of the first Elizabeth.

MOST GOODS ARE IMPORTS

Inside its many stores, most of which are as modern and well-equipped as could be found in any large city, one is amazed at the quality and variety of merchandise carried. Luxury goods are displayed in abundance. Dunhill, Aquascutum, Harris and Donegal Tweeds, Cashmere Topcoats, Dak slacks, Vogue Patterns, PUNCH and ILLUSTRATED LONDON NEWS are all for sale - - and being bought. In large department stores and modern supermarkets many of the finest brands of British biscuits, canned meats, jams and marmalades, sardines and spreads are on display. Much home baking is done in the province, and cake mixes and bread flour are in great demand. Newfoundland is neither a dairying nor an agricultural province, and consequently stocks are heavy of canned and dried milks, jams and preserved fruits - - all top quality nationally



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

B.B.M. Shows

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

Average cost per 1000

in "A" time . . \$2.10

(Third lowest in Ontario)

Check our **LOW** rates.

And our **HIGH** sales potential.

On

Channels 6-3-2

Timmins, Kapuskasing, Elk Lake

CFCL-TV

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

"Wages... have risen an average of 40%"

advertised brands. Nearly all vegetables are brought in by boat, either from Boston or the mainland.

"Native" products are few. There is some excellent woodcarving; and hooked rugs, largely from the Grenfell Mission, are very good indeed, particularly as to design. A few walrus ivory carvings from Labrador are for sale, as also are purses and handbags of baby seal. All of these are quite expensive. Bakeapples and partridge berries, which are local fruits sold raw and in jams, are definitely an acquired taste. Capelin, a small fish on the order of smelts, is sold fresh, frozen and dried.

MANY PUBLIC BUILDINGS

St. John's has many fine churches, public buildings, hospitals and schools. The Roman Catholic Cathedral has a seating capacity of 6,000, and the somewhat smaller Anglican Cathedral is one of the finest examples of Gothic architecture on this side of the Atlantic. St. Bonaventure's College is the leading Roman Catholic boys' school, while Bishop Feild School (where presumably they do not teach that i comes before e except after c) is the Anglican high school for boys, both occupying magnificent buildings. The United Church also has its college and school.

Around St. John's, one sees beautiful new schools, million-dollar apartment blocks, five neighborhood shopping centres, and hundreds of modern ranch style homes selling from \$18,000 to \$25,000 - - all part

of the expansion which has been going on since Confederation in 1949.

Wages, in the past five years, have risen an average of 40 per cent. 89.2 per cent of all Newfoundlanders own their own homes. Even in the "outports," people today have more money than they have ever seen before. Carbonear, for example, has a department store which would surprise most mainlanders. You see many small businesses which look unpretentious from outside, but which do a flourishing trade. One such, which looked like a small general store with a couple of gas pumps outside, is netting its owner between \$12 and \$15 thousand a year.

His major problem at the time of talking to him was whether he should fly to Toronto, buy a car there and drive to Florida, or fly direct from St. John's and spend the entire two months enjoying the beach at Miami.

Homes and barns - - many protected by a "hex" sign which was known to the Druids - - are kept well-painted and repaired. And throughout the outports, at least on the Avalon Peninsula, every house has its radio aerial and most of them their TV antenna as well.

NEWFOUNDLAND IS DIFFERENT

The entire operation at CJON-TV is an eye-opener. The top show, network or otherwise, is the locally-produced Don Jamieson's *News Cavalcade*, a half-hour daily feature

at 6.30 p.m. The first 15 minutes is news, given by Don Jamieson with no notes whatever. It was described in some detail in the March 13 issue of the BROADCASTER.

There are, perhaps, three reasons for the hold CJON-TV has on its audience. One is flawless production, which is handled by another Jamieson, Colin, who treats every program with "big time" precision.

Second is public service, which CJON Radio and Television combined have developed on a highly organized basis throughout the Island. The broadcasting of personal messages to people in remote parts of the province, for example, is looked on as invaluable.

The third is Don Jamieson himself, a big man with ability to match, who knows the value of the human touch. His office door is always open to anyone who walks in off the street to give him a news story. Politicians telephone him just before news broadcasts to hand him a scoop. "Stringers" bring him in news from the outports. A full-time news-staff of 12, working in and around St. John's, brings him all the local doings on tape and film. And he has yet to turn a deaf ear to an appeal for help, be it a local charity, a lost or sick child, or a parcel dropped off a truck.

Jamieson is different, just as Newfoundland itself is different, and the folks down there don't want either of them changed a bit.

POINTS OF SALE

YOU can reach the prosperous and growing

NORTH BAY MARKET

by scheduling CKGN - TV Channel 10

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

PAUL MULVIHILL & Co. Ltd.

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



RICH, SOLID AND HEALTHY TYPE OF AUDIENCE

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

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

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

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

Representatives:

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

CKCW - TV MONCTON NEW BRUNSWICK



Radio

WESTERN GROUP COMES OUT FOR DEFINITE EDITORIAL POLICY FOR RADIO

RESOLUTIONS TO adopt a definite radio editorial policy and to attempt to find out about the unknown or out-of-home audience, coupled with a brain-storming session, were the highlights of a three day sales and programming clinic held in Saskatoon last month.

This meeting was staged by the western stations represented by Radio Representatives Ltd, March 14-16.

The stations, of which there were ten present, felt that there was a strong need for a definite editorial policy and that it must be developed as soon as possible.

On the sales side of things, it was agreed that they should attempt to find the "hidden audiences," tie these in with the known audience and adjust the rate card accordingly, so that all times will be equally attractive to the advertiser from a cost standpoint.

The brain-storming session, chaired by Gordon Ferris, president of

Radio Reps, dealt with six major problems in one hour, and produced about 200 suggestions.

Among the problems were: "how

to promote radio to the local retailer, local audience, national advertiser and national agency; what to do about morning, afternoon and even-

ing programs." In addition to this, it was felt that steps should be taken to get the radio story across to those not directly interested in it from an advertiser's standpoint, but who had quite a hand in forming opinions.

As Ferris put it: "Let's not be shy people any more. For example, let's keep all local members advised about the public service provided by radio in their constituencies; maintain a close personal liaison with local political leaders concerning station problems; take issue — on the air and personally — with government officials who refuse reasonable co-operation; combat vocal minorities by giving the other side of the story."

During the meeting, it was decided that something should be done to show the government how useful radio really is. So, between March 19 and 28 fourteen radio stations from Halifax to Victoria made 30 to 300 completed phone calls a day, asking the question: "Who, in your opinion, will be the next prime minister?" These calls were made at random out of the phone books. At the end of the poll, the results were put together and these national results were reached:

In favor of Diefenbaker — 69.8%; Pearson — 13%; Coldwell — 1%; Low — 2%; no opinion — 16%.

At the end of the meeting, it was decided that similar meetings should take place twice yearly starting with the next one in mid-January 1959.



BROADCASTERS ATTENDING THE SALES AND PROGRAMMING clinic are, top row, left to right: Bob Dean, CKAR, Huntsville; George Duffield, CFRN, Edmonton; Bill Davis, CFCN, Calgary; Eric Davies and Ernie Holland, CKX, Brandon; Lew Kirchen, CFQC, Saskatoon. Second row: Denny Reid, CKCQ, Quesnel; Tom Shandro, CFRN, Edmonton; Clay Hawkins, CKNW, New Westminster; Harry Dane, CKRM, Regina; Jim Hudson, CFQC, Saskatoon; Gordon Carter, CFCN, Calgary; Bill McDougall, Clyde Bourassa and Roy Currie, CFQC, Saskatoon. Bottom row: Ned Corrigall, CFCN, Calgary; Wilf Collier, CKRM, Regina; Gordon Ferris, president, Radio Representatives Ltd.; Vern Dallin, CFQC, Saskatoon and president CARTB; Ed Hall, Radio Representatives, Vancouver; Red Hopps, CFRN, Edmonton. Also attending the meeting, but not shown were: Rory MacLennan and George Davies, CJOB, Winnipeg; Wilf Gilbey and Bill Freist, CKSW, Swift Current.

Did you know that . . .

CKLG North Vancouver reaches a total of 53,755* adult listeners every day

***ELLIOTT-HAYNES**
CIRCULATION REPORTS

YES, Dr. Tulp — It follows **AUTOMATICALLY**...



CFQC-TV's IMAGINATIVE TEAM IN OPERATION SUTURES THE SALES MESSAGE TO THE CUSTOMERS WANTS — GIVES COMMERCIALS THE REMEMBRANCE VALUE OF A REMBRANDT.

FROM STORYBOARD TO FILM — OR "LIVE" — CFQC-TV WILL PRODUCE YOUR STORY AND INJECT **LIFE** — INTO SALES.

CONTACT TV REPRESENTATIVES LTD.



SERVING 45,000 CAPTIVATED TV HOMES

CHANNEL 8

CFQC-TV

SASKATOON, SASKATCHEWAN

International

INSTALMENT SELLING CAN BEAT THE RECESSION

THE SOLUTION TO the present economic problem in the States lies in the hands of advertising men and the banks, says Charles H. Brower, president of BBD&O. In an address to the American Bankers Association last month, Mr. Brower said:

"Much has been said and written about the dangers of excessive consumer credit. There are some who have made your business the cause



Charles H. Brower

of all economic ills. My knowledge of the consumer does not support this premise. I don't think he needs as much protection as some of the eggheads who would be his keeper. I don't think the so-called 'hidden persuaders' are able to persuade him to do much of anything that he doesn't want to do anyway. He is cagey and knowledgeable, he plans intelligently and realistically, and, for the most part, he is jealous of his credit standing."

Admittedly, said Brower, there are times when consumer credit gets abuse, but it certainly was not one of the major defaulters in the Great Depression, when one considers foreign government bond issues, domestic corporate bond issues and urban mortgage loans on business properties.

The consumer is even saving more money, Brower continued. In February, sales of savings bonds for the first time in two years exceeded redemptions. "This upsurge in personal savings reflects the present recession psychology and aggravates the slow down in buying. Dollars used for down payments instead of for savings could really get the wheels of industry moving at top speed again."

NO TIME FOR DREAMING

Whatever you call this recession, Brower said, the consumer is catching his breath after years of heavy buying. The only danger is that he will dream too long and 1958 will be what is known as "a lousy year." The way to get him back on his feet "is for advertising to awaken his interest anew and for instalment credit to make his purchases easier."

"Your good old salesman who used to come to the door and sell you a car or a major appliance, is never coming back. The industrial revolution made him and the distribution evolution ended him. The reason that the salesman does not call on you at home any more is because you are

not there. You are shopping at the big new shopping centres, at the television shops where you can get 40% off.

"If the automobile salesman doesn't sell like he used to even when you see him in the showroom, it's because he knows that you are going to visit half a dozen car dealers before you make up your mind. Salesmanship, as we once knew it, rests, we hope, in peace.

"So, if selling is to be done, and there will be grass in the streets if it isn't, it is pretty much up to you and me to do it.

HOW TO STIMULATE DESIRE

Mr. Brower said he had three suggestions of how to stimulate the desire for goods in the consumer.

(1) Locate your customer.

Make sure you tell the women about your consumer credit facilities. Get your message to the young families of middle income who buy the most appliances.

(2) Make borrowing both moral and fun.

"The consumer feels a little bit guilt-ridden about borrowing for luxuries and the refinements of life. Why should the borrower have to feel embarrassed about a loan? Why should he have to walk around the block before he goes in to make one? Impress upon the consumer that

credit is not just a debt, but also a way for him to build capital assets and provide a higher standard of living for his family."

(3) Take a tip from the supermarkets.

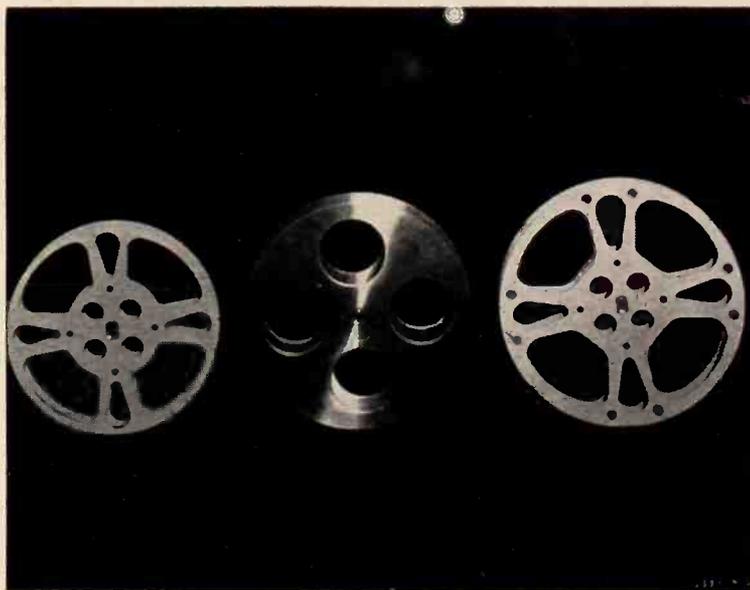
Display what you have to sell and what you have to sell is not money itself but what it can buy. Put your lobby space to work doing a selling job.

"The old time salesman is dead, as far as cars and appliances are concerned. If we are to break the present economic log jam, you instalment credit bankers and we in advertising must do it by working together, advertising by awakening consumer desire, bankers by making the goods really purchaseable."

New Home For The CBC

THE CBC HAS begun discussions with the City of Montreal connected with the possible purchase of 1,300,000 square feet of land in a two-block area in the St. Catherine-St. Urbain Streets district in the centre of the city. It would be used to consolidate CBC facilities in Montreal.

No terms have yet been discussed, but if agreement can be reached, construction could start early in 1959, with the work completed in five years.



GOLDBERG Film Reels and Cans

"For those who want the Best"

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

Alex L. Clark

LIMITED

Budget Plans available for Your convenience.

3745 Bloor Street West, Toronto, Ontario
BEImont 1 - 3303

from All-Canada

the newest sound in radio
"THE BIG SOUND"

Did you know that . . .

CBFT Montreal

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

*ELLIOTT-HAYNES CIRCULATION REPORTS

Potts' SPOT

● Congratulations to Jack Pollie and CJET on the frequency change which now extends the coverage of the Smiths Falls station. Now that they have moved onto 630 kcs, full time, their signal can be heard throughout the Ottawa Valley.

● According to the Elliott-Haynes Circulation Reports, CKYL, Peace River, Alta., now reaches a total of 38,501 adult listeners every day.

● Check the BBM Survey (Fall 1957) and you will find that Alberta's "Farm Station," CFCW, Camrose, is Alberta's fourth market.

● It was good to see that CKNX-Radio and TV are nominated for Beaver Awards. We hope the judges will rule in favor of this fine pair of stations.

● Hats off to Gord Garrison, manager of radio station CKLB, Oshawa, who served South Central Ontario, and listeners across Canada through their local stations, with play-by-play descriptions of all the world championship hockey games in which the Whitby Dunlops played.

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

Lorrie

Potts
and Company

LORRIE POTTS
SCOTTY SHERIDAN
NEIL HENDERSON
JIM PITTIS

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

Radio

CFCF OFFERS CARTB SEAWAY SERIES

RADIO STATION CFCF in Montreal has launched a series of six half-hour documentaries on the question, "What will the St. Lawrence Seaway mean to you?"

The series covers the Seaway's effects on Canada's economic development, sociological aspects, engineering features, historical importance and background, its effect on existing Canadian and American transport, and also the general geopolitical aspect.

In the last seven months, the station's news staff, under the direction of News Editor Bert Cummings, interviewed some 76 leading Canadian and American businessmen including those in transportation, shipping, Prairie wheat export, Pacific lumber, shipbuilding, and construction.

The series is being distributed to private stations across Canada, free of charge, through the CARTB.

DISCUSSION WITH VIP's

Discussions on the need for the

Did you know that . . .

CBHT Halifax

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

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Seaway and its political ramifications over the past two generations in Ottawa and Washington, highlighted by interviews with Prime Minister Diefenbaker and Transport Minister Hees, open the series. This segment also includes statements of US policy, secured from President Eisenhower.

Spokesmen from various provinces voice their views on what the Seaway's effect will be on Canada's economic development; what the Seaway will mean in dollars to Canada; and how it will affect lake ports in addition to all competitive carriers.

The story of the upheaval of homes, villages and people, centred in the Morrisburg area of Ontario, is related in the sociological survey. Interviews were taped with people who were being moved out of their homes and villages, and with officials of Ontario Hydro, which handled the establishment of these people in new villages.

Physical aspects of the Seaway, the technical difficulties encountered in various areas, and the achievements of Canadian engineers all are included in the engineering segment of the series.

There is also a segment on the effects the Seaway will have on shipping, with arguments for and against new types of shipping rates and facilities, put forward by shipping line operators.

Ready For Radio Week



CANADIAN RADIO WEEK, May 4-10, will be given the full support this year of the 148 member stations of the CARTB, the CBC, and Canadian radio manufacturers, in a concerted effort to inform the public on the informative and entertaining qualities of the medium.

Already more than 1,300 promotion kits have been sent out to manufacturers, and the Radio-Electronics-Television Manufacturers Association of Canada has provided 300 free radios to be given away as prizes during the week. The radios will be distributed by the CARTB to member stations for contest promotions.

Station promotion kits are also being prepared with spot announcements, idea books, radio facts, display promotional material and two completely new promotion items: 10 dramatized announcements, and a series of announcements by top Canadian sports stars.

The CBC has pledged its support and hopes to do a *Salute to Radio* in both radio and TV programs.



enter laughing

by CARL REINER

the popular TV comedian

This is the story of a delivery boy in Manhattan's garment district, who auditions for a dramatic school—wins the part for a wild season—has to buy his first full dress suit (for \$7.50)—how he breaks the news to his family—and his first experiences with a girl.

\$3.50



The
MUSSON
BOOK
company limited



OIL!

The
Predicted
OIL EXPENDITURES

in the

DAWSON CREEK
AREA

for

1958

are

\$75,000,000*

* Trade and Commerce Magazine, March 1958

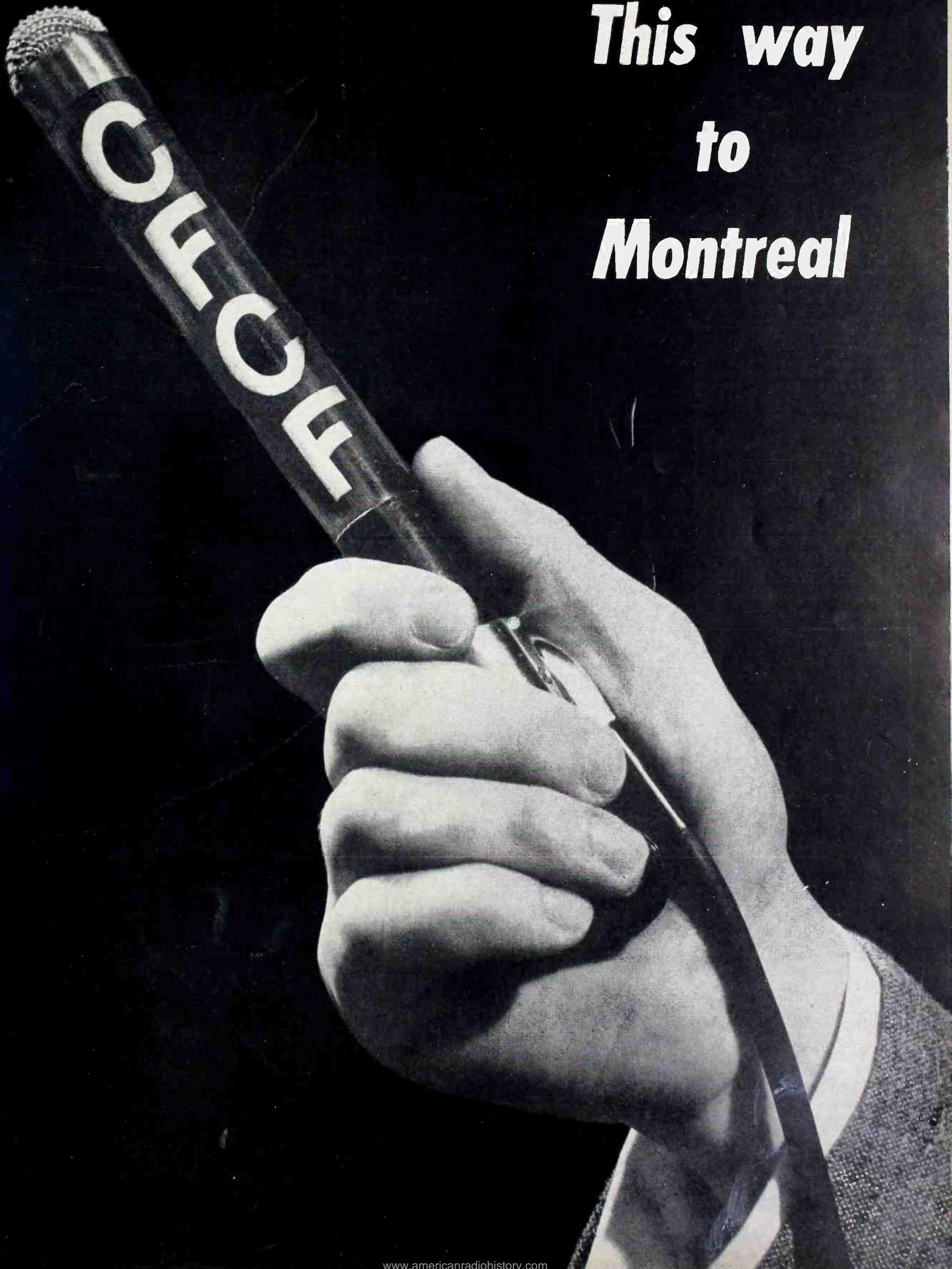
CJDC

DAWSON CREEK
B.C.'s CENTENNIAL CITY

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

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

***This way
to
Montreal***



**HOW TO REACH
NOVA SCOTIA'S
Richest
MARKET!**

THE higher earnings of Halifax families (32.10% above the average for Nova Scotia) is the great driving force behind the record retail sales for this Capital City.

You can reach these higher-income families BEST with CHNS, which has a commanding lead over the next radio station day and night. This leadership is pronounced too in the 75 mile coverage area.

NO MATTER WHAT
YARDSTICK YOU
USE . . .

CHNS

is the station to
buy in Metropolitan
HALIFAX

Television

US CONTRACT CONTRASTS CBC INDECISION

IT IS JUST A MONTH since the whirlwind weekend which resulted in the signing of the Canadian comedy team of Johnny Wayne and Frank Shuster to a "precedent-shattering" one year contract with the *Ed Sullivan Show*, and the boys are still wondering when they will come down to earth.

"Even now," says Johnny, "with our first show with Sullivan less than a month away (May 4), we walk along the street and suddenly burst into hysterical laughter. It's the first time since we broke into television that we have known what we're going to be doing next season, before this season ends."

After 18 successful years in the business of making Canadians laugh, that statement may seem strange. But behind it lies one of the main reasons for the comics' elation over the Sullivan contract. And it also explains their former resistance to US offers, when they were working in radio.

"In radio," Shuster explained, "we always had long-term contracts - - up to four years, at one point. We didn't want to go to the States or England because a steady guarantee of work is worth much more than occasional employment, even if it pays better. But in four years in Canadian television, we have never been secure. The CBC doesn't start to talk business at the end of the current season, no matter how good

they think you've been. They wait until the start of the next season, and that means Johnny and I spend all summer wondering whether we'll have a job next October."

"That's why this offer from Sullivan - - in mid-season - - really got us excited," Johnny said. "When Frank called me about it he was so excited I thought he was talking about some guy named Fred Sullivan who had a show selling the Mercury in thermometers!"

QUICK MAN WITH A DEAL

The long-drawn-out negotiations and eleventh-hour settlements they had known in Canada left them totally unprepared for Sullivan. But even for him this must have represented a near-record in quick deals.

Shuster received a call from New York in his Toronto home at 8.55 Saturday morning, telling them to get down on the first available plane that day. At 4.30 that same afternoon, in Sullivan's Manhattan hotel room, they had reached an agreement which gives the comics more money for an eight-minute skit than they are making right now for a complete one-hour show; a free hand as to how often they will appear; and a clear go-ahead to bring down whatever Canadian talent they want for supporting roles.

When Sullivan had outlined his offer he turned to Shuster, who handles most of the financial ar-

rangements, and said: "Well, what do you say?"

Frank turned to Wayne and cracked, "I say: 'Johnny, close your mouth. It's hanging open!'"

"When our agent carried us out," Johnny adds, "his mouth was still hanging open!"

The comedians have no plans of taking up permanent residence in the United States or of becoming American citizens. "We're Canadian and Sullivan realizes that," Johnny said. "We have the right to work in Canada during the year, and we intend to. As for our appearances with Sullivan, we intend to commute for the first four shows, for which the dates have already been set."

COMEDY COMMUTERS

They will continue to work in Shuster's home, as usual, hammering away at their skits until the day rehearsals begin in New York. Their satirical style will undergo no great change, except, of course, there will be no references to Canada which only a Canadian audience would understand.

"We'll be using material with an American source," Johnny Wayne explained. "But it will be a situation which all North Americans will find humor in."

They expect no trouble in developing material, having that edge over most comics in that they are never



ATTRACTION

...GETS ACTION

... leads to action in the form of cash register results. Reach a large,* responsive audience . . . and sell the Calgary market over CFAC.

with **CFAC**
Calgary

*Check any Listenership Survey!



CFAC is the medium to sell the supermarket shopper! Attraction while she listens to this trusted station . . .

"First time I've ever been so sold . . ."



Photo by Robert C. Ragsdale

FROM RIGHT TO LEFT — just to be different — here are Johnny Wayne and Frank Shuster, the Canadian comics who have won a precedent-shaking contract on the CBS "Ed Sullivan Show."

worried about drying up. "It's not lack of material that will restrict our number of appearances," Frank Shuster said. "We just don't feel that comedians can take too much exposure. They begin to fall flat with the audience, no matter how good they are. And Sullivan appreciates this, too. The contract says we can go on once a week, once every two weeks, or even once a month."

The comedians have performed outside the country only twice: a one-shot performance with Granada TV in the UK last year, and another one in the US on the *Rosemary Clooney Show*, both of which drew rave notices. The rest of their time they have been in Toronto, or with the Army Shows during the last war. They started out together in Toronto's Harbord Collegiate, kept up their skits at the University of Toronto, on their way to Masters' degrees in English, and have been in radio and TV for 18 years.

Their style immediately captured Sullivan's interest. He told a Toronto columnist, "This is the first time I've ever been so sold on the potentials of an act. To my way of thinking, Wayne and Shuster will become just as much of a sensation

in our country as they are in Canada."

As for Wayne and Shuster, they look at the Sullivan contract as an opportunity to try their stuff against one of the biggest audiences in the world, which has seen the best comics in the world.

Ed Sullivan and a lot of Canadians are betting they'll lay them in the aisles.

CJON-TV Starts Live Drama

THE FIRST OF SEVEN full-length live dramas was produced by CJON-TV, St. John's last month as part of its program to encourage and develop local dramatic talent.

It is planned to produce a play each month, and eventually to set up a drama school. CJON will make available one of its studios as a rehearsal hall.

The first of the series, *Gayden*, was produced by Don Jamieson and acted by members of the St. John's Players. Press notices made particular mention of the professional polish of the over-all production, which was five weeks in rehearsal.

Closed Circuit TV At CARTB

THE CARTB AND executives of the Queen Elizabeth Hotel, Montreal, have agreed on plans to set up a closed circuit television system in the hotel for use at the annual CARTB convention, May 11-14.

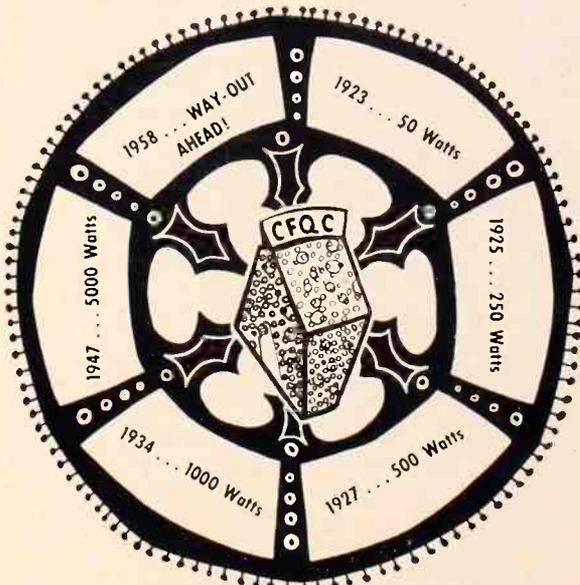
Canadian General Electric will supply the camera setup and the technical operation will be handled by TelePrompTer of Canada Ltd.

Did you know that . . .

CKSM Shawinigan Falls reaches a total of 25,344* adult listeners every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

The Wheel of Fortune . . .

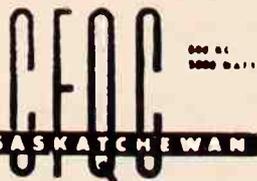


CFQC — Radio HUB of Saskatchewan Spinning for 35 Years

Always **FIRST . . .** and **STILL** leading the way with a **TOTAL** station coverage **GREATER** than any **TWO** other Northern Saskatchewan Stations Combined.

CONTACT OUR REPS

Radio Reps - Canada
Young Canadian Ltd. - USA



THE RADIO HUB OF SASKATCHEWAN

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

the newest sound in radio

"THE BIG SOUND"

from All-Canada

Now

THE NEW

RADIO-63

- More Coverage
- More Homes
- More Sales

CJET

SMITHS FALLS

1000 Watts 630 Kcs

Congratulations

from

Lorrie Potts & Co.

TORONTO

MONTREAL



Over the Desk

ONE OF THE greatest victories scored in last week's general election was the CBC's excellent Canada-wide coverage of the event. Obviously, if we must have a state broadcasting system, such events are its meat and potatoes. But there is quite a difference between an adequate job, in which facts are disseminated clearly and objectively, and a definite streak of brilliance in keeping five and a half hours of what was really nothing more than a string of statistics vibrantly alive. My tribute does not go so much to the networks, as such, nor even to any of the individuals who played star parts so ably. It goes rather to the team of reporters and analysts who worked with such a high degree of "crewmanship" that this difficult show came off so superbly.

Here, for my money, are state radio and state television at their very best. Here is state broadcasting concentrating on a topic of vital national importance rather than teaming with the advertising agencies to compete with the private stations for the advertising dollar.

It seems reasonably sure that when the new government gets into gear, the CBC will continue to exist at least in modified form. Whether it continues to operate networks as well as producing its programs, or is transformed, along the lines frequently suggested in these columns, into a purely production organization, there is a useful function to be undertaken by the government system. However, its success depends - - absolutely and entirely as we see it - - on this part of broadcasting being kept absolutely apart from the influence of advertisers and their agencies.

Since the beginning of TV, the CBC has tried to control its own programs. The CBC has created the shows and offered them for sale. Gradually though, the sponsors have had more and more to say about them, and now screens show a credit which reads "Produced for A. Sponsor & Co. by the Canadian Broadcasting Corporation."

Can anyone really believe that it is the function of a department of government to produce television programs for the Blank Motor or Soap or Breakfast Food Company, especially when the operation entails a loss which has to be borne out of the public purse?

Mr. Diefenbaker and Mr. Nowlan have intimated that it is their intention to relieve the private broadcasters of the unfair government competition to which they have been subjected by the commercial department of the CBC. This is a tremendous step in the right direction, but, quite apart from the unfair competition, I respectfully suggest - - and I am speaking purely for myself - - that a public broadcasting service, operated for the benefit of the public - - and surely this is its purpose - - cannot be made to function to the desired end if it is subjected to the slightest degree of influence by advertisers.

Obviously if advertisers are going to be called upon to pay the shot, even in part, for programs to which they attach their sales messages, no regulation is going to prevent them from influencing the character of such programs. So the only way, as we see it, to operate a public broadcasting service for the public is to keep it entirely free of any advertising.

WE'RE ON THE ROAD

THIS IS A GREAT season for people who like conventions. Between April 20 and the end of June, there are not one, not two, not three, not four, but five of the clam-bakes. First it's the Atlantic Broadcasters at Amherst, N.S. All the information we have received on this is that it takes place at the Fort Cumberland Hotel, April 20-22, and that John Firston (CHNS) will head a program panel in which representatives of all stations will participate.

Next comes the Association of Canadian Advertisers' affair at the Royal York Hotel, Toronto, May 5 to 7.

Then it's the CARTB at the spanking new Queen Elizabeth Hotel in Montreal, May 11-14.

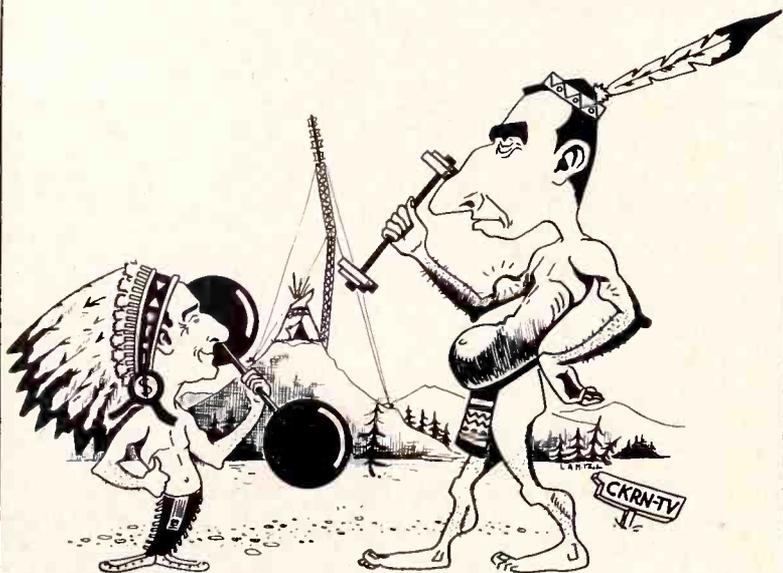
After that we have time to change our shirts and embark for the Banff Springs Hotel, to watch Bob Buss preside at the annual get together of the Western Association of Broadcasters, June 5-7.

Just after (or it may be before because I can't get the date yet) the B.C. Broadcasters are holding their summer affair at Port Alberni.

And I used to think that the best

Heapum' Strong...

PLENTY COVERAGE*



* Ask our Reps.

CKRN-TV servum'
2 Markets in 2 Languages

In Northwestern Quebec
and Northern Ontario

ON CHANNEL 4 ROUYN - NORANDA

For more information, consult our Reps:

Jos. Hardy & Co. Ltd., 19 Richmond St. W., TORONTO. EM. 3-9433.
Jos. Hardy & Co. Ltd., 1489 Mountain St., MONTREAL. PL. 1101.
John Hunt Associates, 1030 W. Georgia St., VANCOUVER, B.C.
Weed Television in USA. Head office: NEW YORK. Murrayhill 7-7772.
Cast: (L. to R.) Bobby Gourd (Big Chief)—George Chartrand (Little Beaver).

Did you know that . . .

CKDA Victoria
reaches a total of 69,985*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

way to make a living writing was to start a paper.

But every cloud has its silver lining. During July and August, when Toronto stews under a sultry sun, when the weather is normal that is, we have on place to go . . . not a convention or meeting to attend anywhere.

Oh well! Ah me! Or if you want to be journalistic about it, ah us!

Joking apart, conventions do seem to be getting a trifle out of hand for those of us who feel we should go out on the circuit. I sometimes think it might be an idea to make one month convention month, and have them all in the same place one after the other - - end to end as it were. This way, as far as I can see it, there is no end.

THE BEAVERS ARE COMING

LAST ISSUE YOU no doubt found our nineteen nominations for the new crop of Beavers. They are now in the hands of the five judges, one of whom has already returned his findings.

Announcement of the winning stations will be made in our May 8 issue, which is doubly dedicated to the ACA and the CARTB Conventions.

The judges are Mart Kenney, well-known band leader; C. W. "Bill" Wright, sales and speech consultant; Claire Wallace, veteran commentator; Dr. E. A. Corbett, former director of the Canadian Association for Adult Education; Carson Buchanan, retired manager of CHAB, Moose Jaw.

PARABLE OF THE BELLS

MARG CROSBY, CKCW-Radio's woman - about - Moncton is in the news this week with a special Easter feature she introduced the other day into her hour-long regular

program which she called *The Parable of the Bells*.

In a word, Marg taped the sound of the bells from churches of all different faiths in and around Moncton. She contacted the ministers and priests of the churches with bells and made arrangements to tape them as they pealed. Some churches co-operated to the extent of pealing the bells in the middle of the morning, thereby causing not a little excitement.

Marg's program started in The Old Meeting House, where many of the city's churches had their beginnings. Then Rabbi Medchuck sounded the ram's horn and explained that it is usually sounded at the Jewish New Year in the fall.

Each visit to a church was followed with a musical selection typical of that particular faith, including Anglican, English Catholic, French Catholic, United and Baptist churches.

In the course of preparing the program, Marg turned up some interesting facts. Some of the bells came from France; in another case, the church is obliged to continue to ring the bells because that was included in the contract when the church was opened.

BANNERMAN SPEAKING

PEOPLE WHO CAN think back long enough to remember when Glen Bannerman headed the old CAB will be interested to know that on March 1 he arrived in Belgium and took up residence in Brussels as Commissioner General for Canada for the Canadian Pavilion of the Brussels Universal and International Exhibition 1958.

Glen expects that by April 17 everything will be in readiness for

the official opening, and that whatever the situation is with other countries, the Canadian Pavilion will be complete with exhibits and everything by that date.

In his letter, Glen hopes that I will be paying him and the Exhibition a visit between April 17 and October 19. He suggests that the broadcasting set up in connection with the various exhibits would be worth the trip alone. In tendering the invitation, he is no doubt confusing me with one of you rich guys, so I am handing it along in the hope that it may tempt some of you to go and have a look.

And speaking of having a look, look at the time. It's a holiday week-end coming up and the printer is making noises like a printer with a holiday week-end coming up. So buzz me if you hear anything, won't you?

CJAV RADIO

Port Alberni — B.C.

is the most!

over

90%

of the early morning audience

Contact

VANCOUVER
John N. Hunt
& Associates

TORONTO &
MONTREAL
Stephens &
Towndrow

U.S.A.

Donald Cooke
Elliott-Haynes

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

DON WRIGHT
Productions

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329

Residence: 77 Chestnut Park Rd., WA. 5-1631

LEAVE OUT—LOSE OUT!



This is what happened to one Local Account that did not use CKBI in its advertising plans

Don't lose out in the CKBI Market
Line up with the Winners on your Next Campaign
ADD

900 Kcs.

CKBI

10,000 Watts

PRINCE ALBERT, SASKATCHEWAN

Reps: — ALL - CANADA

U.S. — WEED & CO.

Opinion

THE CIVIL SERVICE IS CANADA'S REAL GOVERNMENT

THE NEED FOR a parliamentary system freeing such industries as broadcasting from the situation in which sweeping powers have come to reside in the hands of persons against whose judgment there is no immediate appeal, was outlined in a speech by Jim Allard, executive vice-president of the CARTB, before the Saskatoon Rotary Club recently.



JIM ALLARD

He went on to suggest an alternative to the present system which, he felt, would restore representative government, eliminate bureaucracy, and retain only those appointed agencies whose work could not be done as efficiently by free enterprise.

Representative government as we know it, he said, is no longer effective in safeguarding against encroachments of power "from within and above."

Allard suggested that the real threat today is the non-elected political man of power who sits on a commission, tribunal, board or crown corporation. "There are in Canada today," he said, "a surprising number of licenses and permits which can be

cancelled upon the arbitrary order of a board. In spite of the fact that that cancellation might ruin the hard work, energy and foresight of years, there is no appeal from the decision. Nor is there any way of throwing the board out of office at the next election. Indeed, in many cases, elected governments are fearful of anything that might look like interference.

"The net result is that the average elected representative is virtually helpless in any attempt to carry out his basic function - - which is as watchdog of his constituents against the machinery of state. If he be in power and occupies high office . . . he must lean upon his 'experts,' the people who are the permanent civil service or the heads of crown corporations, or who sit on boards, tribunals, commissions. It is these people who today are the real government of Canada, and becoming increasingly so."

NEW LOOK FOR PARLIAMENT

Allard suggested this alternative: a House of Commons elected on much the same basis as it is now, which would meet as a unit after an election and elect from its own membership a chairman who would become prime minister. He in turn would choose, from either side of the House, a cabinet of not more than 12 people. This group would have no departmental responsibilities

at all, but would confine itself exclusively to policy matters. The rest of the House would be split up into committees of three or four people, with each committee in charge of a department or sub-department. Each committee would have adequate secretarial, research and accounting help, and would "live in that department from 9 to 5 every day, investigating, watching and probing." This secretariat would be replaced every two years to prevent bureaucracy, he said.

The House would meet only once a month, with the cabinet briefly presenting its policy report and each committee reporting from time to time with recommendations for improvement and action.

Ordinary legislation would originate in and be dealt with by the Senate.

All non-elected commissions, board, tribunals and so on would be studied "to see whether they serve a useful purpose and one which could not be served by private enterprise or in some other way. Those which remained after such an examination should be made fully responsible to some efficiently-designed body of elected citizens."

Allard said Canadians had lost a great deal of personal freedom and liberty since the turn of the century and said it required quick action to preserve what is left. He looked forward to the day, he said, "when only a policeman and elected representatives of the people can say, 'Let's see your license.'"

Many Films Available

THERE ARE NOW about 3,000 16 mm sponsored films available for free showing across Canada. This fact came to light in a recent survey conducted by Crawley Films Ltd. which also disclosed that a high percentage of these films were Canadian-produced.

Sixty-eight per cent of Canada's 225 listed film sponsors replied to the survey questionnaire. They reported:

- - An average of 15 films each, available for distribution to television, theatres, universities, schools, libraries, the National Film Board, their own organizations and commercial distributors.

- - A decided edge in effectiveness of Canadian films against those brought in from other countries. Sponsors using Canadian films only, who reported "Excellent" or "Good" results totalled 87 per cent; sponsors not using Canadian films rated their "Excellent" and "Good" effectiveness at 76 per cent. None reported unsatisfactory results with any films.

Did you know that . . .

CKCH Hull, Que.

reaches a total of 112,573* adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

the newest sound in radio

"THE BIG SOUND"

from All-Canada

RECESSION?
NO SIR!

NOT WITH CKSL
ASTUTE ADVERTISERS
DOING WELL

YOU TOO CAN SELL
WITH _____

CKSL
LONDON
Foremost in Forest City



MILLENNIUM

"The trade of advertising is now so near perfection that it is not easy to propose any improvement."

—Dr. Samuel Johnson (1759)

. . .

AUDREY STUFF

Then there's the gal who was so dumb she didn't vote because she couldn't find Eisenhower's name on the ballot form.

. . .

ATTENTION AD DEPT.

If you can find it in your hearts to say something nice about the Liberals, please put one of our ads next to it.

— Paul Mulvihill

. . .

SPORTSMANSHIP

Be a good winner — take a Liberal out to lunch.

. . .

HERE TO STAY

You don't tell a healthy man he looks too well to last, so why tell the PC's their's is an unhealthy majority?

. . .

MEMO TO BOSS

While you were off on your trip we tried to keep things going for you but we couldn't find out what it is you do.

. . .

CONTROVERSIAL ADVERTISING

Smoke PUFFO — enjoy all the nicotine and tar which give them their wonderful flavor.

. . .

SUGGESTION BOX

Why doesn't some outdoor type start a program about wild animals called *First With The Gnus?*

. . .

A PICTURE IS WORTH . . .

Our editorial page (5) has been made over to cartoonist Grey Harkley this issue, to make absolutely certain it will get across to all our readers.

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

Radio & Television

MATHEWS-WELLS, through J. Walter Thompson, are starting a television spot campaign on April 14 for eight weeks. Stations being used are KVOS-TV, Bellingham, Vancouver; CBWT, Winnipeg; CFCJ-TV, Port Arthur and CKCO-TV, Kit-chener.

COLGATE-PALMOLIVE Ltd. recently introduced Colgate Dental Cream in an aerosol or push button container. The advertising for this product has already started regionally, and is expected to start nationally about mid-April.

In television the product will appear on the two English network shows, *The Millionaire* and *The Plouffe Family*. It will also be used on the French network program, *Le Théâtre Colgate*. In addition flashes will be used on 15 stations across the country at other time periods.

In radio, the new container will be promoted on the two Colgate network radio programs, *One Man's Family*, on the English network and *Les Joyeux Troubadours* on the French. This campaign also will be backed up by spots on 26 stations, coast-to-coast, at other time periods.

In the print media Colgate Palmolive are using 1200 line, two color ads in 24 daily newspapers across the country. The agency for this advertiser is Spitzer & Mills Ltd.

CANADIAN BANANA Company, through BBD&O, is due to start a two week radio campaign in a total of six markets. They are: Toronto, Hamilton, London, Ottawa, Montreal, Sherbrooke and Quebec City.

People

DAVE CATTON has been made the director of development at Vickers & Benson Ltd. In this capa-

city he will look after new business developments and handle public relations for various clients. Taking his place as director of radio and television is Des Hardman, previously director of production.

THE ADVERTISING and promotion department at S. W. Caldwell is now in the hands of Gordon Keeble and Marietta Pukara. It was formerly handled by Ross Teel who is now freelancing in Toronto.

MARY FRAN BURKE is now the promotion director at CFCF-Radio, Montreal. She replaces Harold Heron, who has left to open his own ad agency.

ART GAUDIER, formerly film editor at F. H. Hayhurst Co. Ltd., is now at E. W. Reynolds as radio and television co-ordinator. Taking his place at Hayhurst is George Churchill, formerly of All-Canada and S. W. Caldwell.

Stations

THE WELLAND-PORT-COLBORNE area of the Niagara Peninsula is expected to have its own radio voice about May 15, when Wellport Broadcasting puts its 500 watt AM station into operation on 1470 kilocycles.

Heading the new company is President Gordon Burnett, presently manager of Radio Guardian, Port-of-Spain, Trinidad. Two managing associates of the new station are Bob Redmond, formerly sales manager at CHEX-Radio, Peterborough, and Doug Manning, formerly sales manager at CHEX-TV, Peterborough.

The station has not been assigned

call letters as yet. It is equipped by RCA Victor and was completely designed and built by N. J. Pappas & Associates Co. Ltd., Montreal.

Bob Redmond said the station, which will serve a market of 75,000 people within a ten mile radius, hopes to adopt a programming method which is both snappy and bright, but which does not "cater to rock and roll."

The station will have no network affiliation. It has applied to the CARTB for membership.

PART OF A CJMS, Montreal, outdoor promotion now being conducted is the display of large posters on the back of several hundred Montreal buses. The posters are treated with fluorescent paint for the nighttime and they say "CJMS Radio 1280 Montreal on the air 24 hours a day."

Miscellaneous

AS OF THE FIRST of April the agencies of Locke, Johnson & Co. Ltd., and Harold F. Stanfield Ltd., are operating under one roof at the former Toronto office of Locke, Johnson, 255 Davenport Rd., under the new name of Stanfield, Johnson & Hill Ltd.

THE NATIONAL COMMUNITY Antenna Television Association of Canada is holding its second annual convention May 1-3 at the Alpine Inn, Ste. Marguerite, Quebec. The main item on the agenda is a session on Closed Circuits Systems.

A NEW INDUSTRIAL television camera will be shown by EMI Electronics Ltd., England during April at the Instruments, Electronics and Automation Exhibition in London.

Known as the Mark VI, the camera is designed for use by people unskilled in television operation, to provide excellent picture quality under normal industrial lighting conditions. Its special features include provision for remote control of the iris, focus and three lens turret, together with an automatic pan and tilt head. The camera is described as very compact and simple to install and maintain.

DID YOU KNOW THAT...

Approximately 99% of all grapes grown in Canada are grown in Lincoln County?

That means a lot of revenue in a market,

Representatives
Paul Mulvihill
Toronto - Montreal

SERVED BY

CKTB
ST. CATHARINES

The NIAGARA DISTRICT STATION

1-2-3 It's as easy as that!

- (1) We can promote your product in a market where buyers are responsive.
- (2) We can keep your name on the minds of these responsive buyers.
- (3) We can also give your advertising a tremendous coverage in a market area that's growing bigger all the time.

So . . . for hot salesmanship in New Brunswick . . . Always count on us.

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

SEE: The All-Canada man, or
Weed & Co. in the USA.

Did you know that . . .

CKWX Vancouver

reaches a total of 191,599*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Technical

TRANSLATOR TAKES TV TO FRINGES

IT IS NOW POSSIBLE for mountain locked or fringe area communities to receive big-city television with the use of a new system known as a Television Translator. This is the development of products by Benco Television Associates and equipment supplied by Adler Electronics in the U.S.

Two such areas are now using this system. They are Estcourt, Quebec, about 75 miles south west of Rimouski, and Clermont, Quebec, about the same distance north east of Quebec City. In both cases these systems are owned by a group of local businessmen. In Estcourt the station is CJES-TV and receives its signal from CJBR-TV, Channel 3, Rimouski, and sends it out on Channel 70 UHF. In Clermont CJVC-TV receives its signal from CFCM-TV, Channel 4, Quebec City and sends it out on Channel 75 UHF.

"The Translator", explained Harry Gray, sales manager of Benco, "is a new type of television transmitter which makes it possible for the shadowed or fringe community to enjoy a television picture equal in reception quality to those seen by viewers nearer to the main broadcast station. Installed for service at the highest point of elevation near the fringe community, it picks up VHF signals, converts them onto a UHF channel and then beams a strong, clear signal into the shadowed area. The TV Translator is housed in a small steel cabinet which contains all the necessary electronic equipment and operates by remote control. It is essentially a combined receiver and transmitter, receiving one type of signal, VHF, and converting this to another broadcast band, UHF, where it will not cause interference to other services. This retransmission has no effect on sound or picture quality. The device contains a VHF antenna and amplifier, VHF to UHF converter, UHF antenna and amplifier and an automatic code identifier which identifies the station at regular intervals during transmission time.

COMMUNITIES PAY THE SHOT

"A Translator station could be used as a community utility," Gray continued, "financed through a fund created by individual donations. In some areas, municipal governments might provide translator station service through legislation.

"Perhaps more significant is the

main broadcasting station's role in operating TV Translator stations as an economic method of reaching previously inaccessible audiences in shadowed areas", he said. "Translator systems would be effective in overcoming the shielding effect of hills, mountains or other terrain anomalies which tend to keep the TV broadcaster from realizing full market coverage. The broadcaster operating at less than full authorized power could reach profitable new markets through supplementary translator station operation."

When asked how this new system compared with the community TV systems or cable systems, of which there are about 120 operating in Canada, Gray said that the main difference was one of cost. The cable system, he said, costs about \$5,000 per mile taking everything into consideration. On the other hand the translator costs about \$10,000 for the complete installation, and depending on antenna heights could cover an area about five miles square.

Each translator can pick up only one channel, either VHF or UHF, and rebroadcast only a single UHF signal. To provide selection of more than one channel for a community, separate translators, each with its own antennas, must be installed. However, all receiving and retransmitting antennas may be mounted on a common supporting structure provided that adjacent channels are not being used for transmitting.

LOOKING FOR ALL THE FACTS* ON TELEVISION CANADA'S NUMBER ONE SALESMAN

You can get them at the Annual Meeting of the C.A.R.T.B.

DATE: MONDAY MORNING, MAY 12, 1958.
PLACE: QUEEN ELIZABETH HOTEL — MONTREAL, QUE.

YOU'LL NEVER HAVE A BETTER OPPORTUNITY TO GET ALL THE FACTS* ON TV.

QUEEN E. HOTEL
MONTREAL, QUE.
MONDAY - MAY 12

* FACTS as opposed to FANCY.

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
CKBI-TV, Prince Albert	CKOS-TV, Yorkton
	CHAB-TV, Moose Jaw

POINTS OF SALE

\$13 MILLION worth of **FRUIT and VEGETABLES**

are produced in the **NIAGARA PENINSULA**

completely covered by **CKTB** St. Catharines

PAUL MULVIHILL & Co. Ltd.

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

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

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.



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



Television

SUPER DRUG STORE STAGES OWN TV WEEK



Photo by Paul Ponich Studios

A HUGE ROOFTOP SIGN and window and store displays were used to point up "Long's TV Week" in Kelowna BC. This drug "supermarket" reported tremendous sales of drugs specially advertised over CHBC-TV during the "Week", as well as healthy increases in day to day store traffic and sales. In inset is Harold Long, president of Long Super Drugs.

EQUIPMENT WANTED

WANTED TO BUY: A used professional overhead lathe transcription cutter complete with head but turntable not necessary. Mail description, price and condition to:

Keith D. Baker, General Manager,
Radio Station CFSL, Weyburn, Sask.

CANADIAN FIELD REPRESENTATIVE

Opening for a field representative. Position requires sales and programming experience in broadcasting and a man who believes in and can sell a Transcribed Library Service. Man selected may live in Canada but must own car and be prepared to give all radio and television stations in the Dominion regular personal coverage. Please submit complete personal and professional resume to

Box A364

Canadian Broadcaster

54 Wellington St. West

Toronto, Ontario

TECHNICOLUMN

PYE TELECOMMUNICATIONS Ltd. has produced an addition to their range of two-way radio telephone equipment. The new heavy duty equipment, which offers long working range, has transmitter output powers of up to 15 watts with amplitude modulation, and 20 watts with frequency modulation. Yet it is designed to fit neatly into any vehicle.

The main unit, which is the size of a small suitcase, can be installed in the trunk of a car, leaving only the compact control unit, which contains the loudspeaker and operating controls, to be mounted in a position convenient to the user.

The new equipment is produced in four main types, 5 and 15 watt AM versions and 10 and 20 watt FM versions. The AM equipment will operate on channel spacings from 20 to 100 kcs and the FM equipment on 50 kcs.

The manufacturer stresses that another feature of the new series is the ease of accessibility and maintenance. In this equipment the main unit is mounted on a cradle and can be withdrawn by releasing two fasteners. The covers can be removed by undoing one spring fastener, giving access to both top and bottom of the chassis. Identical mountings and covers are used for all four types and common circuitry and components are used wherever possible.

THE EFFECT OF the coming of TV to a new area is evidenced by the results of "Long's TV Week," staged by an Okanagan drugstore, Long Super Drugs, of Kelowna, B.C. commencing March 3.

The "Week" was staged by the drug "supermarket" as a salute to CHBC and as a means of cashing in on the popularity of programs carried on the Okanagan Network, comprised of the main Kelowna station and its satellite outlets in Vernon and Penticton. The idea was planned and put into operation by Harold Long, president of the drug concern.

Two display windows on each side of the main entrance to the store were dressed to promote *Father Knows Best* (Player's Cigarettes); *Holiday Ranch* (Adams Brands); *The World's Stage* (Bristol Myers); *Music Makers '58* (Chesebrough-Ponds); *The Perry Como Show* (Noxzema Products); *On Camera* (Max Factor) and so forth.

Two other store-front display windows promoted other products and, inside the store, there were dozens of banners, program and sponsor promotion cards and individual TV-advertised product displays.

SHOT IN THE ARM

The sale was a "real shot-in-the-arm" in a doldrum period, according to the store's president, Harold Long. "The results have been wonderful," he said, "and, as proof positive, sales are up twenty per cent over the same period last year."

Quite apart from the "Week," Long reports that day-to-day sales have increased since they started regular use of CHBC-TV. Head of the list of products, in Mr. Long's experience, was Alka-Seltzer. "This is normally a holiday item," he said, "but now day-to-day sales have become pretty steady."

Other products, he says, which have shown definitely marked benefit from TV promotions are Eno Fruit Salts, Brylcreem, Max Factor and Bufferin.

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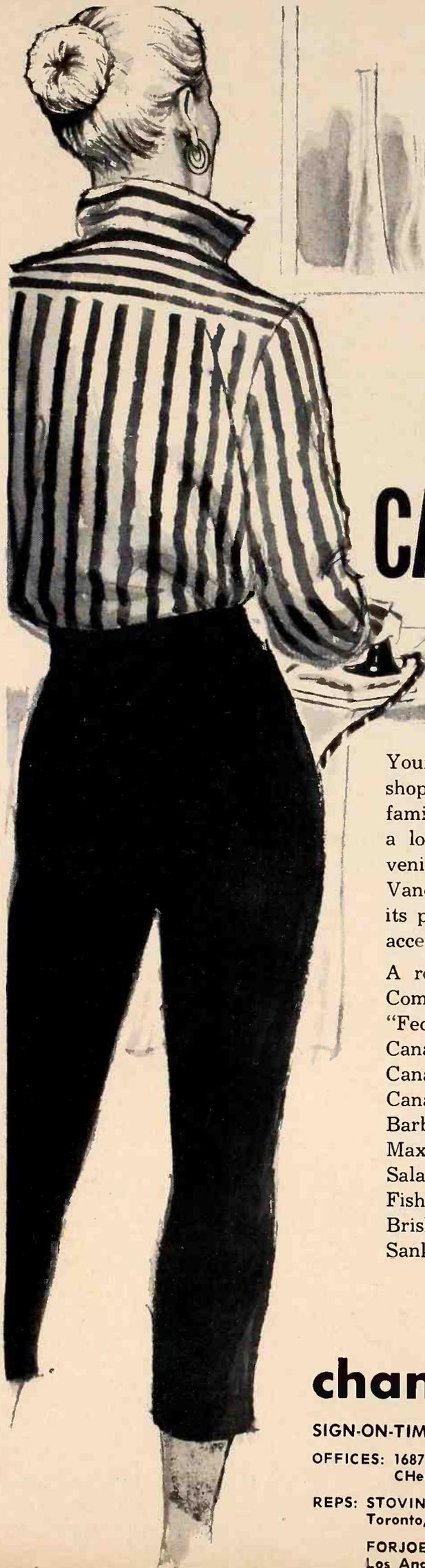
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