

Canadian  
**BROADCASTER & TELESCREEN**

TWICE  
A  
MONTH

Vol 16, No. 5

TORONTO

March 7th, 1957





*The Member Stations*  
*of the*  
Canadian Association of Radio & Television Broadcasters  
*Extend a cordial invitation to Advertisers and*  
*Advertising Agencies to join them at their*  
Annual Convention  
*at the Château Frontenac, Quebec City*  
March 25-7, 1957

MARCH 25 is Radio Day (Open)  
MARCH 26 is Business Day (Closed)  
MARCH 27 is TV Day (Open)

Advertiser and agency friends are cordially invited to attend the sessions on the first and third days.

They will also be welcomed at the annual dinner, which will follow the closed meetings on Tuesday.

Tours and other entertainment will be available on Tuesday for those not eligible to attend the closed business sessions.

*Write for Registration Forms*  
*and*  
*Come prepared to Ask Questions*

*The* **CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS**

Representing 173 Privately-owned Radio and Television Broadcasting Stations from Coast to Coast

HEAD OFFICE: 108 Sparks Street, Ottawa 4. Phone Central 3-4035  
SALES OFFICE: 200 St. Clair Ave. West, Toronto 7. Phone WA. 2-3334

# March of Dimes

## BROADCASTERS HAVE "ADOPTED" DRIVE

THE INTEREST OF radio and television broadcasters in the annual March of Dimes is credited by Ted Burch, Ontario Campaign Director, with being responsible to a large degree for the success of the campaign each year.

As an example of this, Ted cites the Ontario broadcasters who serve on his executive and committees. He mentions especially Denis Whitaker of CHML, Hamilton, who is president of the Ontario chapter; Jim Allard of CARTB and Howard Caine of CHWO, Oakville, who are members of his board, along with John Fisher and Dave Price.

Farther afield, Art Manning of CKCL, Truro, N.S. and John Funston of CHNS, Halifax serve in their province, while in Manitoba no one serves in an official capacity, but the whole industry unites in the annual "Schmockey Nite" which has become a classic in Winnipeg, Brandon and Dauphin.

During the past five years, the March of Dimes has had a tremendous growth, and after re-organization it was a case of every province conducting its own campaign, with a very loose connection nationally on the fund-raising level. As a consequence, some provinces concentrated on the "Mother's March" - - a one-hour blitz - - which has a rather extraordinary dependence upon publicity. Radio and TV, Ted says, combine to build a carnival atmosphere in which marching mothers go from door to door with much the same mental lift as kids on Hallowe'en. Their visits are expected to the point where complaints flood in when streets are missed.

First, radio and TV are used, says Ted, in recruiting the mothers to give "just one hour of their time." Then they switch to a phase of "have your porchlight on - - be ready to welcome your Marching Mother when she calls - - have a cheque ready . . ." Without such a build-up, the mothers must stop and explain the merits of the campaign at each door. Good and adequate publicity results in each household being ready and willing to contribute. The "pre-selling" enables the Marching Mother to breeze through her assigned route with the least loss of time.

To support the Ontario campaign, almost every network show - - both

radio and TV - - carried at least a reference to the March of Dimes. Almost every private station carried spots, flashes, news stories, station breaks, and special shows devoted to the campaign.

### On Our Cover

The Canadian and American March of Dimes campaigns were enriched by CKLW-TV's weatherman, Art Laing, during this year's campaign. Art, who was so flooded with contributions from Southern Ontario and the state of Michigan, that they had to borrow coin handling equipment, is the wealthy looking individual on our cover.

Some of the broadcasters who helped out the March of Dimes are - - Red Alex of CJOB, Winnipeg; a one-night "Spooktacular" on CJBQ, Belleville; Art Laing of CKLW-TV, Windsor; and Bill Hall and Norm Marshall of CHML, Hamilton who organized others into a hockey game aided by Wally Koster and Paul Hanover.

In Winnipeg, "Schmokey Nite" was organized by CKRC's Cliff Gardner and Ken Babb and Alf Parr of CBW.

Two announcers at CKDM, Dauphin staged a 24-hour marathon for donations. Commentator Peggy McFarland of CBW, Winnipeg helped out; CKX, Brandon had four special shows; CKX-TV brought in wrestler Whipper Billy Watson; and a great many personalities in the Maritimes helped out including Max (Rawhide) Ferguson and Rube Horstein of CBC, Halifax, sports director Dan Goodwin of CJCH, Halifax, and the staffs of radio stations CJCH and CHNS in Halifax.

Everywhere in Canada, radio and television broadcasters appear to have "adopted" the March of Dimes as their baby, according to campaign director Burch, and they've done a major job in rearing it into a vigorous, healthy growth, he says.

### Gillette Fights Renewed

The contract between the International Boxing Club and the Gillette Safety Razor Co. to broadcast Friday night fights on radio and TV has been extended for two more years, effective June 1. The boxing series has been carried on the NBC and CBC networks for the past several years.

# IT'S AS SIMPLE AS A.B.C.\*

In this uniquely isolated Market, which we cover like the Proverbial Tent . . . the One Daily Newspaper that serves this city does Not serve the rural district - because Only A Handful Take The Paper . . . So - if you want your Sales Message to Go Beyond The City Limits - Radio is the Medium to Buy In This Market - the Guys in the print department in your agency will reluctantly admit it - and A.B.C. will Prove It!

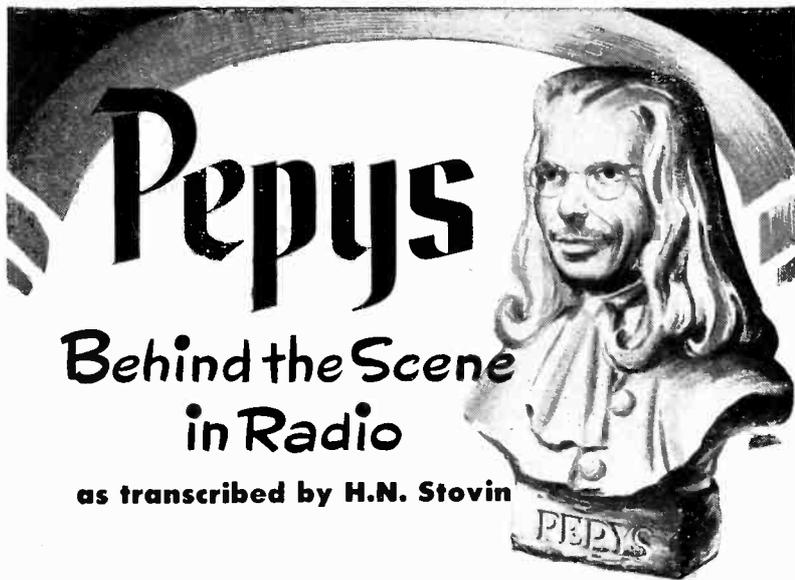
\* Audit Bureau of Circulation -

# CHAT

MEDICINE HAT

1000 Persuasive Watts - Serving The Complete Medicine Hat Market. AN ALL-CANADA - WEED STATION





And now to mend my goose-quill and set down in my diary the thought that Radio is, today, a means of communication which is more effective than ever, because for the past two years Radio Stations have been devoting much thought in using it more effectively, and those who do prepare the spoken word doing equal work in making selling messages effective but not offensive ● ● ● To those who do welcome occasional figures, Pepys does remind that D.B.S. on TV-equipped homes in Canada shows that only 54% of our 3,974,000 households are equipped with Television, while 96% have radio. In Saskatchewan, where there are 236,000 households, only 38,000 have TV, while 230,000 have radio. The buying of either Radio or Television time does now need more skill than ever before, and our good Stovin Salesmen are happy to contribute of their knowledge whenever asked to do so ● ● ● From ZBM Bermuda — a nice spot to muse upon with all our snowfall to look at — the word that over 1000 Hungarian refugees were routed through Bermuda in a single weekend, on their way to the U.S.A. and Canada. Most of them were in dire condition. Through broadcasts from ZBM, Bermuda's 40,000 population did donate more than \$12,000, with another \$4,000 from the Government; and gave such "mountains" of clothing that all Hungarians who needed clothing were cared for ● ● ● The opportunities for Publick Service to unfortunates are indeed multiplying each day, and as Radio successfully meets the challenge, it does increase its value to advertisers by delivering larger audiences, faithful to their local Radio Station because they have a part in its good works ● ● ● And a sincere salute to Radio Station CFRB Toronto — now celebrating 30 years of outstanding service to its tremendous audience — for pioneering many broadcasting procedures now standard practice, for their development of Canadian talent, and for earning the reputation for courtesy and integrity for which they are known throughout the Industry.

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY VANCOUVER

MONTREAL TORONTO WINNIPEG

Representative for these live Radio and Television Stations

CJOR Vancouver	CJBC Toronto	CJBR-TV Rimouski
CFPR Prince Rupert	CFOS Owen Sound	CJEM Edmundston
CKLN Nelson	CHOV Pembroke	CKCW Moncton
CKXL Calgary	CJBQ Belleville	CKCW-TV Moncton
CJGX Yorkton	CFJR Brockville	VOCM Newfoundland
CJNB North Battleford	CKLC Kingston	ZBM Bermuda
CKOM Saskatoon	CKSF Cornwall	ZNS Nassau
CKY Winnipeg	CJMS Montreal	KVOS-TV Bellingham-Vancouver
CJRL Kenora	CJBR Rimouski	

**CARTB Convention**

**VIP's FROM ALL OVER WILL SPEAK**

THE THREE DAY annual convention and meeting of the Canadian Association of Radio and Television Broadcasters, which will be held at the Chateau Frontenac, Quebec City, March 25-27 will be divided into three main sessions. Radio Day and Television Day, March 25 and 27 respectively, will be open to members, associates, advertisers and agency executives. Tuesday, March 26, will be a closed business session for members and associates only. The Bureau of Broadcast Measurement will meet on Sunday, March 24 and again on Tuesday, March 26.

Following is a provisional agenda of meetings including speakers and subjects.

Sun. March 24 — BBM: open meeting presenting results and plans for the future. Meeting of the Atlantic Association of Broadcasters.

Mon. March 25 — Address of welcome by CARTB president F. A. Lynds. Address by Barney Corson, director of advertising, Tidy House Products Co. on "Radio—Winner and Still Champion". Address by Frederic Gregg of Young & Rubicam, N.Y. on "Forget About the Ratings - - Tell Me What Your Station Can Do For My Product." Address by Arthur Porter, vice-president and director

of Media, J. Walter Thompson Co., N.Y. on "Information Advertisers and Agencies Need From Broadcasting Stations, and the Form and Manner in Which This Ought to be Presented". Discussion periods. Address by Dr. Paul Lazarsfeld, director, bureau of Applied Social Research, Columbia University, on "The Impact of Radio Broadcasting".

Tues. March 26 — CARTB closed business session. Open annual and special general meetings of BBM. Annual Dinner, and awards.

Wed. March 26 — Address by John Green, advertising manager, Fowler, Dick and Walker on "Television in Retail Advertising". Address by Rod Erickson, vice-president, Young & Rubicam, Inc., N.Y. on "A Scientific Approach to Television Sales". Address by William Dekker, vice-president, McCann - Erickson Inc., N.Y. on "National Spot Selling". Industry panel discussion by Bruce Alloway, Cliff Wingrove and Blair Nelson.

Thurs. March 28 — CARTB directors' meeting.

Regional meetings of the Atlantic, French Language and Central Canada Broadcasters will also be held at the same time as the CARTB Annual Convention and Meeting.

During the closed business meetings on Tuesday, suitable tours and entertainment have been arranged for those ineligible to attend

Registration begins Sunday at 2:00 p.m. in the library, and all general meetings will be held in the Jacques Cartier Room of the hotel.

**Libraries And The UBC**

THE B.C. RADIO stations and the B.C. Public Library Commission, at a meeting in Victoria last month, agreed to co-operate in the release of a weekly quarter hour program on books.

The program, which will be carried by all B.C. private stations as a public service, is being prepared by Dorwin Baird.

Previously the commission had been given time by the CBC, but found that they were not getting the full coverage of B.C. At the BCARTB meeting last June, the private stations agreed to take over the assignment as long as a suitable program could be prepared.

The BCARTB also approved a resolution to offer assistance to the University of B.C. in setting up extension courses at U.B.C. covering any or all aspects of training for employment in radio or television.

They hope that such a plan may help overcome the difficulties faced by stations in obtaining capable staff.

**Heads Sportscasters**

JACK WELLS, radio, television and newspaper personality has been elected president of the Winnipeg Sportswriters' and Sportscasters' Association. He succeeds Al Vickery of The Canadian Press.

**RADIO** is more than ever your best advertising buy.

**OSHAWA** is one of Canada's highest paid, fastest-growing markets.

**CKLB RADIO in OSHAWA** reaches this rich area, with a growing record of listener and sponsor acceptance.

**CKLB, OSHAWA**

Represented by  
Lorrie Potts & Co. - Toronto  
- Montreal  
J. N. Hunt - Vancouver  
J. H. McGillivra - U.S.A.

**G. N. MACKENZIE LIMITED HAS the SHOWS**  
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

# Canadian BROADCASTER & TELESREEN

TWICE  
A  
MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1  
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Vol. 16, No. 5

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

March 7th, 1957

## The Case Against Segregation

There is a growing tendency among advertising agencies to refer the question of buying radio and television time not just to the time buyers, whose interests lie solely in the broadcast media, but to the department, known as the media department. It is the responsibility of this department to choose appropriate media - - print, outdoor and all the others besides radio and television - - for the good of the client.

It is our opinion that this trend is a good one, not because we feel that there is anything wrong with the agency men and women who now operate as time buyers. Our thought is rather that the segregation of broadcasting from all other media has tended to make broadcasting a thing apart, instead of the potent component of the whole advertising picture which it really is.

Because of the great difference between the production of a program or commercial for a radio or TV campaign and that of a printed advertisement, it is absolutely essential for radio and television - - and motion pictures too - - to be prepared and tended by people versed in the kind of advertising which falls in the category of showmanship. But doesn't this kind of work fall far more closely in line with the department which prepares advertisements for the printed media, called the Production Department? And shouldn't the time buyers tie in even more closely with media?

Whether this policy of segregation as practiced by the agencies is responsible or not, it is a fact that the broadcasters themselves have grown to regard themselves as a lone eagle industry too.

Because they enter the agencies through a special door, they tend to look upon print advertising as something to be silent about. The radio man is riled beyond words when an account switches to television and the same situation exists in reverse when the opposite is the case. And when station A loses a deal to station B, any rep will tell you how the fur flies. Yet we question whether many stations or their representatives even know about the new accounts which are breaking in newspapers, magazines and other media than their own. Yet actually these other media still are and always will be a far greater threat to the broadcasters than they ever have been or will be to each other.



"What's the French for skunk, Hempstead?"

## The News Must Be Given

Whether or not a newspaper lists radio and television programs in its news columns is entirely its own business. Radio and television stations compete with newspapers, both as media of advertising and also, to a not inconsiderable degree, as public suppliers of information, entertainment and relaxation. For this reason it rests entirely with a publisher whether he wants to publicize his competitors by listing their attractions, and the decision can only be based on his opinion and that of his editors as to whether the listings will interest his readers. His concern is not to publicize radio or television. It is a simple question of reader appeal, which is the life blood of any paper.

There is one aspect to this question though which is not quite as simple. This is the case of the city with two or more local stations, one of which belongs to the newspaper.

In certain cities which are served in this way, the paper lists its own station's programs in great detail, but makes no mention of the others. We are unable to see any justification for this practice because if it scrupulously selects its news and other editorial matter for its reader value, it could not in all honesty list the programs of the stations it owns itself, and pass up the others.

On the other hand, if it is using this editorial space - - and all space is editorial unless it is laid out in a way which clearly designates it as advertising - - to further

its interests to the detriment of those of its competitors, then it is betraying its own code of ethics.

This sort of thing is not confined to these newspapers. Neither are there too many papers which follow this policy. There are radio and television stations which are guilty of similar sins, especially when they find it expedient to suppress certain news stories.

The kind of thing we are referring to is the case where a station sponsor is involved in some such incident as a traffic accident or crime, and it is either reported on the air anonymously or simply not mentioned at all.

When this policy is adopted in the case of a traffic accident, and the story goes out that an unnamed motorist ran over and injured or killed an unnamed child, innumerable people, who were in no way connected with either of them, can be caused an untold amount of unnecessary anxiety. In other cases, where the sponsor's name is left out to protect his reputation, the story is deprived of all interest. And when the item is entirely dropped from the newscast, the station is falling down on its duty to present the whole news picture.

Whether it is a question of the newspapers listing the programs of stations other than their own or stations or other media of information suppressing news to accommodate themselves or their advertisers, a grave error is being committed. And it is being committed not only by these publishers and broadcasters but also by the sponsors who exert the pressure.

In the first place they are betraying the trust that is inherent in them all to do an honest job of reporting. In the second place, they are giving a valid excuse to governments and government agencies to trespass even farther than they have already gone into the preserves of freedom, by springing to the defence of what they would describe as an outraged public, and establishing still more of the regulations and controls they love.

Not only publishers and broadcasters, but all business has to face the fact that the kind of government that rules us in this era is perpetually sitting back waiting to step right in as soon as a loophole appears which it can interpret as an excuse for it to crack the whip.

**THESE MEN KNOW THE KINGSTON MARKET!**

We asked 100 Kingston retailers which of the two radio stations they would use if they were going to carry on a radio campaign in Kingston.

The answer —

- CKLC - - - 28%
- CKWS - - - 14%
- Both Stations - 12%
- Would not use radio 8%
- No opinion - 38%

(July 1956 Survey by Elliott-Haynes)

**BUY CKLC**  
CHOICE  
THE VOICE OF KINGSTON  
and EASTERN ONTARIO

Contact:

Horace N. Stovin (Can.)  
Forjoe & Co. (U.S.A.)

**CFRN, EDMONTON MAKES TOP BRASS APPOINTMENTS**



DICK RICE

G. R. A. (Dick) Rice, president of CFRN and CFRN-TV, Edmonton, has announced two promotions, effective March 20.

A. J. (Red) Hopps, senior executive will become manager of CFRN-Radio. Formerly assistant manager, Red has been with the station since it opened in 1934. His avocation is golf.

S. S. (Sid) Lancaster is now to be manager of the television division, which operates CFRN-TV. Sid who has been actively supervising the TV station since its opening, was



RED HOPPS

formerly with CFRN-Radio. For a time he was with Radio Represent-



SID LANCASTER

atives Ltd, and was also manager of CJIB, Vernon.

**WILL PACKAGE LOW COST PROGRAMS**

"THERE IS A great need for independent entertainment production companies in this country." Jackie Rae, backed up by his second in command Jim Karfilis who is one of the three partners in Jackie Rae Productions Ltd, elaborated on this point during an interview at his new night club in Toronto the other evening.

"Jim, Frank Peppiatt and I formed this company to fill that need," Rae told CB&T. "We intend to produce package shows at lower cost for use by radio, television, commerce and industry," he went on. "As yet we do not propose to put shows on film for TV, but as soon as we can instal our own videotapes we shall be able to go ahead in this way too. At the present time, CBC schedules are so full they have to crowd out good programs which the Canadian people should have an opportunity to see and hear," he said.

"Our first venture was the opening of our own night club, *The Stage Door*, specializing in Canadian talent to add flavor to good food and drinks.

"The second was the production of

the show for the General Motors Motorama here in Toronto.

"Now we are laying further plans for a number of program series suitable for syndication. These, we believe, can be produced by Canadians, using Canadian talent; be of a calibre comparable to high budget US shows; and we can do it at a lower cost," Rae said.

The company consists mainly of three men: Rae, who represents the performer, Peppiatt who represents the writer, and Karfilis who holds the reins from a business point of view. The experiences of this trio in various fields gave all three the idea because, as Jackie said "there is a public demand for more shows than the CBC can accommodate."

With power boosts the order of the day, color TV in the offing, commercial shows getting larger and more extravagant, Rae feels that what is already a tremendous field for the new company is widening rapidly; to which businessman Karfilis adds: "the best thing that can happen to Canadian entertainment is competition."

**307,000 PEOPLE CAPTURED by RADIO in NORTHERN ONTARIO!**

**SELL 'EM WITH**

**CKGB** TIMMINS

**CJKL** KIRKLAND LAKE

**CFCH** NORTH BAY

**CALL NATIONAL BROADCAST SALES WEED & CO. in the U.S.**

*For anything musical — live or recorded — contact*

**DON WRIGHT**  
*Productions*

*Remember the new location!*

77 CHESTNUT PARK ROAD, TORONTO  
WA. 5-1631

**CHUM-1050** K.C.

**NOW - 1000 WATTS - SUNRISE TO SUNSET!**



**SOON!**

**2500 WATTS!**

**24 HOURS DAILY!**



**CHUM-1050** K.C.



**I**N AN ATTEMPT to appeal to the likes of its afternoon listeners, CKCW Radio has, under the direction of its women's editor Marg Crosby, instituted a series of Thursday afternoon Bridge games played on the air.

Each week, a different foursome

from various bridge clubs in the city try its luck at bidding and playing a hand that has been already set up and given to the listeners. The listeners play along with the studio group and when the hand is completed, a post mortem is held by telephone with the listeners pointing out the players' mistakes.

**Use Plane To Get News**

**B**ILL ANDERSON, special events broadcaster at CFBC, Saint John, is literally on the air these days.

In an effort to bring listeners to the actual scene of news rather than talking about it afterward, he has adopted a "have mike - will travel" attitude which is working out quite successfully.

Since last November when he flew over the Springhill Mine disaster in a Tri-Pacer from the Fundy Flying Club, he has been joined by Ned McCormick, and between the two, they have aerielly covered traffic jams for Safe Driving Day, joined a search and rescue operation over the Bay of Fundy after a pilot boat collision, and assisted in a search operation for three prominent business men missing on a flight from Fredericton.

Munsen Wood, a recent addition to the daring duo, is, at this writing, covering another air search in the CFBC attempt to give on the spot news coverage to their listeners.

**Admiral Aims At Dealers**

**C**ANADIAN ADMIRAL Corporation's advertising plans for 1957 will aim at concentrating advertising dollars where relatively quick sales action may be expected. Plans for the first quarter call for extensive use of radio and television along with daily newspapers.

Sixty second spots daily are being used on 47 radio stations to sell all Admiral products.

A musical jingle has been prepared which will be used in conjunction with product commercials.

TV film commercials are available to dealers to be used under a cooperative advertising plan.

Point of sale material ties in with the broadcasts. The campaign started across Canada February 18, to enable dealers to tie-in locally and obtain full benefit of high-powered national advertising.

The advertising agency is Locke Johnson and Co. Ltd.

**Round The Rural World**

**A** DAILY AUDIO diary of CFAC's farm director Ron McCullough's current around-the-world agricultural tour began this week over six Alberta radio stations, sponsored by the United Grain Growers Assoc.

The series on the 80-day, 20-country farm trip includes interviews and discussions with government and agricultural leaders of the various countries. The tape recorded comments will be flown back to Canada each week for the 13-week duration.

Scheduled for broadcast in evening time slots over CFAC, Calgary; CFCW, Camrose; CFGP, Grand Prairie; CJCA, Edmonton; CJOC, Lethbridge; and CKRD, Red Deer, the program is expected to reach a large urban and rural audience.

Stops on the tour have included Japan, the Phillipines, Hong Kong, Burma, India, Ceylon, Turkey, Greece, Italy, Switzerland, Germany, Denmark, Holland, Belgium, France and Great Britain.

**Spot Gets 100 Calls**

**A** SPOT REGARDING a house for rent, broadcast over CJGX, Yorkton, had the owner's telephone ringing for two days. The first call, 15 minutes after the spot at 6:45 p.m., saw the house rented at slightly above average rent. One hundred calls were received by the owner.

# CKRC MEMO

TO ALL ADVERTISERS AND AGENCIES

SUBJECT: RADIO

ADVERTISING IN MANITOBA

ITEM: 1957 B.B.M.: T.P.A. Survey

AREA No. 94 (Metropolitan Winnipeg Area)

## CKRC has overwhelming lead

Out of 36 1/2-Hour Periods (6 a.m. to 12 midnight) Per Day

	MON.	TUES.	WED.
CKRC leads in	18	18	21
Station "B" leads in	5	8	3
Station "C" leads in	4	3	2

(Remaining Periods in each day, 2 or more stations were tied for lead.)

### HERE'S WHY THIS MEANS MORE THAN COVERAGE ELSEWHERE:

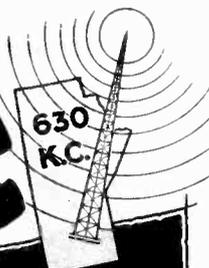
	RETAIL SALES	NET EFFECTIVE PER CAPITA INCOME	BUYING INCOME PER FAMILY INCOME
WPG.	\$343,938	\$1,262	\$4,319
MAN.	\$689,248	\$1,029	\$3,715

(Sales Management — Canadian Survey of Buying Power, May 10/56.)

49.9% OF THE TOTAL MANITOBA RETAIL SALES ARE MADE IN WPG. —

**WHERE HAS BY FAR THE MAJORITY AUDIENCE**

# CKRC



BROADCASTING TO ALL OF Manitoba FROM THE Red River Valley

Reps: All-Canada Radio Facilities Weed & Co. in U.S.A.

IN THE ALBERNIS

90% of the local merchants use

**CJAV RADIO**

86.2% of the people listen to

**CJAV RADIO**

Contact

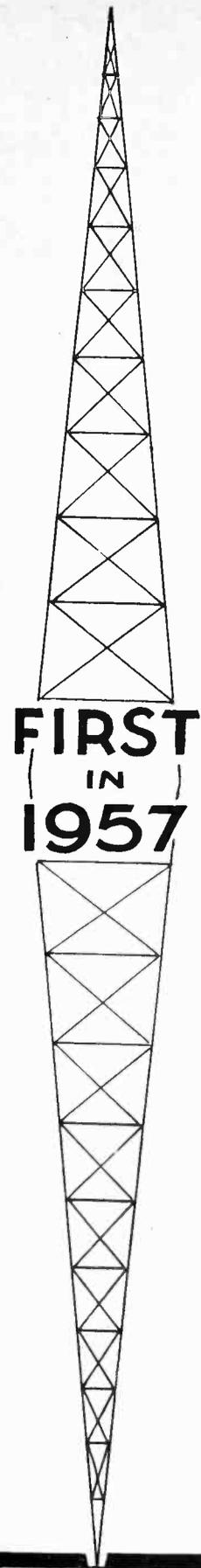
VANCOUVER John N. Hunt & Associates TORONTO & MONTREAL Stephens & Towndrow

U.S.A. Donald Cooke

**CJAV PORT ALBERNI**

# SASKATCHEWAN'S MOST POWERFUL PRIVATE STATION

*First with*  
**10,000 WATTS!**



1930  
50 Watts

1933  
250 Watts

1939  
1,000 Watts

1946  
5,000 Watts

1957  
10,000 Watts

900 Kcs.

# CKBI

900 Kcs.

## PRINCE ALBERT, SASK.

In the Kingston Market

**CKWS  
DELIVERS  
MORE AUDIENCE**

**Look at The New BBM!**

FROM A TOTAL OF 108 TIME  
PERIODS SURVEYED IN THE  
KINGSTON & AREA  
REPORT . . .

**CKWS LEADS  
in 91 periods**

The  
**CKWS**  
TEN-POINT  
PROMOTION  
& MERCHANDISING  
PLAN  
IS  
**YOUR SALES  
CAMPAIGN  
DIVIDEND**

Get all the CKWS facts from

**NATIONAL BROADCAST SALES**

TORONTO

MONTREAL



**T**HE UNITED CHURCH of Canada, or certain vocal hierarchs of that organization have figured rather prominently in the news during the past week.

The church's Board of Social Service was reported to have given a resolution for early consideration to the chairman and members of the board of the Canada Council - - not yet appointed. The resolution asks the Council to enable the governors of the Dominion Drama Festival to replace Samuel Bronfmans Calvert Trophy with "the original major prize, the Bessborough Trophy". The reason stated is that it is "inappropriate and offensive" that any such cultural enterprise "should be linked with any private benefactor, whether individual or corporate, especially a beverage alcohol company".

The same day, Rev. Dr. J. R. Mutchmor, secretary of the United Church Board of Social Service and Evangelism, urged the general meeting of that body to adopt a resolution calling for "support for every policy that will halt and soon reverse the inflation trends."

According to the report in the **GLOBE & MAIL**, the motion suggested to leading automobile corporations that the production of bigger and more powerful - - and therefore costlier - - motor vehicles was not in the public interest and is a factor in inflation.

The story ends with a quotation from Dr. Mutchmor: "Down here in the (church) yard we're having difficulty in parking."

Finally - - up to the time of writing that is - - the same board of the same church has stated that it will ask the **TORONTO TELEGRAM** to reverse its decision to publish a Sunday paper. (This paper incidentally is not the usual week-end effort, but a paper printed through Saturday night and delivered and placed on sales Sunday morning. The first issue is said to be planned for March 17.

The church board has decided that if the **TELEGRAM** goes ahead, it will ask Attorney General Kelso Roberts to enforce the Lord's Day Act by having a seller of the **SUNDAY TELEGRAM** charged with a contravention of the act.

The board also decided to urge all United Church Ministers and members to refuse to buy the **SUNDAY TELEGRAM** if and when it is published.

**A  
Growing  
Market**

Prince George - -  
Gateway to the  
proposed

**\$1,000,000,000**  
**ROCKY MOUNTAIN**  
**TRENCH**  
**DEVELOPMENT**

**CKPG**

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

**I**S YOUR LIVESTOCK organized? Does your greyhound belong to the union? Has your pussy cat a card in the AGAA? If not - - tck, tck, tck!

I suppose it had to happen. But somehow now it has. it comes with a bit of a shock. A union has started organizing animals.

The American Guild of Animal Artists, with headquarters in New York and branches in Chicago and Los Angeles, has got it fixed so that its quadruped members are drawing \$150 a week for a few hours work; they have a retirement plan, sick leave, paid vacations and good food; they travel first class and a few even

**RUSSIA**

with Margaret Aitken, M.P.; Mona Clark, editor of Gossip; Claire Wallace, travel counsel; and a small party.

Leave Toronto - July 11  
Back in Toronto - Aug. 13

Besides Russia, visiting Denmark, Switzerland, Sweden, Finland, Austria, England and Scotland.

At a Special, Special Cost  
\$1,798.00

**CLAIRE WALLACE  
TRAVEL BUREAU**  
1110 Yonge Street, Toronto  
WA. 3-8471

sleep in the best hotels.

I'm scalping this cold-bloodedly from an Associated Press story, so instead of going through the vocabularic contortions of paraphrasing it, I might as well drop it in here as is, without apology but with due credit to the source. Here it is:

Not all eligible animals are members, but the recently-organized guild says animal trainers, handlers and owners are "enthusiastically joining our cause, and many firms employing animals are co-operating."

"Until the guild was organized," says Mrs. Peggy Foldes, the group's executive secretary, "no group existed to protect the working conditions of the many four-legged and winged artists in the mass communications industry. As a result, blatant exploitation was rampant."

"Now," she says, "we can point with pride to the work done by the guild in raising the standards of animals in show business."

For emphasis, Mrs. Foldes calls attention to these excerpts from the contract:

1. Working hours - - This will depend on physical stamina of performing artists. (A monkey, for instance, which is high strung and nervous, must never work more than an hour at a time; hardier creatures, such as elephants, may work for three hours at a stretch.)

2. Minimum wage law - - \$50 a week minimum for animal artists used as props (posing for an ad or carried on and off stage without performing); \$100 minimum for any actor that barks, chirps, meows, moos, neighs, growls or in any way "talks" or responds to direction; \$150 minimum for dramatic actors who cry, laugh or emote on cue. The salary goes to the owner and is to be used to better the life of the animal.

3. Retirement benefits - - Five per cent of every performer's salary to be set aside for an old age retirement fund. Age of retirement to be determined by probable life span of artist. (For instance, a dog should be retired at the age of 15, a giant turtle at 95).

4. Sick leave - - Any performer incapacitated will get full pay and have the attention of the best veterinarian.

**TO WHOM IT MAY CONCERN**

Dear TWIMC:-

It was awfully nice of you, and you really shouldn't have, but who in Hell are you anyhow?

In case you aren't, the incident to which I refer is the reception by me by C.N. Express - - prepaid, mark you - - from Winnipeg, of one

mammoth size cribbage board complete with legs which screw into the bottom of it thereby transforming it into a double duty coffee table.

I tried a game on it, with a certain amount of misgiving I admit, because you never know when these gifts are going to go bang. But it didn't, and, joy to relate I won a buck - - from our generally genial printer, Jack Sparks.

Some day, somewhere someone will 'fess up and admit they are the donor. Until then I can only say "thanks very much to whom it may concern."

**WORK BREAK**

**T**HIS PIECE seems to bob up about once in a blue moon, so I thought I would hand it along.

I don't know who wrote it or where it came from, so I can only credit that prolific writer - - Anon. Here it is anyhow.

"Due to increased competition and a keen desire to remain in business, we find it necessary to institute a new policy. We are asking that somewhere between starting and quitting time, and without infringing on the

time devoted to lunch, coffee breaks, rest periods, story telling, ticket selling, vacation planning and re-hashing of office gossip, that each employee endeavor to find time that can be set aside and be known as the 'work break'.

"This may seem a radical innovation but we believe that the idea has possibilities. It can conceivably be an aid to steady employment and regular pay cheques.

"While adoption of the 'work break' is not compulsory, it is hoped that each employee will find time to give it a fair trial."

**YOU KNOW WHAT**

**N**EXT COMES THE CARTB issue which I shall be distributing at the Chateau with my own lily-white meat-hooks. See you there I hope. In the meantime, buzz me if you hear anything, won't you?

**CJEM-RADIO**  
Edmundston, New Brunswick

New Brunswick's  
**HIGHEST PER FAMILY  
INCOME COUNTIES ARE**

1. Madawaska
2. Restigouche

**BOTH in CJEM's coverage  
area. A wise choice in  
New Brunswick is:**

**CJEM-RADIO**  
1,000 watts

Ask the Stovin Boys

**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**  
TORONTO - 519 Jarvis St. • WINNIPEG - 171 McDermott

**CKOK-land** We have shown you the Scenery and the People.  
*Now,* **HERE ARE THE SPONSORS**



Photo by Cameo Photo Supplies

**SPORTLAND**, retail sporting goods and wholesale awning manufacturers, sponsor the daily 6 p.m. newscast and spend 60% of their total advertising budget with CKOK. The picture shows Frank Wittner, the owner, in front of the store.

Served by  
**RADIO STATION CKOK, PENTICTON, B.C.**

Represented by  
HUNT in VANCOUVER • MULVIHILL in TORONTO & MONTREAL • FORJOE in U.S.A.



**Telephone  
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Answers your phone  
whenever you are away  
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# POINTS OF SALE

AVAILABLE Segments of "VOICE of FORTUNE" on CJCH Halifax • 5 Minutes Every Hour 9.00 a.m. to 9.00 p.m. • THEY MUST LISTEN TO WIN

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CKOK Penticton
- CKTB St. Catharines
- CHOK Sarnia

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77 York St.  
EM. 8-6554

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



*Chester Bloom*

## CLAIMS PRIVATE NETS FILIBUSTERED BY CBC

CHARGES THAT "CBC politicians" are constantly and grossly distorting facts to prevent independent broadcasters from establishing privately-owned networks were laid in a broadcast last month by Chester A. Bloom.

An editorial commentator for Canadian newspapers and independent radio and television stations, Bloom was speaking on the *Report from Parliament Hill* series, recorded in Ottawa for broadcast on a large number of private stations. He opened his talk by stating that he would produce evidence from the minutes of the Royal Commission on Broadcasting to back up his charges. Excerpts from the talk follow.

"They falsely assert that the non-government owned stations have never asked for competition with CBC for national audiences.

"They add to that fabrication by slick assertions that the so-called private stations could not finance competitive networks".

In the broadcast that was recorded for use across the country, Bloom goes on to say "The independent's brief to the Royal Commission says that subsidiary networks could be formed with permission of the state agency on a per-broadcast basis, making formation of such networks difficult or impossible in practice.

"In addition, the further CBC hypocrisy was in refusing free Canadians the right to broadcast news

or commentary on these regional networks without specific CBC permission.

"Repeatedly, certain officials of the CBC tried to make it appear that the independents wanted CBC to operate the second network.

"In 1944, Joseph Sedgwick, K.C., legal council for the independents, said 'It is quite clear that at no time have we suggested that the CBC should operate two networks.'

"Then the CBC appropriated the plans and set up another CBC network named the Dominion.

"How dare any CBC officials say that private broadcasters neither wanted nor were financially able to establish a competitive network?"

"That condition still prevails today, more especially now in the case of television.

"The CBC itself does not own the television micro-wave network; CBC leases it from the railways and the telephone companies.

"Several other micro-wave channels are available on the system for competitive national TV networks, but the CBC with its all-powerful national audience control denies that right to responsible Canadian citizens and self-supporting TV operators, and is spending \$40 million this year to do it.

"But the best proof of how CBC holds a tight lasso around the necks of the independents came later in a letter filed with the commission by the independent stations. This letter, under the signature of George Young, CBC director of station rela-

tions, was dated as late as Aug. 24, 1956, and had been sent to all radio stations across Canada. After warning that originating stations for any subsidiary network must apply to his office for permission, the letter stated these straight jacket rules for the fragmentary provincial short term hook-ups:

- (1) Give CBC full details of proposed program, time, duration, length of series and list of stations.
- (2) Separate authorization required from the CBC for each program or program series.
- (3) All hook-ups confined to areas in Canada specified by the CBC.
- (4) All programs on subsidiary hook-ups must be produced in Canada and be live.
- (5) Subsidiary hook-ups are usually not authorized for newscasts or commentaries.

"These rules show that by the elimination of independent network newscasts or commentaries, the reality of CBC thought control is in the leftist tone, as illustrated by the subtle shading of opinions conveyed by CBC's pet groups in so-called 'cultural' broadcasts such as *Perspective* and *Graphic*, and in the long list of strange plays by CBC authors.

"Until Canadians have the benefit of independent national network competition with the CBC radio and television, the group thinking of this country is in the hands of government politicians - - regardless of what government may be in power."

### Mobile Unit Speeds News

A PHONE CALL to CJOB, Winnipeg at 6:59 p.m. on February 17 told of a Mitchell bomber that had crashed one minute before. At 7:00 p.m., the news was on the air. Then, making use of their new mobile unit, the station proceeded to give the event full coverage.

During the next three hours, the event was reported by on-the-spot commentators, described through taped interviews and editorialized by the station's news staff.



One of the largest

# Potash

Developments on the Continent just east of Saskatoon!



## More Coming!

Saskatoon located in the hub of this hive of industry. WATCH FOR DEVELOPMENTS!

CONTACT OUR REPS:  
Radio Reps - Canada  
Canadian Station Reps - U.S.A.



THE RADIO HUB OF SASKATCHEWAN

## QUEBEC isn't a problem with

# CJCH

1000 WATTS      1280 K.C.

Representatives  
**OMER RENAUD & Co**  
TORONTO MONTREAL  
IN U.S.A. WEED & CO.

# SHORT WAVES

## STEM INFLUX BY RADIO

RADIO IN BERMUDA is being put to a novel use by the government, which is trying to discourage immigration because a continued influx is threatening to enlarge the population beyond reasonable limits.

The island of Bermuda has 2,300 resident per square mile of land, opposed to Canada's 6 per square mile of land. The present population of the 18 square mile island is 42,000 and experts estimate that at its present rate of increase it will reach the saturation point of about 55,000 between 1966 and 1972.

This situation poses such a serious threat to Bermuda that the Governor has appointed a special Population Committee to bring home the threat to the island's people, whose high standard of living is in jeopardy. That committee has launched a publicity campaign centered around a weekly 15-minute broadcast on Radio Station ZBM.

When the radio campaign was opened by Governor Sir John Woodall, he said there is a limit to the number of people who can live in Bermuda prosperously, because of their dependence upon tourism for commerce.

Sir John said that Bermuda is the most densely populated country in the Western Hemisphere, and the second most densely populated island in the world. The death rate which is the third lowest in the Western Hemisphere, combined with the annual birthrate of 700 will inevitably result in a population "explosion".

The population Committee hopes that through its radio campaign on ZBM it can bring about a voluntary effort by Bermudians to avoid this serious problem.

## DIAL NEWS BY PHONE

LISTENERS IN MONTGOMERY, Alabama, can now keep up with the latest news developments any time of the day or night; just by dialing a telephone number.

This new system for distributing the news was introduced by the jointly owned MONTGOMERY ADVERTISER and ALABAMA JOURNAL last month.

The initial response was heavy. Southern Bell Telephone Co. officials said the calls were averaging over 450 an hour. The company uses a monitoring device which records calls attempted while the line is busy as well as completed calls.

Recordings are made hourly in the ADVERTISER — JOURNAL newsroom, with supplemental transmissions as the news warrants them.

## BROADCASTER BUYS PAPER

GORDON E. SMITH, owner of GCFOR, Orillia and some 31 automobiles of varied vintage, added a weekly newspaper to his acquisitions last month when he bought THE BEAVERTON EXPRESS.

One of the leading collectors of antique and classic cars in this country, Gordon includes three Rolls Royces in his collection (see cover, C B & T, Nov. 22, 56).

The newspaper is 75 years old and was founded by Joseph J. Cave. It had remained in the Cave family for the entire period, a record equalled only by the sawmill in the Lake Simcoe community.

Gordon V. Cave, the last owner-member of the family, died on December 9 last year.

## NAMED TO WHEAT BOARD

OMAR BROUGHTON, CJOC, Lethbridge farm service director for the past six and a half years, was appointed secretary to the board of directors of the Alberta Wheat Pool last month.

Richard Barton has taken over as farm service director at the station and brings a practical background in farming, as well as a two year course in agriculture at the University of Saskatchewan, to his new position.

## FLYING NEWSMAN WILL FLY

NEWSCASTER HARVE KIRK OF CHUM, Toronto, who flew to Vienna in December (C B & T, Feb. 7, '57) to get first-hand reports on the Hungarian refugee situation, is currently taking flying lessons.

Harve, who soloed for the first time last week, is taking the lessons at Aero Activities Ltd., Maple Airport, Toronto, so he will be able to pilot himself to the scene of major news events.

## LOCAL TALENT RAISES CASH

AT CKBW, BRIDGEWATER, N.S. last month, the Annual March of Dimes program netted \$2,062 in pledges. Produced by program director Max Ramey, the show featured local talent from the south shore of Nova Scotia.

The total collected this year was the second highest in the five years since the programs inception.

## RATHBONE HOSTS MYSTERIES

BASIL RATHBONE is narrator and host of a new radio series, The World's Greatest Mysteries. The shows are half hour length with time allowed for five spot announcements. The 250-episode series is available through S. W. Caldwell, Ltd.

# The B.B.M. Time Period Audience Study

(Nov./56)

## Reports:

CKWS . . . . 91 firsts

Other Station . . . . 8 "

Equal . . . . . 9

PERIODS REPORTED 108

See T.P.A. area number 57 for Frontenac-Lennox-Addington, the Home counties.

The secret is in our programming— Ask N.B.S. or WEED & CO.

# CKWS-RADIO

Your town and country salesman

960 Kcs

5000 Watts

## KINGSTON, ONTARIO

# BE SEEN' YA!

OLD Lionel the Lobster is looking forward to seeing all his friends at the coming CARTB Convention in Quebec, March 25-27.

Meanwhile, Lionelize your campaign by using the services of CKCW-Radio, the Maritimes' 10,000 watt voice.

For complete details, see Stovins in Montreal and Toronto.



## COVER WESTERN ONTARIO

from

## CFCO CHATHAM

1000 WATTS on 630

Total Daytime BBM: 83,780 (1956).

Lowest cost-per-thousand for Class A spots in Western Ontario.

Greatest local acceptance in home county, of any Western Ontario station: 78% daily circulation in Kent County (E. H. 1956).

# CKCW

## MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

Dear Client: \*

Here is another Terrific on Radio Promotion — from CKSL London.

... As you will see from the mail reports —

LONDON HAS THE BEST COUNT OF ANY STATION!

Signed—National Agency

**YES!  
CKSL**

**PULLS AND SELLS**

IN LONDON AND WESTERN ONTARIO  
24 Hours 5000 Watts

\*names on request

**CHECK CJOR's NEW BBM**

**COST PER THOUSAND**

6-9 am	\$1.93
9-12 N	1.65
12-3 pm	1.79
3-6 pm	1.48

**CHECK CJOR's E-H CIRCULATION REPORT**

Circulation per \$ — 12,871

Above figures based on 1 Time  
1 min rate of \$18.00.

5000 Watts **CJOR** 600 Ky.

Vancouver, B.C.

Rep: H. N. Stovin

*People*

**BILL CARTER RETIRES FROM CKLW**



BILL CARTER



STEWART CLARK

THE MAN WHO designed and built CKLW, Windsor and CFRB, Toronto, W. J. Carter, is retiring from the business after 25 years of service, and from his present position as chief engineer and director

of engineering for CKLW and CKLW-TV.

Carter is succeeded by Stewart Clark who has been with the station since 1937 serving in technical and maintenance supervisory capacities.

**Elliott Joins Caldwell**

THE FORMATION of a new subsidiary, the Caldwell A-V Equipment Co. Ltd., was announced by Spence Caldwell, president of S. W. Caldwell Ltd., late last month.

The new firm's president is Mr. M. M. "Pete" Elliott, who has many years of experience with the broadcasting industries. He was sales manager of Marconi in Montreal, and more recently general manager of Motorola Canada Ltd.



Pete Elliott

The firm, located at 400 Jarvis St., will handle the latest audio-visual equipment for radio and TV stations, film labs and studios.

**Hayhurst Appointments**

TWO NEW DIRECTORS have been added to the board of The F. H. Hayhurst Co. Ltd., Toronto and Montreal.

The new directors are John B. Leupold, vice-president and, since 1949, manager of the Hayhurst Montreal office; and Norman L. Drynan, vice-president and a senior account executive since 1949.

reps  
**STEPHENS & TOWNDRON Ltd.**  
TORONTO

**200,000 PEOPLE WITH  
\$200,000,000 TO SPEND**

THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

PAUL MULVIHILL  
Representative now in both  
Toronto and Montreal

The NIAGARA DISTRICT STATION.



### BCARTB ELECTS NEW DIRECTORS



PRIOR TO a dinner when the BCARTB played host to British Columbia cabinet ministers, several of the executive joined Premier W. A. C. Bennett for an informal discussion. The annual dinner was part of the recent BCARTB convention in Victoria.

Reading left to right in the photo: Jack Sayers and Bill Hughes, directors of BCARTB; Premier Bennett; Chuck Rudd, president of BCARTB; Gil Seabrook, vice-president; and Maurice Finnerty - past president and member of present board.

### Dauphin Appointments



MIKE HOPKINS IS now station manager of CKDM, Dauphin, Man. For the past four years he has been on the announce staff of CKY, Winnipeg, and he is starting his twenty-first year in Canadian radio.

John McManus, of Winnipeg, has been made news editor and promotion manager. Formerly with CKOM, Saskatoon, and CKY, Winnipeg, as news editor, he is starting his eleventh year in radio.

### Hart Heads Colgate

A FORMER BASHAW, Alberta resident - - Ralph A. Hart - - has been appointed to the newly-created post of executive vice-president of the Colgate-Palmolive Co. Ltd.

Mr. Hart joined the firm in 1932 as a salesman in Hamilton, Ont., later serving in top executive capacities in Canada, India and Australia.

For the last two years he has been president of Colgate-Palmolive International, and will be succeeded in that post by George H. Lesch.

### CKY Appointment

DON McDERMID, national sales representative at CKY, Winnipeg, has stepped up to the post of national sales manager. Don, who assumed his new responsibilities early last month, is in the east on a tour of Toronto and Montreal, returning March 11.

Don McDermid came into radio two years ago, after eight years on the sales force of the Heinz Company, working out of Winnipeg and Moose Jaw.

Originally assistant to Harry Watts in the CKY promotion department, he moved onto the commercial side a little over a year ago to become sales representative.

Don is 32. He is married and has three sons.

At the end of this month, Wilf Collier, CKY assistant manager is moving to Regina as manager of CKRM, in place of Don Oaks, who has joined CFAC in the sales department.

### Join New Magazine

TED BARR and Norman Mascall, both former CB & T men, have joined a new TV fan magazine, TV NEWS WEEKLY. They are respectively managing editor and advertising director.

### Will PR Montreal Royals

MONTREAL RADIO and television broadcaster Jerry Trudel was named last week director of publicity for the Montreal Royals of the international baseball league.

Trudel, 37, will operate in a dual capacity. In addition to the duties of his new post, he will continue to do French language broadcasts of the Royals' games.

Say You Saw It  
In CB & T

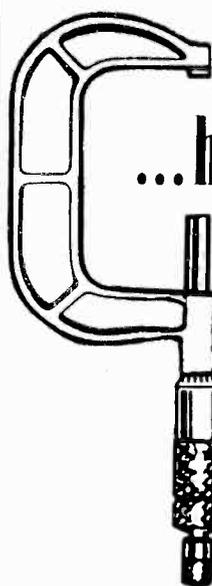
# RADIO

SOLD BY

Stephens & Towndrow  
Limited

Toronto Montreal

## EXCLUSIVELY



You can make the most accurate scientific measurements with a micrometer . . . but

## ...how do you measure a RADIO STATION?

Some advertisers and agencies measure a radio station by power or ratings . . . but the best way to measure a radio station is by

### Results!

In Saskatchewan CKRM offers more of everything that gets results!

MORE NEWS PROGRAMS . . . MORE HOURS OF POPULAR MUSIC . . . MORE WELL-KNOWN LOCAL PERSONALITIES . . . MORE PRODUCT-MOVING MERCHANDISING EFFORTS . . . MORE AUDIENCE-BUILDING PROMOTION . . . AND . . . MORE SERVICE TO ADVERTISERS!

FOR GREATER RESULTS BUY CKRM —

"SASKATCHEWAN'S 'SOUND' BUY-WORD"

980 KCS - 5000 WATTS  
REGINA  
SEE OR WRITE "RADIO REPRESENTATIVES"  
MONTREAL - TORONTO - WINNIPEG - VANCOUVER

# ONE LOOK

at the November BBM TIME PERIOD AUDIENCE SURVEY will show conclusively that **CFNB** is by far THE BIGGEST AND BEST BUY in NEW BRUNSWICK.

For the whole story see —

THE ALL-CANADA MAN  
Weed & Co. in the U.S.

why not ?

# CHOV

1000 WATTS

PEMBROKE ONT.

Reps.: Horace N. Stovin



JIM ALLARD

*Verbatim*

## TURNING ON DEAD SETS IS RADIO'S KEY PROBLEM

Excerpt from an address to the BCARTB Convention by Jim Allard

dian broadcasting for ten years thereafter. The rate of development being what it is, it is safe to guess that there will be some modification in the pattern, even during those ten years, followed by another Royal Commission.

What the Fowler Report will contain can be better assessed when it is available. While its recommendations will unquestionably have an effect in shaping the course of our industry, there will be other equally important factors. These include the general economy of the country, the reaction of the public to advertising, cost and income levels, the people in the business and competition.

### MORE REGIONAL NETWORKS

In both the United States and Central Canada the frequency and the number of regional networks is increasing. These take many forms. Some are daily tie-ins at regular times permitting special broadcasts on news, road conditions, weather, crop conditions and agricultural or stock prices common to an entire area.

Others have a "hot-line" setup permitting break-in from any of the network points with news of outstanding area interest. Others are concentrating on live talent production if only on the basis of one good program a week. There are, of course, various combinations of these ideas. It is likely that as the full impact of truly competitive television is felt in addition to the increasing competitive efforts of other advertising media, successful stations will revert more and more to live programming.

This has the advantage of creating personalities, excitement, contact with the public and other audience-building elements long absent from wide areas of radio. The disadvantage of expense can to some extent be offset by regional area or provincial networks.

Few will argue with the concept that radio broadcasting's position in the competitive race depends on the product it offers, which is programming. The type of programming to be offered in the increasingly competitive era ahead is something you can get very heated argument about and there are now almost as many program formats as stations. There are, however, two factors of basic general interest.

### WHAT DO LISTENERS WANT?

First, what do listeners really want? It is generally coming to be realized that the mass audience was always a myth in large part if not entirely, and that any group of

people is made up of a series of minorities. Realization of this fact means that most research done so far is meaningless.

It is not really important that five per cent more of the people listening preferred program A to program B. What is really important is to find out what will cause large numbers to turn on their radio sets for the first time, bring even greater listening from present radio audiences. This business of finding out what the various minorities, that in total make up any audience, really want, is a key problem for the broadcasting industry to solve. While your association is trying to work out a practical formula for doing just that, in conjunction with research organizations and universities, there is unquestionably need for expanded research in this field on the part of regional groups and even individual stations.

### FOR WHOM? HOW? WHY?

When we have that information or even while we are getting it, there arises the second need. This is for individual stations to develop a clear concept of station audience and of station programming policy.

I think most of us would agree that very few stations have more than a vague generalized feeling about the composition of their audiences. Most of us have programmed by instinct, intuition and imitation. Even where we do have some grasp of the audience composition, still fewer of us have faced up to the cold hard task of evolving a specific programming philosophy by which to serve this audience. This double lack of understanding may account for the widespread lack of "professional attitude" in programming and for much of the criticism directed at radio programming.

It would be helpful to find out with the utmost degree of certainty open to man what types of minorities our audiences are made up of and what they really will listen to. In other words, we could use an answer to the vital question, for whom are we programming? How? and Why?

Amongst the benefits accruing from an answer to this question would be a professional attitude toward programming. It's generally admitted that during the last ten years a certain degree of apathy has grown up amongst those most directly responsible for radio programming. Much of this lacks the imagination, the off-beat quality, the drive and showmanship it once possessed. These qualities are not forever lost and could be restored.

### THE EMPLOYMENT PROBLEM

The restoration of this vital factor of showmanship, of excitement, coupled with new stature and prestige, might assist in solving another problem certain to confront the radio broadcasting industry in the immediate future. This is getting people to work in radio stations. That problem breaks down into two major components.

First is the simple difficulty of getting people at all. This facet of the problem arises from competition for help, from other industries in prosperous times, more largely from

the fact that twenty years ago it was 1937. The birth rate between 1930 and 1940 was abnormally low, a fact which will reflect itself in the number of people available for employment in the next five or six years. Since times have recently been good, a larger number of young people than usual will be completing high school and taking two or three years of university, thus further delaying their entry into the labor force. The impact of the baby boom that started in 1940 may not be fully felt in the labor market until 1965.

This part of the problem will be particularly difficult in relation to executives, or people of executive calibre. Assuming that people cannot undertake or are not allowed to undertake executive responsibilities before the age of 30, we are dealing with the period between 1927 and 1940 - - all of it a low birth rate period. There is likely to be a severe shortage of executive talent extending over the next 12 or 13 years. This is a problem that all industry not only our own, will have to face. It seems probable that between now and 1967 many senior executives who would normally have retired may be required to stay on for an additional five or six years, beyond retirement age. Executive training plans will be useful in any industry.

### HIGH COST OF SELLING

A second factor worth considering is the unit cost of getting business, its relationship to pricing and the relationship of volume in our business to the effect on audience. It may well be in our business that it is better to have one \$50 spot announcement in a quarter hour than four \$15 spot announcements. Not only is the cost of getting and keeping the business likely to be less, it is entirely likely that the sales impact will be greater and the audience reaction more consistently favorable.

Another factor that will become of increasing importance is the selection of constructive methods of aggressive selling. It is very easy in any industry to keep too careful an eye on the competition within the industry, ignoring entirely that important element of it outside and the even more important element of untapped sources of business.

Overall advertising expenditures in Canada are still approximately one-third of the per capita expenditures in the United States. Obviously there is a great untapped potential for all media.

In the era of increasing competition, higher costs and greater demand on consumer's time that lies ahead, there will be continually less profit and greater disadvantage in any form of intra-industry bickering, or quarrelling on minor intra-industry issues. For better or for worse, this is already an era of bigness - - big business, big labor, big government, big problems. Increasingly, the race will be less to the swift and more to the organized; the well organized who keep their ranks closed, not wasting their energy on profitless internal struggles, but saving it for the useful struggles against other fields and threats from without.

THE REPORT of the Royal Commission on Broadcasting will probably be presented about the middle of March. It will likely set a pattern for the structure of Cana-

WANTED

by

**CHUM  
TORONTO**

CHUM will shortly change from a daytime radio station at 1000 watts to a 24-hour operation at 2500 watts.

CHUM needs:

- (1) All Night Man.
- (2) Newscaster-announcers.
- (3) Copy Writers.
- (4) Technicians.

CHUM also has openings for salesmen who can sell to retailers.

Reply by mail only stating age, experience, marital status to:

PHIL LADD  
Radio Station CHUM  
250 Adelaide St. W.  
Toronto.

## RADIO STATION MANAGER Required

by Soo Line Broadcasting Co. Ltd., of Weyburn, Saskatchewan. Manager to supervise building of new station and operation, etc. Experience essential. Apply stating age, experience, salary expected, etc., to:

Soo Line Broadcasting Co. Ltd.  
Box 300  
WEYBURN, Saskatchewan.



**DEPT OF ECONOMICS**

One way or the other, prices are always ridiculous.

. . .

**CONVENTIONALLY SPEAKING**

Then there's the wife who always wanted to accompany her husband to the convention, until one year he took her along.

. . .

**UNSOLICITED TESTIMONIAL**

I like reading the Canadian edition of TIME MAGAZINE because it's such good exercise for my blood pressure.

— R. A. D.

. . .

**SLOGAN DEPT**

Think or thwim.

. . .

**NOTE TO CORRESPONDENTS**

I have now reached the executive status where I no longer have to read my third class mail.

. . .

**MIGHTY OAKS**

The best way to realize your investment in books is to stay home once in a while and read the damn things.

. . .

**SAFETY STUFF**

If you always obey the speed limit and get killed in an accident, you have the satisfaction of knowing it wasn't your fault.

. . .

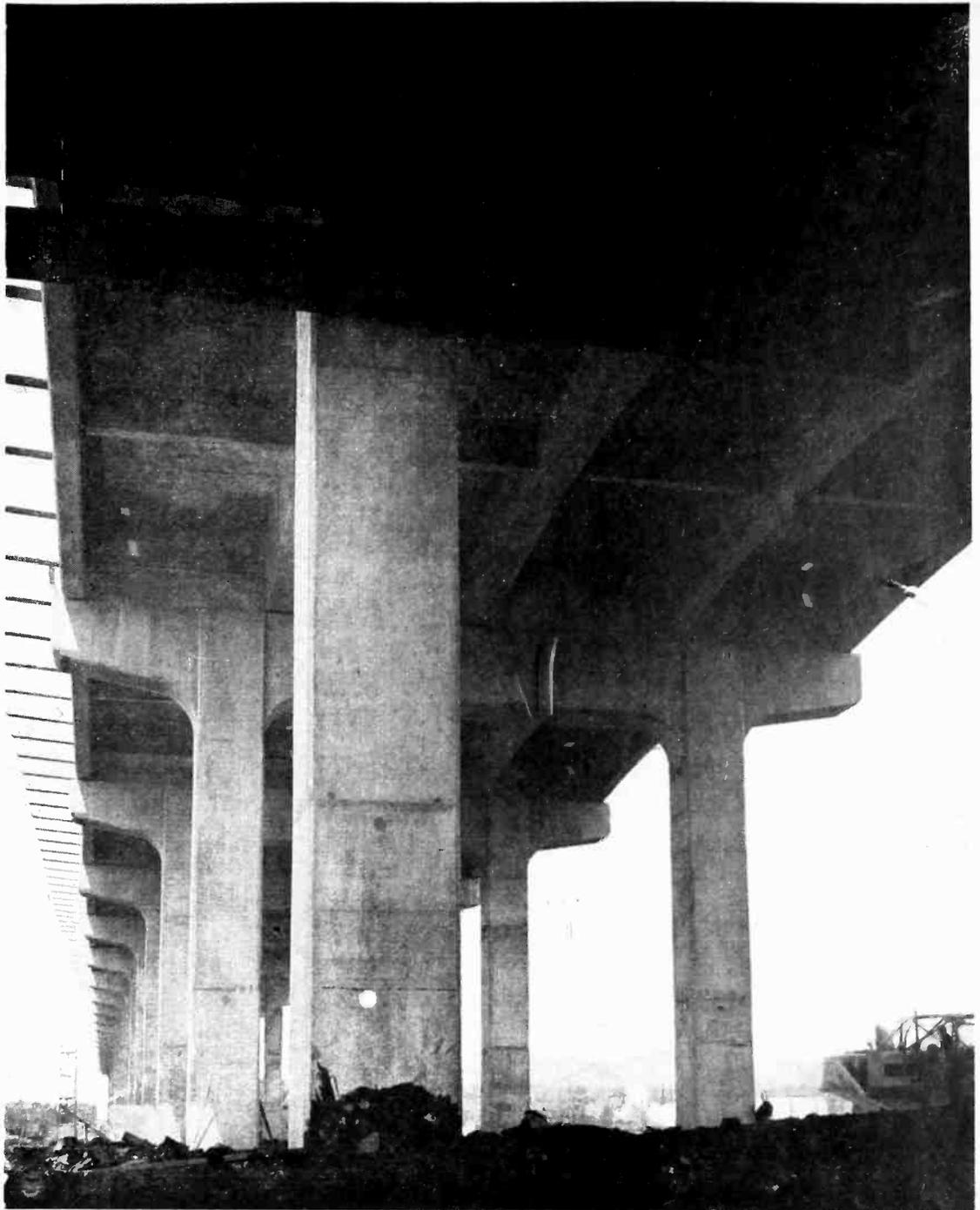
**UNEASY LIES THE HEAD**

CFRB's Waldo Holden has been working so hard at nights that the other morning he had to drive like hell to get to the office in time to make the coffee break.

. . .

**UNDER THE B**

I've been wondering just how I should answer all the younger broadcasters who persist in calling me Dad, in view of the fact that I am not married.



# THIS IS VANCOUVER

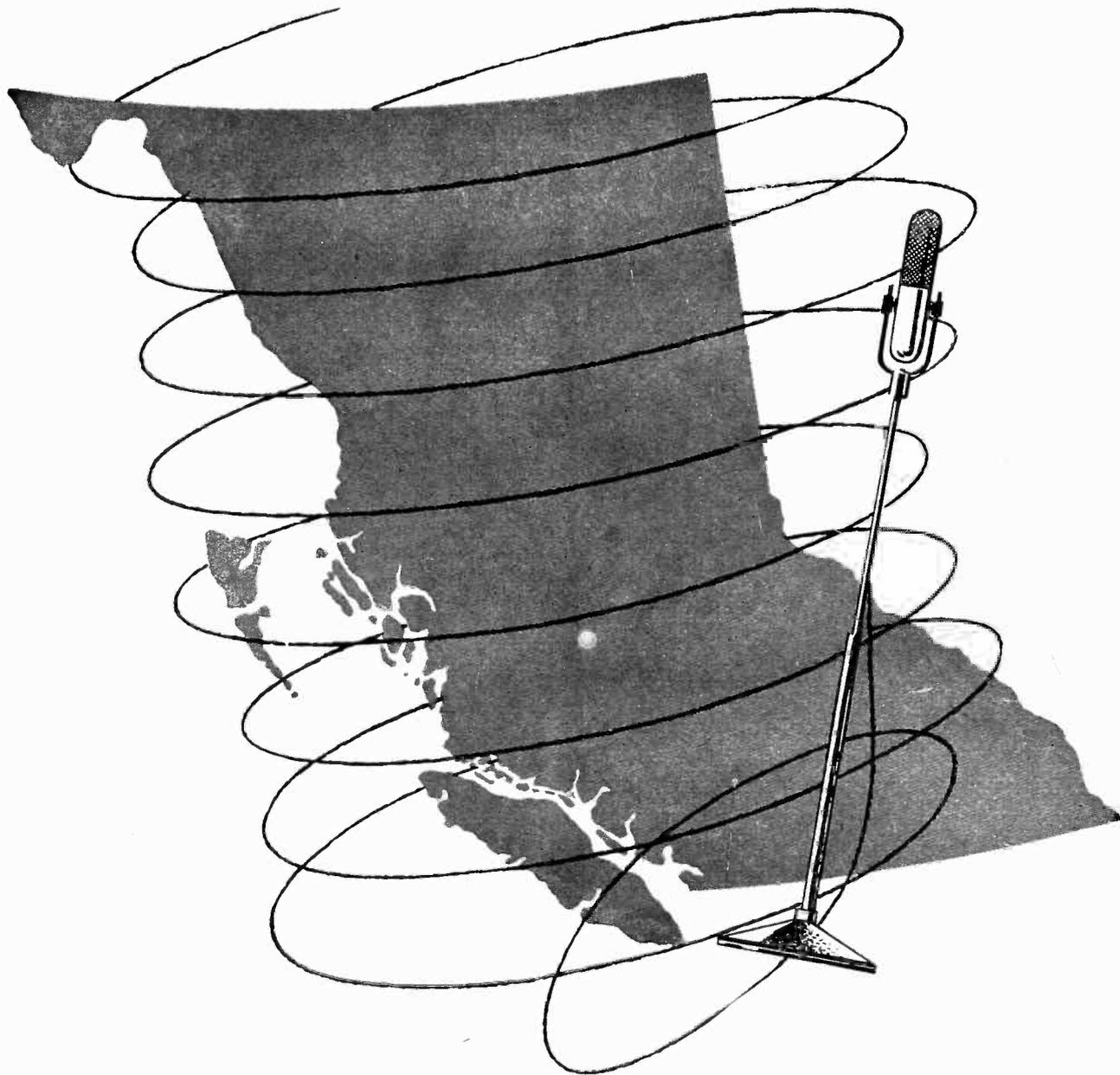
most expanding market in the West!

Miles of new roads, acres of new industrial development, complete new residential districts - that's the way Vancouver is growing. The new Oak Street Bridge to span the Fraser River is just one of the signs that point to this phenomenal growth. All the signs show a great and profitable new market for your goods or services. To make it *really* profitable for you, to reach the people you want to reach, sell with CKWX... FIRST in Canada's third market.

# CKWX

RADIO VANCOUVER

REPS: All-Canada Radio Facilities Ltd., Weed and Company



# B.C. IS SOLD ON RADIO

## ... **584,000** SETS NOW IN USE \*

\*O.B.S.

(total daily newspaper circulation in B.C., 433,639)

<b>CHWK</b>	CHILLIWACK
<b>CJDC</b>	DAWSON CREEK
<b>CFJC</b>	KAMLOOPS
<b>CKOV</b>	KELOWNA
<b>CHUB</b>	NANAIMO
<b>CKLN</b>	NELSON
<b>CKNW</b>	NEW WESTMINSTER
<b>CKLG</b>	NORTH VANCOUVER
<b>CKOK</b>	PENTICTON
<b>CJAV</b>	PORT ALBERNI
<b>CKPG</b>	PRINCE GEORGE
<b>CJAT</b>	TRAIL
<b>CJOR</b>	VANCOUVER
<b>CFUN</b>	VANCOUVER
<b>CKWX</b>	VANCOUVER
<b>CJIB</b>	VERNON
<b>CKDA</b>	VICTORIA
<b>CJVI</b>	VICTORIA

Look at it any way you want—radio moves products in the whopping 1¼ billion dollar B.C. Market!

With an average net-buying income of \$1248—compared with the national Canadian average of \$1106—British Columbians have more to spend on every type of goods or services.

To sell this growing, able-to-buy market—B.C. radio is your most effective, penetrating and economical media.

Canadian

# TELESCREEN

Vol. 3, No. 5

TORONTO

March 7th, 1957

## Brrr!



THE SNOW WAS THE BACKDROP when CHCH-TV camera and crew moved outside onto the twenty inch white blanket after a big storm the other evening in Hamilton. The program was "Ontario Tonight" and here are Cameramen Charlie Wilkinson and Floor Manager Ron Keast.

## WHAT HAPPENS on MARCH 17th?

CKMI-TV, Channel Five, the new English television station in QUEBEC CITY, Canada's favourite test market, will commence broadcasting the best in local and network programming.

•   •   •

### *Facts You Should Know About Bi-lingual Quebec*

CKMI-TV, Quebec City, operating on channel 5 with 5.6 kw video and 2.8 kw audio power, will be covering 15 COUNTIES and an estimated **136,000 FAMILIES**. According to the Quebec Bureau of Statistics the percentage of bilingualism in METROPOLITAN QUEBEC is 27.6% and in the surrounding area 15%.

CKMI-TV's signal will be reaching **34,000 bilingual and English speaking families**, **22,000** of which have TV sets.

**METROPOLITAN QUEBEC** which at the present time has 56,200 TV households (BBM Survey, 1956) accounts for **15,500 BILINGUAL AND ENGLISH SPEAKING TV HOUSEHOLDS**. The CKMI-TV coverage area outside of Metropolitan Quebec will be reaching **6,500 TV HOUSEHOLDS**.

In order to cover the QUEBEC MARKET COMPLETELY AND EFFICIENTLY  
CKMI-TV is a must buy.

# CKMI-TV

QUEBEC CITY

Excellent spot announcements and programs are now available.

For availabilities, contact

JOSEPH A. HARDY & CO. LTD.	—	Toronto & Montreal
JOHN N. HUNT & ASSOCIATES	—	Vancouver
WEED TELEVISION	—	New York & Chicago

*Gilbert Seldes*

**SPONSORS SHOULDN'T CONTROL SHOWS**

"SPEAKING AS A friend to Canadian TV, my advice is: sell only packaged shows and never allow sponsors to influence their contents." This was the opinion expressed by Gilbert Seldes, American TV and radio critic, at the Winter-Week-End Conference of The Canadian Institute On Public Affairs held in Toronto Feb. 22-24.

Seldes was addressing one of the Conference's study groups on the topic of "Advertising and the Development of TV." He made it clear that while he considered sponsors a necessary evil, he felt the emphasis often lay more on "evil" than "necessary". This was specially so in the effect of advertising on program content, he felt.

"In the old days," Mr. Seldes pointed out, "the quality of theatre performances certainly didn't depend on advertising. It was the program itself which sold the program. What makes TV shows so different is that the sponsor is not interested in the program itself, but in something beyond the program — the product."

Indeed, Mr. Seldes declared, sponsors are even more averse to a too-interesting show than to an extremely bad one. A too-interesting program causes so much viewer chit-chat during the commercial that no one notices the product even enough to be irritated. Sponsors have been known to *deliberately* debase the quality of a program for this very reason, he said.

**BETWEEN TWO EXTREMES**

Another bad effect of sponsor control is that it fosters the notion that everything must be treated as a joke before anyone will listen to it. This causes straight subjects to be treated in a foolishly facetious manner, irritating to all concerned.

This tendency is part and parcel of mass advertising's overall precept that TV programs should be aimed at the non-intellectual majority of the population, which is as false and unfair as its opposite—the presentation of only cultural programs for the benefit of the intellectual elite and no others. He insisted that between these two extremes there is a happy medium satisfactory to program and product alike.

The solution is not, however, critic Seldes warned, in setting up a dividing line between culture and entertainment. This is already happening, he said, and advertisers sponsor entertainment-type programs while philanthropists sponsor only the cultural ones. Because there is a feeling in the US that a program not commercially sponsored "must be a dog", Mr. Seldes remarked, programs of an educational type often exist in a sort of "cultural Siberia".

Seldes saw no reason why sponsors, if they felt inclined to, could not elicit an emphatic "Gee, Look!" response from the public to Shakespeare and Shaw as easily as to the peach-fuzz type of commercial or to the purely entertainment type of program like quiz shows.

The reason this sort of thing happens though, Seldes pointed out, is that advertising takes the stand "We are not here to educate you—you can get that at school." He thinks it is quite possible to entertain and educate at one and the

same time and on the same programs, without having to be coy and arch about it. Quoting another American TV personality, Pat Weaver, Seldes held that "even if TV cannot educate it can at least bring enlightenment by exposure."

**FEAR OF CRITICISM**

Still another serious effect of advertising on television arts, he claimed, was the way it hardens and rigidifies the public attitudes into "an adamant conformity" with what advertising considers the "norm". As a consequence the public is led to distrust any new and different idea, and to evince an extreme and unhealthy fear of criticism for non-conformity.

This is the reason, he believes, why many commercially sponsored Canadian and American TV plays are beautifully thought out right up to the last five minutes, when they suddenly take a turn for the worse and finish with a schmaltzy, non-sequitur ending. The TV version of *The Caine Mutiny* story, Mr. Seldes finds, is an excellent example of this. All through the plot the man who is wrong is clearly identified, but in the ending he has to be vindicated because he is "Navy" — and the "Navy" can't be wrong no matter how many ships he sank — at least not in a TV play.

In England this sort of false platinizing would be jumped upon by soap-box oratory within a few minutes flat, Mr. Seldes pointed out. In Canada he feels that non-sponsored TV programs do not have this compulsion to end a play orthodoxly at all costs. Indeed endings on non-sponsored Canadian plays often lean over backwards to avoid the accepted "life can be beautiful" effect to such a degree that they are sometimes unnecessarily gloomy. On the whole, however, the critic maintained that Canadian packaged shows, over whose contents the sponsor has no control, show much more integrity and originality than their American counterparts. Even on excellent

**The Contest Comes Home To Roost**



HERE ARE THE VIP's at the KVOS-TV power boost party. From left to right, they are: Gordon Reid, KVOS-TV general manager, Vancouver; Actor Thomas Mitchell, guest of honor; and Rogan Jones, station president.

PUBLIC RELATIONS and advertising representatives who are usually ineligible for TV and other contests had an opportunity recently to partake of the forbidden fruit — the free draw, at a cocktail party held in Vancouver by KVOS-TV, Bellingham, Wash.

The party, celebrating the station's increase to maximum power, was attended by the station staff, public relations people and advertising reps.

Gordon Reid, general manager for Vancouver thought it would be unique if he held a draw for these people who so often miss out in this regard.

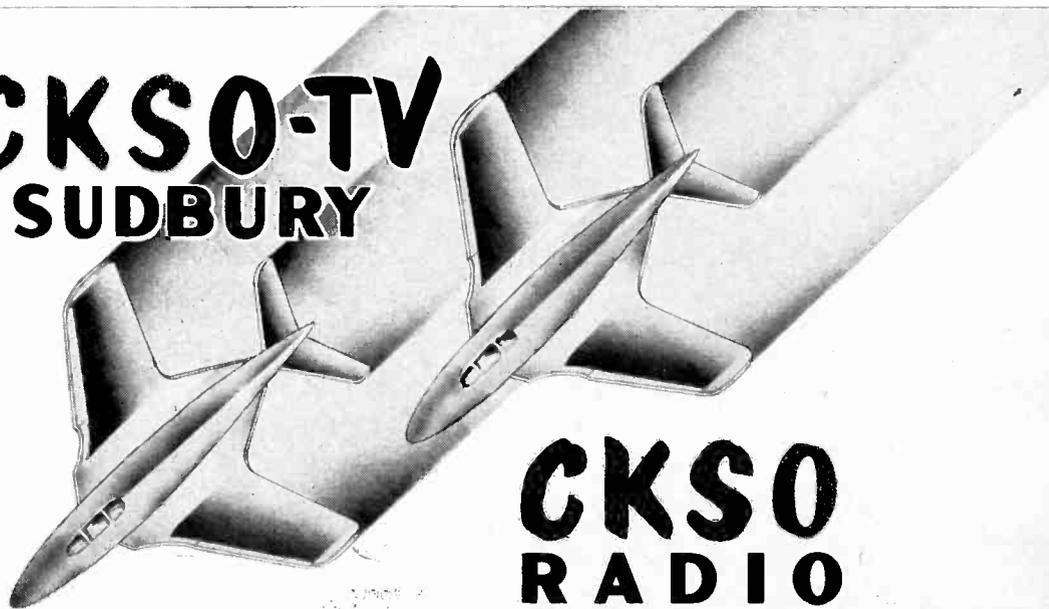
Mid-way during proceedings he announced the surprise draw, and the guest of honor, actor Thomas Mitchell, pulled the ticket awarding the prize of two all expense 10-day trips to Hawaii to G. F. Sayers of the O'Brien advertising agency.

American packaged shows like *Omnibus* and *Ed Murrow*, the viewer may not feel it, he says, but in actual fact the sponsors decide whether Bach or Rock and Roll is to be dropped.

In conclusion Mr. Seldes declared that in his opinion CBC-TV is doing an excellent job of program content control. He hoped that nothing would occur to cause our network the loss of this control.

**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**  
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

**CKSO-TV  
SUDBURY**



**CKSO  
RADIO**

**TWIN AIRPOWERS of THE NORTH**

Government Regulations

DRINK ADVERTISING LAWS ARE MADE TO BE BROKEN

By Bart Gardiner
CB & T Staff writer

SEVENTY-TWO PER CENT of all adult Canadians are non-teetotalers. So says the Alcoholism Research Foundation. Another source, the Liquor Control Board of Ontario, quotes 800 million dollars as their total annual expenditure on

the cup that cheers. Yet, according to law - - bowing allegedly to public opinion - - advertising of beer, wine, or other spirits on Canadian radio or TV is forbidden almost all over Canada, and similar restrictions, scarcely less severe, bind the Canadian press.

Canada's TV taboos on beer advertising alone have led Canadian brewers into spending around two million crisp, green, Canadian dollars a year on American stations with reception in Canada.

Radio, too, has had some pretty severe headaches from its total-abstinence policy towards fire-water advertising. Brewers and distillers dream up artful dodges to evade the restrictions. There was, for instance, the famous radio case of Pellers ice, in which a brewery called Peller's managed to evade CBC censure for quite some time by simply advertising ice instead of beer. The announcer would say "When you're hot and thirsty go to the icebox and reach for "PELLER'S . . . ice!", the word "ice" being almost inaudible.

THE FINE ART OF EVASION
Actually, evading "drink" advertising taboos has become a fine art in almost all media. In print, for example, leading Ontario publications like MACLEAN'S, LIBERTY and SATURDAY NIGHT have to be "published" in the province of Quebec, so as to evade extra-strict Ontario regulations. Ontario printers have been complaining bitterly against this cut in their profits for quite some time.

Indeed it might almost be said that even Canada's provincial governments, province by province, "interpret" - - if not evade - - the blanket federal restrictions, imposed in this matter by the CBC, as freely and subjectively as individual Canadian business concerns do - - and that's about as freely and subjectively as a fortune teller interprets a customer's palm. CBC broadcasting regulations say that "drink" advertising is not permitted "except in

provinces where the advertising of beer and wine is permitted," but this hardly clarifies the situation. Here is what it amounts to.

In Quebec, brewers can show a suggestion of their label on TV, while in Ontario the first whisper of beer or wine on either radio or TV would practically necessitate calling out the militia. Newfoundland and Quebec are perhaps the almost generally lenient provinces in all media, and British Columbia, while fairly amiable about printed ads, is iron-clad in its restrictions against radio and television. About the only prohibition strictly adhered to throughout all the provinces is that no ads for hard liquor itself can be shown on radio or television anywhere.

ONTARIO IS THE PATTERN

But perhaps this cross-Canada confusion can best be typified in Ontario, which follows much the same pattern as most other especially hamstrung provinces.

Here no broadcast or outside advertising is permitted whatsoever. Even ash trays, bottle openers and match-books carrying the name of a brewer or distiller are strictly verboten in public places. But even against such obstacles as these, brewers and others still manage to keep their product before the eyes and ears of the people by shrewdly evading the spirit of the law while keeping strictly to the letter of it.

This is done in a variety of ways. Perhaps the most striking is the loophole provided, in printed media, by what is known as "institutional" or "public service" advertising.

Provided that the ad performs a public service and only the name - - not the product - - of the sponsoring company is mentioned, and as long as the ad meets the approval of the provincial Liquor Control Board, manufacturers of alcoholic beverages can place ads in street cars, magazines and newspapers.

One way of getting around this

would be to change the name of the company so that their product would be included in the company's name - - Dow's Kingsbeer Brewing Company, for example. Further, effective if furtive advertising value can be gleaned by slanting the message conveyed by the illustration and copy used in the ad itself. Street-car cards, for example, while purporting to perform noble public services like urging the public to be kind to Canadian wild life and American tourists, can insinuate mute and indirect, but highly thirst-enducing references to the sponsors beverage.

A beer company might run a street-car card depicting the arrival of spring and headed with some such words as "A Joy Forever". Only the verb "is" is needed to connect the heading with the sponsor's product at the bottom of the copy and thus complete the message "so-and-so's beer is a joy forever".

Another street-car card, supposedly giving the public information about our forest animals, shows an otter slithering coolly into "the drink" - - in this case a northern bay, swimming with floes that look suspiciously like ice cubes. The product, of course, is identified at the bottom of the card.

SCHOLARSHIPS AND TROPHIES

Breweries and distilleries attach their names to scholarships, sports trophies or other worthy causes. The House of Seagram, for instance, could not urge you to drink its rye in a newspaper, but it can certainly manage in news items over radio, TV and print, to keep the words "Seagram Cup" in the public eyes and ears.

Restrictionists claim that by putting obstacles in the way of the advertiser, good taste, originality and restraint are insured. However, the restrictions cause a great deal of what might be called "sneakiness" in Canadian advertising.

Of course, there is no one "to blame" for all these restrictions in question, or by the confusion caused by the varied inter-provincial interpretation of them. Certainly, the federal government laws are not the villain in the piece. Indeed the CBC's willingness, within certain limits, to allow each province to interpret the regulations for itself, is in line with the highest democratic principles.

A THREAT TO SOCIETY

It must not be forgotten that many of the present restrictions do not result from practical considerations, but reflect the extreme moral standards of the vehemently prohibitionist section of our population. Undeniably this faction has a right to a voice in the matter. Undeniably, too, it has made more than ample use of this right.

Typical of the strict prohibitionist is the Rev. R. G. Berry, associate secretary of the United Church Board of Evangelism and Social Service, who holds that "advertising at its best is of questionable value, and at its worst is a threat to society". Demonstrating the self-avowed "uncompromising hostility" of this group towards the liquor business, is the recent resolution

POINTS OF SALE

CKVR-TV Channel 3

is

Ontario's 2nd Lowest Cost-per-Thousand Station.

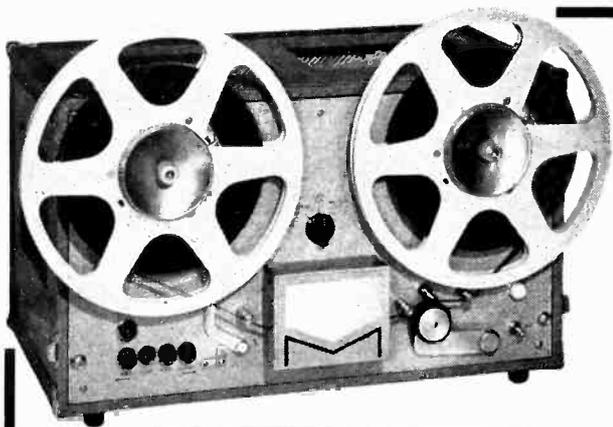
24,200 Unduplicated Homes 6-11 p.m. BBM-Nov. 1956

CKVR-TV Channel 3

CKGN-TV North Bay

PAUL MULVIHILL & Co. Ltd.

TORONTO 77 York St. EM. 8-6554
MONTREAL 1543 Crescent St. MURRAY MacIVOR PL. 1097



instantly converts your present recording equipment to the industry's highest standards... the magnificent new

magnecord

P 63-AX

To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P-63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models): your equipment equals the finest made. Thus you save the cost of a new amplifier.

SEE YOUR LOCAL AUTHORIZED MAGNECORD DEALER OR WRITE US DIRECT

MAGNECORD CANADA LTD. 3745 BLOOR ST. WEST, TORONTO, ONT.

**"... good enough to endow churches ... they should be considered respectable enough to advertise"**

passed by the Board urging Finance Minister Harris to make the advertising costs of distilleries and breweries non-deductible for income-tax purposes. What Rev. Berry thinks of beer ads can be seen in this statement: "If there is any scarcity of sensations to tickle the morbid playboy thinking of our time, sensations can be dug up."

Certainly the group the Rev. Berry represents is an extremely vocal one, and has had a great deal of influence in preserving the taboos. Indeed, one advertising man in the opposing camp calls the prohibitionist group a "noisy minority" which has had too great a say in the matter, with the result that the restrictions are not truly representative of the will of most Canadians.

**INCONGRUOUS CANADIANS**

Certainly, there is something at least incongruous about a country whose people are 72 per cent non-teetotalers, but which will not permit the advertising of products whose manufacture it has made perfectly legal. One reason for this is, perhaps, that the average Canadian moderate drinker is, by nature, a "liberal" who, as long as he can still buy his liquor, without too much inconvenience, won't make a fuss about letting the prohibitionist minority have its way about incidentals like advertising.

More surprising, however, than the fact that average Canadians tolerantly submit to the will of a minority is that Canadian brewers and distillers endure the present restrictions so meekly. Indeed they don't even make full use of the evasions of the law currently available to them. One reason for this is that in many parts of Canada certain brands have cornered the market to such an extent that they don't even have to advertise to combat competition.

What's more, it is also true that our brewers and distillers don't do as badly as you might expect under the present advertising strictures. In TV, alone, for example, Canadian brewers would probably spend a great deal of money on American stations, even if the present Canadian restrictions were drastically watered down.

The reason for this is simply that, as yet, American stations offer much better Canadian viewer coverage. Proof of this is that even for products - food, clothing, etc. - not suffering from the same taboos, every year Canadian manufacturers spend \$1,200,000 for TV advertising in New York State alone, and at least \$200,000 in the state of Washington, in order to reach Canada's West Coast viewers.

But even so, the monetary and other advantages that might accrue from more lenient Canadian strictures on this sort of advertising are undeniable - from the point of view, not only of Canadian broadcasters and publishers, but manufacturers too.

**STRICTURES SPELL CENSURE**

For the latter, there would be the consideration that, after all, the severity of the present strictures does imply some degree, at least, of moral censure, on the part of public opinion, towards alcoholic beverages. A softening of these strictures would

represent a more favorable statement of the stature of their business in the public eye. Since brewers and distillers are considered good enough to endow churches and scholarships - even if sometimes they are only allowed to do so on the sly - they should also be considered respectable enough to advertise their wares like any other legal industry. If this should ever come about, the moderate drinking public could then respond much more freely and without hypocrisy, to the sale of products no longer tainted by moral censure.

Of course liquor and beer manufacturers would also profit from the infinitely wider scope of the advertising potentialities which milder strictures would open up for them. In TV, alone, for example, about one-fourth of the viewers of Canada cannot at present be reached by American stations. Indeed, taking Ontario alone, a whole third of the set population of this viewer-rich province - including areas like Sudbury, Kirkland Lake, Muskoka and the Lakehead - is also currently out of the reach of American stations.

More lenient regulation would mean that all these areas - not to mention the vast section of Canada already reached by American TV - would be open for advertising exploitation by Canada's brewers and distillers themselves.

**MORE REVENUE BETTER SHOWS**

All this, would of course tremendously strengthen Canadian TV and radio as well - especially the private stations. Additional revenues would mean that Canadian stations could expand their facilities and reach a greater number of viewers with even better shows than they are now producing.

Already it is getting difficult for Canadian business concerns to buy time from American TV stations. Today, for instance, a Canadian brewer might have to wait as long as two years to buy program time from a station like WBEN-TV, Buffalo. Naturally, too, when American station directors are forced to make a choice between American and Canadian rival sponsors for their much-coveted time, the plum will inevitably go to the American sponsor. Thus, if Canadian TV taboos were removed, here is one reason why Canadians would buy more time from Canadian stations - even if only because they can't buy any more from American ones.

However, from the most important point of view of all - that of the Canadian public - there are strong reasons to support the argument that Canadians, as a whole, would benefit from more lenient restrictions on beer and liquor ads. For one thing, the quality of Canadian radio and TV programs might improve because - in the competitive heat of product advertising that would ensue - sponsors would find that best sales result from best programs.

What's more, public service campaigns conducted by the brewers might well be of purer public service value if sponsors could freely advertise their products in other ways. It might mean that sponsors would not need to resort to blatant hypocrisy in order to get their

product across under the cover of public service. Competition would also teach sponsors that public service ads, in themselves, are the most effective type of advertising, and that restraint, good taste and modest horn-blowing produce the most favorable public reaction.

Isn't it a fact that the whole situation offends our national dignity and sense of independence? We are now a mature people and would like to

assume for ourselves the responsibility for being moderate in our drinking habits. All this hush-hush about "drink" advertising does nothing to curb excess. What's more, it implies that we are really incapable of drinking like gentlemen. Let's face up with the facts. Seventy-two per cent of us do drink. Maybe what it boils down to is "drink and never tell".

What's yours, Fred?

**\$70G's BUYS SMALL TOWN TV STATION**

A SMALL TOWN TV operation that will cost less than \$70,000 to get on the air was described by Fred Weber, at the BCARTB Convention in Victoria last month. Weber, who is handling the installation of a television station in Kamloops for Ian Clarke of CFJC, has recently visited 53 small U.S. television stations. He has evolved a plan that uses a minimum of equipment and can be operated by a very small staff.

Kamloops TV will serve a maximum of 20,000 people, and will be operated entirely without frills. The station should be on the air by the end of March, with 100 watts effective radiated power. Much of the studio equipment is of the type

used in industrial television, with adaptations to bring it up to broadcast quality.

Operational problems in small market television were discussed at the Convention by Charles R. White, retiring manager of CHEK-TV in Victoria, who has had extensive experience in American stations. He emphasized ingenuity as a vital factor in meeting competition in small markets. "In this kind of television," he said, "you must concentrate on the local merchants, and build TV sales messages from the personal approach." In Mr. White's opinion, station salesmen can often do the best job by following through from actual sale to actual production of the sales message.

**Your Johnson Outboard and Lawnboy were built here . . .**



Outboard Marine Corporation of Canada Limited in PETERBOROUGH, Ontario where more than 1000 workers are busy turning out Johnson Seahorse, Evinrude and Elto outboards as well as the popular Lawnboy.

**CHEX-TV**

Channel 12  
PETERBOROUGH

**REPS:**

WEED & CO., U.S.A.  
ALL-CANADA TELEVISION — CANADA

*"Turns a Test Market into a Best Market"*

**\$4 Will Get You \$80**



**Here's real Horse Power!**

Clark's Building Supplies in Guelph purchased a series of 20 second flashes on CKCO-TV in Kitchener during the month of January. The series cost them \$400. Clark's sales were up \$8,000 in the month of January. They attribute their entire success to CKCO-TV advertising. It's a safe bet that you can increase your own or your clients sales by investigating our availabilities.

**CKCO-TV**  
CHANNEL THIRTEEN  
KITCHENER, ONT.

For further information contact

JOS. A. HARDY CO. LTD. TORONTO · MONTREAL

*London Closeup*

**UK GOVERNMENT "THINKS AGAIN" ON SPEECH CONTROLS**

By Martin Taylor

"THE HOUR OF SILENCE" and "The Fourteen-Day Rule" were top talking points among Britain's broadcasters, listeners, viewers and politicians, around the turn of the year.

They were nothing to do with New Year resolutions; just two government restrictions on the Freedom of the Air, but with an important difference - - they're on the way out. Because they have raised the whole question of official control and censorship of broadcasting, they may be of interest just now to Canada's radio and TV free-enterprisers.

"The Hour of Silence" is a period between six and seven o'clock in the evening during which television stations have had to be off the air. The reason - - so the kiddies can be put to bed without protest.

This little social service has been accepted by the BBC but strongly opposed by Britain's 18-month-old commercial TV companies. Despite loud cries from politicians who feel a heavy duty to organize family life, the government now indicates the ban will be lifted and the bedtime problems handled squarely to private-enterprise moms and dads.

The "Fourteen-Day Rule" is rather more important. It is a regulation which has forbidden broadcasting or telecasting of talks or discussions on subjects due to be debated in parliament within two weeks. It came into effect July, 1955, with the start of commercial television, but previously had been observed in principle voluntarily by the BBC.

This curious example of censorship was itself the child of government control. It was urged that because of the limitation imposed on radio and TV transmission by the BBC's charter and the restricted license of the Independent Television Authority, the public could easily be prejudiced by opinions of broadcasters before a subject had been discussed in parliament.

Proponents of the Fourteen-Day

Rule did not attempt to force its ban on the press. They said anyone is free to start a newspaper and Britain's widely-differing 10 national dailies can give a topic a balanced airing.

But after several somewhat ridiculous incidents of speakers and debaters being cut off the air when they launched onto subjects on the agenda of Commons or Lords, the Government thought again. It appointed a Commons committee last summer to examine "whether any changes are desirable in the present methods of giving effect" to the Fourteen-Day Rule.

This committee was set up and given its instructions in exactly 37 words. During the next three and a half months it proceeded to examine 20 witnesses, hear 75,000 words of verbal testimony and consider a further 6,000 words of written evidence. It then made its report.

Its only important recommendation was that the period of the ban be reduced to seven days before Parliamentary debate is due.

For more than six months the government chose to ignore this committee's labors. Then came the red-hot Suez Canal issue and the whole question was thrown into vivid limelight. Broadcasters were unable to discuss the only subject of current political interest because it was continually before both Houses of Parliament.

Finally, in December, Sir Anthony Eden announced that the ban would be lifted. He said the BBC and ITA had agreed to "protect the privacy of Parliament." But he emphasized the rule had been "suspended", and so could be re-imposed at any time should its spirit not be observed voluntarily.

This is an important milestone in the short history of British competitive radio and television broadcasting, for the BBC still has a complete monopoly over radio. It is the first time the government has acknowl-

edged the principle that self-discipline could be more effective than officially-imposed censorship. It goes a small way towards placing the new medium on an equal footing with the press, though there is far to go.

**SELF-DISCIPLINE OR ELSE**

Parliament forced organized self-discipline on British newspapers a little over three years ago in the form of the General Council of the Press, an organization of representatives of proprietorial and journalistic bodies.

The Press Council, as it is known, is a voluntary institution without any power except that of public censure. The majority of newspaper publishers were opposed to its establishment until the government made it clear the alternative would be a State censorship with punitive powers to exercise against erring newspapers and newspapermen.

The suggestion of such a disciplinary body for the Third Estate was contained in the report of a Royal Commission on the Press, set up by the post-war Labor government. This Commission sat for three years from 1947, and suggested a voluntary body because it held that "among men of repute in the press... there is a considerable measure of agreement on what constitutes sound professional practise."

**WHAT HAS THE COUNCIL DONE?**

So much for the history. The big question in Fleet Street now is: what has the Press Council done? For, as everyone knows, Britain's newspapers vary from the most august and intellectual to the most banal and lurid, but best-selling, in the world.

In its annual report for 1956, the council claims it "has done something significant to improve the tone of the press and has an increasingly sound and healthy effect on public opinion." Certainly it has not been hesitant to wield its censure where it has found unprofessional conduct



and most papers have proved keen to print the council's criticisms of competitors.

But many newspapermen believe such public censure has only encouraged those who like spicy reading to patronize the offending papers.

The council considers and reports on general issues affecting the press, such as the increasing price of newsprint and the number of papers which have been compelled to close down as a result of it. It also makes investigations and passes judgment on matters to which its attention is drawn by interested or offended parties. Subjects raised in this way have included:

Complaints about intrusion and bad taste in dealing with the private life of the royal family; general complaints against the trend of popular journalism; complaints against individual newspapers and their editors; proceedings in Parliament which may affect the liberty of the press; questionable pictures; a very few complaints against the professional behavior of individual journalists.

On the more general questions the council has been able to speak as an authoritative voice of the press. For instance it has made a protest on behalf of the united profession against the long-standing lack of co-operation shown by the Buckingham Palace Press Secretariat. It has also been able to work out a basis of agreement with the medical profession for the release of information about patients in hospital.

The council has been able to sort out cases of genuine misunderstanding between papers and those they have offended. It has been able to back papers when they have been wrongly accused - - for instance a weekly from which an apology was demanded by a local council for reporting a meeting its members decided to call "private."

**FILTH AND SCANDAL SHEETS**

But few people in Fleet Street would honestly pretend the Press Council has had any real success in cleaning up the filth-and-scandal sheets which enjoy the biggest circulations, commit most of the professional atrocities and bring most parliamentary and public criticism on the press.

These papers, and those who work for them, know that any publicity given them by the Press Council can only enhance their reputations in the circles in which they have chosen to move. Accused editors have simply ignored the council's invitation to explain conduct which has been criticised and, lacking power of expulsion from the profession or imposition of fines, the council has been able only to brand such action "evasive."

Clearly the paper which published a Princess Margaret-Peter Townsend story under the heading "FOR PETE'S SAKE PUT HIM OUT OF HIS MISERY" is not going to be too concerned when the Press Council rules that Royal news "should be handled with discretion."

Could a similar "General Council of Broadcasting" be of any value to radio and TV, either in Britain or in Canada? Would either government relinquish any of its control in favor of such an organization? Would it prevent such restrictions as "The Hour of Silence" and "The Fourteen-Day Rule" being imposed by politicians?

At this point your correspondent will just ask the questions.

# KVOS-TV

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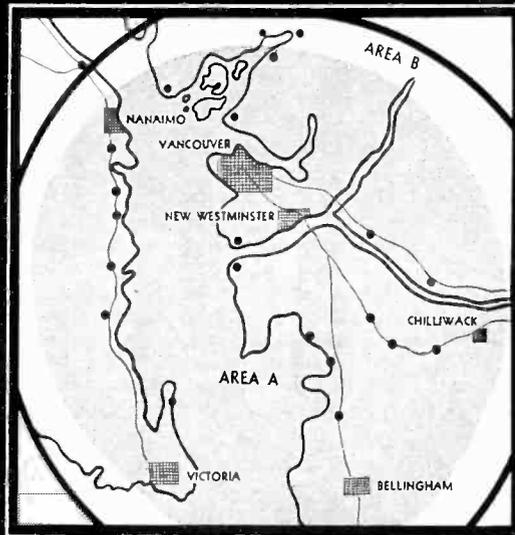
12:00 p.m.—Liberace	Mon., Wed., Fri.
12:00 p.m.—Florian Zebach	Tues., Thurs.
12:30 p.m.—Janet Dean	Mon. through Fri.
1:00 p.m.—Movie Museum	Mon. through Fri.
1:15 p.m.—Secret Storm	Mon. through Fri.
1:30 p.m.—Channel 12 Matinee	Mon. through Fri.
3:30 p.m.—Variety Playhouse	Mon. through Fri.
4:45 p.m.—Love of Life	Mon. through Fri.
5:00 p.m.—Aultry-Rogers Theatre	Mon. through Fri.

**TOP NETWORK SHOWS**

Climax!	To Tell The Truth
Ed Sullivan Show	\$64,000 Question
20th Century Fox Hour	Jackie Gleason Show

**TOP FEATURE FILMS**

Warner Bros.	United Artists
Selsnick - Hitchcock	20th Century Fox



**MOST POPULAR TV IN B.C.**

**COMEDY**

- I Love Lucy
- Burns and Allen
- December Bride
- Phil Silvers Show
- Jack Benny
- Private Secretary
- The Gale Storm Show
- My Little Margie
- Life With Father
- The Life of Riley
- Gerald McBoing Boing

**DOCUMENTARY**

- Odyssey
- The Big Picture
- Kingdom of the Sea
- Industry on Parade
- Greatest Drama

**MYSTERY**

- Highway Patrol
- The Man Called X
- The Man Behind the Badge
- The Lineup
- Code 3
- The Sheriff of Cochise
- Racket Squad
- Badge 714
- San Francisco Beat

**SPORTS**

- Big League Hockey
- Texas Wrestling
- Championship Bowling

**ADVENTURE**

- Annie Oakley
- Gunsnake
- The Lone Ranger
- Robin Hood

**DRAMA**

- Telephone Time
- Hall of Stars
- Favorite Story
- Broadway Theatre
- TV Reader's Digest
- O. Henry Playhouse
- Science Fiction Theatre
- Dr. Christian
- I Remember Mama

**PLUS**

- Name That Tune
- Godfrey Talent Scouts
- To Tell The Truth
- Do You Trust Your Wife?
- I've Got a Secret
- Beat the Clock
- You're On Your Own

**\* VANCOUVER'S BIGGEST TV AUDIENCE**

**'SIX OUT OF 10 TOP TV WEEKDAY SHOWS ON CHANNEL 12**

Climax	\$64,000 Question
Do You Trust Your Wife?	Phil Silvers
Highway Patrol	I Love Lucy

\*INTERNATIONAL SURVEYS LTD.

# KVOS-TV

CHANNEL 12

Your  Network

Vancouver Office: 1687 West Broadway—Cherry 5142. Studios: Bellingham, Wash.

*Technical*

# CLOSED CIRCUIT TV EXPANDS THROUGH CUEING DEVICE

WHILE THE PRIMARY promotions of TelePrompter of Canada Ltd., deal with the well-known automatic cueing device for which the company was named, an increasing amount of business in the closed circuit television field has been responsible for considerable expansion within the organization.

According to Carl Heydemann, operations manager of TelePrompter of Canada, which is a subsidiary of S. W. Caldwell, Ltd., the operations of the Canadian company in the closed circuit field "very definitely influenced" the American parent company to initiate closed circuit television into its scope as indicated by the recently announced acquisition of the Sheraton Hotels closed circuit TV franchise.

Through the Canadian company's facilities, it is now possible for the president of a firm in Toronto to press a button and telecast live a sales message to his branch offices from Quebec to Vancouver (when micro-wave facilities can be rented), Heydemann says.

He pointed out that this service could be a most important tool in augmenting the good works accomplished at an annual sales meeting.

"However," he said, "this is only one small application of closed circuit television."

Because of cramped hotel and banquet hall facilities in this country, direct addresses to more than 750 people at a dinner or meeting are impossible without using closed circuit television, he explained. This was proved at a car manufacturer's sales convention held at the Royal York Hotel in Toronto recently. Heydemann maintained.

"The educational advantages of the system are of course, unlimited," he added.

### CONVENTION CONVENES BY TV

At the sales convention, the automobile company used two halls in the hotel to accommodate 1,500 dealers. TelePrompter installed a

closed circuit television system enabling the automobile men to see and hear their president speaking from the head table. To eliminate the distraction of an elaborate lighting system, a Pye image orthicon studio camera was used.

Another application of the system was used at the Chrysler Festival, which was telecast from Toronto's Uptown Theatre. So that all the studio audience could see what was going on - - on stage and being broadcast - - two giant TV projectors were set up to flank the stage. The show's commercials produced at the CBC studios blocks away, were microwaved to the theatre and projected onto five foot by seven foot screens.

Six, nine foot by twelve foot screens were used by TelePrompter of Canada in conjunction with giant-sized projectors and two cameras to bring coverage every night for three weeks of the Billy Graham Crusade to the vast audiences assembled in Toronto's CNE Coliseum in September, 1955.

The latest development is called a "Tele-Sell Spectacular".

Possibly the world's largest sales meeting ever conducted was viewed by the members of the Advertising and Sales Executives Club of Montreal, when that group sponsored locally on closed circuit TV two Tele-Sell Spectaculars. The first of these was scheduled Feb. 26 with the second one Tuesday of this week.

Montreal was the only Canadian city on the relay. Thirty-four cities in the US carried the 90-minute programs.

Using the Sheraton Closed Circuit franchise, TelePrompter (US) produced the shows in ABC studios in New York and piped them to such local auditoriums as the ballroom of the Windsor Hotel in Montreal where, as was expected, over 1,000 sales managers, supervisors and salesmen from that area gained the benefit of the experiences of twelve of the continent's top sales producers

illustrated by professional actors and seen on the movie-size TV screens.

All told, approximately 20,000 sales people from all over Canada and the United States watched the proceedings.

The entire production was under the supervision of the distinguished motion picture producer Walter Wanger, assisted by "Jam" Handry, a leading creator of training, selling and promotional programs.

The Feb. 26 meeting included a short speech by US vice-president Nixon, who was introduced by the Hon. Lionel Chevrier, of the St. Lawrence Seaway Authority, and featured such guests as Judson Sayre, president of Norge Division, Borg Warner Corp., A. C. Fuller, founder of the Fuller Brush Co., and Byron Nichols, general manager of group marketing for General Motors Corp.

The second program held March 5, featured such top executives as R. S. Wilson, vice-president of Goodyear Tire Co. and J. M. Wilson, sales vice-president of National Cash Register Co.



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**338,800**  
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**CHLT-TV** CHANNEL 7

SHERBROOKE  
We cover  
the Montreal market

# CFRN-TV EDMONTON IS POSITIVELY ONE OF CANADA'S TOP BUYS!

**BASED ON NEW BBM TV REPORT\***  
**COST PER THOUSAND**  
**PER COMMERCIAL MINUTE**  
**EVERY HOUR...ONE OF THE FOUR BEST BUYS**

TIME PERIOD	1	2	3	4
NOON 12-1	<b>CFRN-TV</b>	<b>C</b> U.S.	<b>H</b> U.S.	<b>K</b>
1-2	<b>C</b> U.S.	<b>CFRN-TV</b>	<b>J</b>	<b>H</b> U.S.
2-3	<b>D</b>	<b>C</b> U.S.	<b>E</b> U.S.	<b>CFRN-TV</b>
3-4	<b>D</b>	<b>C</b> U.S.	<b>CFRN-TV</b>	<b>J</b>
4-5	<b>A</b> FRENCH	<b>B</b> FRENCH	<b>C</b> U.S.	<b>CFRN-TV</b>
5-6	<b>A</b> FRENCH	<b>CFRN-TV</b>	<b>D</b>	<b>B</b> FRENCH
6-7	<b>B</b> FRENCH	<b>A</b> FRENCH	<b>CFRN-TV</b>	<b>F</b>
7-8	<b>A</b> FRENCH	<b>F</b>	<b>CFRN-TV</b>	<b>J-L</b> FRENCH
8-9	<b>A</b> FRENCH	<b>CFRN-TV</b>	<b>L</b> FRENCH	<b>N</b>
9-10	<b>A</b> FRENCH	<b>L</b> FRENCH	<b>CFRN-TV</b>	<b>M</b>
10-11	<b>A</b> FRENCH	<b>L</b> FRENCH	<b>CFRN-TV</b>	<b>H</b> U.S.
11-12 MIDNIGHT	<b>CFRN-TV</b>	<b>E</b> U.S.	<b>D</b>	<b>G</b>

\*  
 BBM Time Period Audience Study, November 1956 report, provides actual households tuned to each member station by half hour periods, across Canada.  
 The Bureau of Broadcast Measurement is a non-profit organization established by advertisers, agencies and stations to provide unbiased, authentic audience measurement.

**FOR MORE FACTS ABOUT CFRN-TV CHECK WITH OUR REPS**

Television Reps. Ltd.  
 Toronto - Montreal  
 Vancouver

Broadcast Reps. Ltd.  
 Winnipeg

Canadian Station Reps. Ltd.  
 New York - Chicago

Harlan G. Oakes Ltd.  
 Los Angeles - San Francisco

**CANADA'S BEST FOR TELEVISION TEST**



## Picture of a family picking a new car

THEY could have made their present car do for another year, but a radio voice they know and trust just outlined the advantages of a trade-in *now*. And how exciting that new hardtop sounds! Decisions to buy are often made this way . . . in the home, beside the radio.

In 1955, \$787,631,000\* was spent for automobiles and parts in CFRB's listening area. Retail sales of *all* goods in the area amounted to more than 4 billion dollars, or 84% of Ontario's total.\*

So whether you're selling cars or casseroles, plan to reach the CFRB audience as they listen in their homes, in their cars or beside their portables.

\*Based on Sales Management's Survey of Buying Power, Canadian Edition, May 1956.

To get *your* share of profit from Canada's No. 1 market, why not make your first move by calling in a CFRB representative today?

**RADIO REACHES YOU EVERYWHERE**

**CFRB**  
**TORONTO**

**REPRESENTATIVES:**

**Canada:**  
All-Canada Radio Facilities Limited  
**United States:**  
Canadian Station Representatives Ltd.  
**50,000 watts**  
**1010 on your dial**