

Canadian
BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. 16, No. 6

TORONTO

March 21st, 1957





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

AND PEOPLE LIKE RADIO

Once again DBS Radio Set Sales figures prove that Canadians like Radio and are listening more every year. Here are the facts:

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A 25% increase over 1954!

1956—Total Radio Set Sales—709,416 Sets
A 16.2% increase over 1955!

Ask your advertising agency or local radio station to show you how Radio, the most economical of all mass media, can be tailored to your specific needs.

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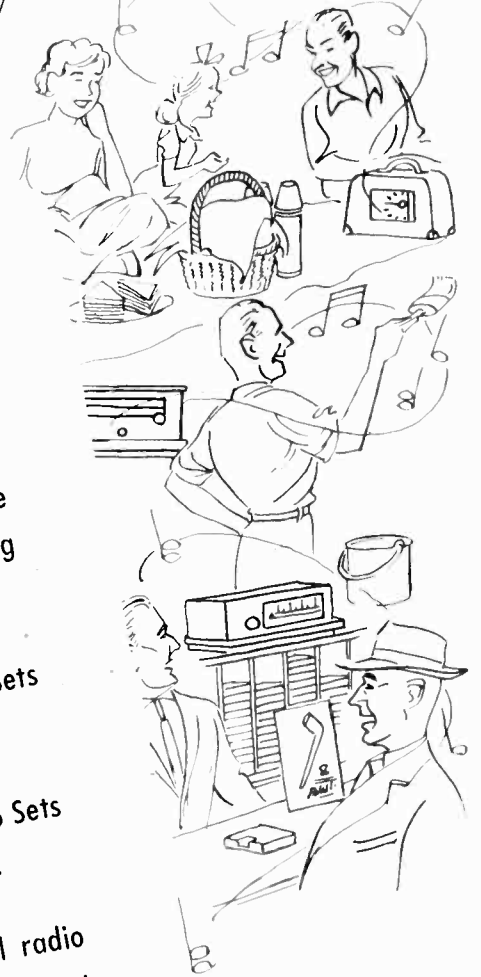
**CANADIAN RADIO WEEK —
May 5th - 11th, 1957**

Listen and watch for further details.

BROADCAST ADVERTISING BUREAU
Radio Division

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

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



Radio Bureau

MP's REPORT HOME BY PRIVATE RADIO

ON THE GLASS door of the CARTB office at 108 Sparks Street, Ottawa, there appear two titles - - the Canadian Association of Radio & Television Broadcasters and the Radio Bureau. Everyone connected with broadcasting knows about the CARTB. Not so well known is the Radio Bureau, a subsidiary program and news service.

Founded in 1944, the Radio Bureau's function is to bring parliament and the public together. Each of the eighty-two radio stations belonging to the Radio Bureau allocates fifteen minutes a week of top time to *Report from Parliament Hill*, a report of the day to day happenings in parliament made by one of the M.P.'s from the station's listening area.

The M.P.'s report is recorded in the CARTB's studios, which are located only five minutes from Parliament Hill and shipped out by express or air express to the stations.

Symbolic of the large number of members and cabinet ministers who use this service, which is given them by the broadcasters, the front cover of this issue shows the Minister of National Health and Welfare, the Hon. Paul Martin, reading his report to his constituents into a CARTB microphone in his office, a privilege accorded by the Bureau only to Cabinet ministers.

Actually 146 members of parliament, including nine cabinet ministers, are now regular Radio Bureau recording stars, and stations airing their voices are spread from St. John's, Newfoundland to Victoria, B.C. About ninety recordings a week are made while the house is in session - - making a total of something like 30,240 recordings since the inception of the Radio Bureau.

SERVICE BETWEEN SESSIONS

When parliament is not in session, the weekly report is given by a member of the diplomatic corps, a parliamentary press gallery reporter or a top civil servant. Such contributors over the past year have included U.S. Ambassador Merchant, New Zealand High Commissioner Hislop, George Bain of the **TORONTO GLOBE & MAIL**, Austin Cross of the **OTTAWA CITIZEN**, Deputy Minister Walter Turnbull of the Post Office department and others.

Members of all parties use the

Report from Parliament Hill series. There is a gentleman's agreement that the speeches in the series will be genuine reports and not mere political propaganda, but the subject on which the speech is delivered is left entirely to the member.

That the service is valued by the M.P.'s can be seen by the number who have used it consistently over the past thirteen years.

Before Health Minister Martin left for his tour of south east Asia last fall, he cut discs to cover the period he would be gone, for broadcast over his home station, CKLW, Windsor, Ont.

The first stop for many a convalescent M.P. has been the Radio Bureau to cut a record for his constituents.

How often a member reports to his electors over his Radio Bureau station depends on how many constituencies the station covers. A member for a large constituency may have a station all to himself. Mr. Herridge reports weekly over station CKLN, Nelson, B.C. On the other hand, thirteen members take turns over station CFRB, Toronto and seven over CFRN, Edmonton.

In addition to the M.P.'s weekly reports, Radio Bureau member stations have their own five minute daily news commentary, prepared in the Ottawa bureau and sent out over British United Press and Broadcast News wires.

CARTB Executive Vice-President Jim Allard includes over-all supervision of the Radio Bureau in his other duties. Actually it was to take charge of this particular operation that he was employed by the CARTB (then CAB) and brought by them from Edmonton to Ottawa in 1944. Actively engaged in running the Bureau is CARTB staffer Gerry Acton. The actual recording is handled by Gerry Walker.

NS Parliament On 6 St'ns

REPORTS FROM the Nova Scotia legislature will be broadcast over a six-station network in the province, originating with CJCH, Halifax.

The 15-minute nightly broadcasts beginning Wednesday, Feb. 27, will be heard on CKBW, Bridgewater; CKEN, Kentville; CFAB, Windsor; CKCL, Truro; CKEC, New Glasgow, and CJC B, Sydney.

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.

CJOR 5000 Watts 600 Kc.

Vancouver, B.C.

Rep: H. N. Stovin

BUY THE AUDIENCE that buys the merchandise



It takes results to make local advertisers renew year after year. In fact CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly, some for more than 20 years.

Local accounts buy on logic. They know CHRC's family programs serve fathers and mothers best and give their advertising the greatest sales drive.

Your national advertising on CHRC is certain to pay off in French Quebec — and do a really effective selling job — at the lowest possible cost.

5,000 watts

CHRC

800 kcs.

THE RADIO SELLING POWER OF QUEBEC CITY

REPS — Jos. A. Hardy & Co. Ltd. — Canadian Station Representatives.





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— President —



W. D. "BILL" BYLES
— Vice-Pres. & Man. Dir. —



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C. E. MONTGOMERY — Mgr.

TORONTO SALES STAFF (TV)

MONTREAL SALES STAFF

VANCOUVER



J. L. RAEBURN — Sales Mgr.



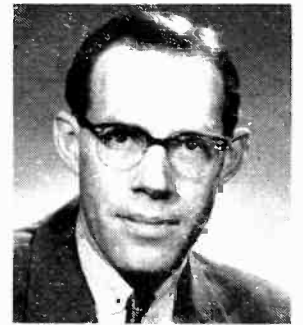
ALEX R. FINDLAY



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HORACE N. STOVIN & COMPANY

Radio and Television Station Representatives
MONTREAL • TORONTO • WINNIPEG • VANCOUVER

"A Stovin Station is a Proven Station"

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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March 21st, 1957

Stethoscopes Are No Remedy

This editorial is directed to broadcasters, advertising agencies, sponsors and everyone who plays any part in the choice of the radio and television programs which go out on the air.

While it may not be designated on the agenda as a subject for discussion, the question of audience research will inevitably stand high on the list of matters which come up both during the meetings and at the between-meeting sessions.

Audience measurement is comparable in importance only to the circulation audits of the printed media. It is the yardstick - - the only yardstick so far - - by which advertisers can measure, or rather estimate, the potential audience which they may hope to reach with their sales messages. This is why the new techniques of research, developed by the Bureau of Broadcast Measurement, will come under extremely close scrutiny at the convention.

A sincere effort on the part of the broadcasters and their clients to look with critical eye at the mechanism of their own research organization can only result in an improvement of the system for the benefit of everyone concerned.

But - - and it is a loud and emphatic but - - the real question is whether the improvement of audience measurement and rating techniques is the real problem. Doctors use stethoscopes to locate heart disorders, just as research points up weak spots in programming. But neither of these procedures is of value unless something is done to remedy the situation, whatever it may be.

In the case of broadcasting, the real purpose of research is to show people responsible for the choice of programs how to improve their product, just as the

stethoscope shows the doctor where treatment is required.

It is certainly to be sincerely hoped that the research question will receive the large amount of attention it deserves at the convention. It is to be hoped that all broadcasters - - those who benefited from the recent BBM survey and those who did not - - will concentrate on the vital questions which will crop up concerning the ramifications of BBM.

It is also to be hoped, just as keenly, that even more time than usual will be devoted to the question of what comes out of the speakers and onto the screens. This is the only true criterion, as far as the public is concerned, because people are not interested in research. All they are concerned about is what they hear and see.

Most of this issue is devoted to articles - - this year there are forty - - which appeared in our paper during 1956. These have been chosen by our staff as nominations for Beaver Awards. They range from a story about broadcasters at work in an emergency and an editorial about sex deviates to articles about the use of the medium, on the economic front, to move merchandise.

Assembling stories like these for publication in this issue is a heartening experience, because they show the industry earning its place in the sun, not through statistics and ratings, but in terms of plain ordinary humanity and usefulness.

So, at this convention, may we, your trade paper, suggest - - with all the respect and humility we can muster - - that you do quite a bit of serious thinking and talking about your programs, to accomplish which it may be desirable - - for part of the time at any rate - - to get up off your BBM's.

News Briefs

●● This week the CBC Board of Governors recommended that licenses be granted to a TV station in the Okanagan Valley and radio stations at Huntsville and Richmond Hill. Power boosts were recommended for CKSO-TV, Sudbury; CKOT, Tillsonburg; Quebec City; and CHEX, Peterborough. An application for a power boost for CKPR, Fort William was deferred. Radio license applications for Melfort, Sask., and Kitimat, B.C. were recommended for denial.

Asked by the Department of Transport to reconsider its previous recommendation for the granting of a license in Richmond Hill and denial of two applications for Newmarket, the board re-affirmed its previous stand.

●● Thirty British-American Oil Co dealers in the Calgary area have bought the half hour Ziv package, *The Fred Waring Show*, on CFAC, Calgary.

●● Ronald Hallam is in charge of CBC news coverage of the Bermuda Conference March 21-6. The meetings will be covered by TV, with film rushed to Canada by air and direct reports by radio. Reporters will be James M. Minifie, CBC Washington correspondent and René Levesque of Montreal.

●● A new advertising agency, Bradley, Venning & Hilton Ltd, started in business at Yorkville Towers, 11 Yorkville Street, Toronto, on March 18. John Bradley was office manager of the Toronto office of that agency and also owner of a publicity business, John Bradley & Co, which he will continue. Hedleigh Venning was vice-president of Shirriff Horsey Corporation. Peter Hilton, who has a minority interest, is president of the New York advertising agency, Hilton & Riggio Inc. Media director is Miss Laura Baker.

●● J. A. Pouliot has been appointed general manager of Télévision de Québec Ltée. Formerly executive engineer of Famous Players Canadian Corporation, he will be in charge of the company's two TV stations, CFCM-TV (French) and CKMI-TV (English). Arthur P. Fitzgibbons becomes director of operations of CKMI-TV and Ernest Miller continues in that capacity at CFCM-TV.

DEFENSE DE FUMER
OR ANYTHING
PRISON DE QUEBEC



Winter Weekend

SHOULD BROADCASTING INFORM OR COMPEL?

By BART GARDINER

CB & T Staff Writer

DO CANADIANS make up their own minds any more — even about how to vote and what to buy? Or does advertising make up our minds for us, through mass media like radio and TV?

So controversial did this question turn out to be that it recently goaded 40 of our most learned speakers and panelists into a knock-down-drag-out bout of verbal fist-cuffs that lasted an entire week-end. The occasion was the 1957 Winter Week-End Conference of The Canadian Institute On Public Affairs which was held last month (Feb. 22-24) in Toronto's First Unitarian Church.

Speakers were well-known experts in the widely diverse fields of education, psychiatry, politics, literature, social welfare, public opinion, advertising, and public relations and the topic debated was "Buying and Voting — Who makes Up Our Minds?"

MANIPULATION AND COERCION

Detonating the Friday-night opening session of the conference with an explosive statement of what he thought of modern mass media, British author-playwright J. B. Priestley said that, given the resources of modern advertising and deprived of his conscience, he himself could bark a multitude into Trafalgar Square just to see a dead kitten.

America's arch poll-master, Dr. George Gallup, lost no time at all locking horns over the question of whether or not Canadians are being "manipulated" by mass media advertising. Wittily refereed by chairman Dr. Murray G. Ross, the two debaters eventually agreed that radio and TV advertising does manipulate the public but disagreed as to whether this manipulation was praiseworthy or not.

According to Priestley, North American radio and TV audiences are actually coerced by propaganda into buying things they don't want and voting for personalities that have no political meaning for them. He cited the case of Vice-President Nixon's rise from political obscurity as a result of a single, family-group telecast. To this Dr. Gallup succinctly replied with statistics to the effect that the TV coverage of the last US elections didn't really change any political opinions at all, except that more people voted than ever before.

Author Priestley declared this was completely irrelevant. Americans, he said, weren't really voting politically anyway, but merely out of sentiment for "Father" (President Eisenhower). What's more, he believed that mass media advertising had deadened all American interest in politics, in the first place, except for the circus-like antics which take place in their political rallies.

Dr. Gallup denied all this, claiming that advertising had neither dulled the average North American's interest in politics nor weakened his ability to decide for himself what to buy. Mr. Priestley, he added, might weep for "the good old days" when

"Smith-Makes-Good-Shoes" was the limit of an advertiser's originality — especially an English advertiser — but that actually this type of advertising was much less moral than the kind used today. This was so, Dr. Gallup continued, because "Smith-Makes-Good-Shoes" was merely a primitive form of the later "We're-the-Best" type of advertising which contented itself with spouting fatuous superlatives and gave no useful information at all about the product itself. In Dr. Gallup's view, the most up-to-date forms of modern advertising give the public concise information about the nature of the product so as to enable it to choose wisely.

Pooh-poohing this, the author of "The Good Companions" remarked that the point Dr. Gallup had just made was exactly why "the street defeats the school" in North America. Although in school, students here learn that Shakespeare and Shaw are top dramatists, mass media advertising has so corrupted our tastes with mere "entertainment" that once the student goes out "into the street" all he hears about is Milton Berle.

Dr. Gallup caustically retorted that Mr. Priestley, being a Britisher, would perhaps not understand how in Canada and the U.S., mass advertising has made the mass production of so many labor-saving devices possible. His inference was that in heretofore ad-shy England such new-fangled labor-saving devices as refrigerators and freezers were consequently few and far between, this being why the British housewife had to slave to keep her household in order.

Priestley pointed out that, in the new world, mass media advertising has burdened young couples with another type of slavery — the fear of non-conformity. True, mass advertising may have made possible all kinds of mass-produced, labor-saving gadgets, but it has also coerced our young couples into buying these gadgets — and paying for them on the installment plan — in order to "keep up with the Joneses". Thus they must slave to meet each monthly payment.

WHY PRESSURE THE CONSUMER?

On the agenda for the next morning was the topic "Why Pressure the Consumer?" to be debated by a three-man, one-woman panel of experts under the chairmanship of adult educator, Gordon Hawkins. Opening the discussion, panelist Mrs. W. R. Walton, Jr., of the Canadian Association of Consumers, wondered whether Canadians might soon become immune to TV and Radio commercials — just as we are to drugs like penicillin after having received too many shots. Disagreeing with fellow-panelist Wilfrid Sanders, of J. Walter Thompson advertising agency, who claimed that "dishonest advertising is only rare", Mrs. Walton said that her own experience with the Association of Consumers had taught her that the contrary was true.

Indeed Mrs. Walton said that all too often complaints were received by the Consumer's Association against consumer pressure. These complaints were usually of three kinds: complaints against the dishonest use by advertisers of the words "free" and "absolutely guaranteed"; complaints against the use and abuse by advertisers of coupons, premiums and free gimmicks; and complaints against the use of unfounded superlatives.

Replying to this, advertising man Robert Jones of Colgate-Palmolive Ltd., pointed out that coupon advertising is far from being as black as it is painted. Rather than being a proof of the saying "you don't get anything for nothing", as Mrs. Walton put it, coupon advertising, over radio, TV or any other medium is often a direct benefit to the public. It is often a faster way of finding out whether the public really wants a product and thus enables the manufacturer to act in the public's best interests.

Agreeing with Mr. Jones that often advertising is useful — at least to the extent that it informs the public — Dr. O. W. Main, of the University of Toronto Institute of Business Administration, remarked that, though advertising costs are only 1 or 2 per cent of Canada's national expenditure, we are probably much more aware of them than this small percentage would suggest.

Despite his personally adverse feelings about advertising, Dr. Main did admit that, after all, it is inevitable. "In the type of economy we have, a firm has to rely on advertising methods to sell its products, for the belief in the great magic of advertising is the foundation of modern business." Even so, he added, buying blindly by brand name is no substitute for buying by product specification.

Dr. Main pointed out that those who believed in many of the virtues attributed to advertising — like the popular theory that mass advertising makes mass production possible, or the myth that effective advertising forces the businessman to improve his product — would probably also believe "in any other sort of shell game".

Mr. Jones interrupted to say that he guessed he was among those "shellgame believers" who were convinced that advertising makes the businessman improve his product. "What's more", he continued, "I know of many specific cases where advertising has definitely brought down the price of the product".

A voice from the floor here interrupted Mr. Jones with the comment: "Phooey! More often than not, advertising costs make the consumer pay much more for the product".

Dr. Main supported this statement by saying that certainly, in the case of many patent medicines, advertising costs were often as high as 40 or 50 per cent of the cost of the product. He wondered whether this fact alone could clarify the issue as to whether advertising, in general, is "honest" or not.

Wilfrid Sanders, whose business is advertising research, and who is a director of Gallup Poll of Canada, tossed in here the fact that 50 per cent of Canada's adult population considered advertising, in general, to be honest, while the other 50 per cent consider it predominantly dishonest.

Dr. Main asked the panel if it agreed that advertising depends for a great deal of its success on encouraging the anxiety of the public. "Is your wash greayer than your neighbor's, Mrs. Walton?"

Mr. Jones reminded Dr. Main that advertising was, after all, like the oil in the machinery of business, to which Dr. Main replied "Well all right, Mr. Jones, but we don't have to inundate the machine with oil — or soap, either".

Mrs. Walton suggested that another evil of mass advertising was that it helps kill the small manufacturer. This in turn reduces the number of product brands available to us, and thus also reduces our individualism. Turning to Mr. Jones, she asked him if he didn't at least admit that the advertising profession should be more carefully "policed" in order to avoid doing harm such as this to the public.

Though Dr. Main was quick to say that he thought policing was inevitable, Jones said that policing alone was not enough. Just as with the teenage problem, proper education and training is much more effective so in advertising educational training of future generations of advertising men would make their contribution to society much more positive — or at least, certainly not so open to doubt.

PANEL ON POLITICS

That afternoon, four panelists — two Canadians and two Americans — took their seats on the dais. The two Canadians, Father Louis O'Neil and Prof. John Irving could not differ in character more radically. Professor Irving, who lectures on political science at Toronto's Victoria College, is famous for his caustic but genial wit. Père O'Neil, with his Gallic gestures and cherub's face, is a young French-Canadian from a Quebec Seminary much in the news these days for his recent dramatic denunciation of Quebec's ecclesiastical politics.

The two Americans on the panel. Mr. Gilbert Seldes and Dr. Paul Lazarsfeld offered another study in contrasts. Seldes, a top American TV and radio critic, is a wordly-wise and widely-read expert with a penchant for the vernacular. Dr. Lazarsfeld, of Columbia University, has the erudition of the old-world scholar and the sociologist's passion for precise vocabulary.

Critic Seldes said he did not think Canadians were as subject to mass media political manipulation as Americans. However he thinks that even in this country such media have a profound effect. Certainly he dis-

(Continued on page 9)

NEW BRUNSWICKER'S NEVER HAD IT SO GOOD!



CFNB is right in the heart of this bustling boom! Our listeners are spending at an unprecedented rate their share of the many millions of new Canadian and U.S. dollars being invested here. Fredericton itself has established fantastic new records for earning, spending AND saving!

CFNB IS YOUR BEST BUY IN NEW BRUNSWICK

CFNB IS THE NUMBER ONE STATION IN NEW BRUNSWICK

COMPARISON PROVES

Check our listings: Audience-wise — Rating-wise

Take your pick: B.B.M. RADIO AREA REPORT

B.B.M. TIME PERIOD AUDIENCE SURVEY

ELLIOTT-HAYNES RADIO RATINGS REPORTS

CFNB

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Have our Reps give you the full story — see:

The All-Canada Man.

Weed & Co. in the United States.



NOW WE KNOW WHAT "BABY DOLL" WAS DOING IN THAT CRIB
LISTENING TO CJON NEWFOUNDLAND . . . OF COURSE *

Winter Weekend

(Continued from page 6)

agreed with Dr. Gallup's point that American's political convictions were not changed by the last election. He estimated that, due to TV, there was a shift of at least five per cent. More significant, however, he insisted, was the fact that a great number of Americans were confirmed in their past convictions by the TV coverage of the elections.

It is one of the greatest evils of mass media propaganda, Mr. Seldes exclaimed, that it tends to confirm and harden our attitudes, making them even more resistant to change. In politics as in overall North American culture, he declared, the influence of today's propaganda-directed mass media is making us a people who think anything new is dangerous.

A great deal of political good could be accomplished by TV, he suggested, and a happy medium could be found between contentiously ignoring it as a medium (which he said the Democrats were inclined to do in the last elections) and, on the other hand, abusing it by showing hoked-up press conferences and fake man-on-the-street interviews.

Agreeing, in general, with Mr. Seldes, his fellow-American Dr. Lazarsfeld reflected the more cynical, south-of-the-border attitude towards the potentialities of mass media as a political instrument of integrity. From the moment he arrived in America from his birthplace in Austria, Dr. Lazarsfeld was astonished at what he called "the North American inclination to compromise and consent" in the world of mass media as well as in our all-over culture. Whereas in Europe compromise is a dirty word, and uninhibited soap-box oratory was the rule of the day, in the U.S., TV politicians must receive "consent" before they can receive program time.

Though Dr. Lazarsfeld said he did not believe TV has any very important immediate effect upon our political life, he thinks it can have serious long-range effects in providing a build-up for a political candidate over a period of years.

Professor Irving, on the other hand, believes that even now media like radio are bringing the Canadian public to a higher political awareness than that of their forefathers. The fact that the vote buying method of the old days are being replaced by the influence of radio, TV and public relations cannot be regarded as anything else but a step ahead, he declared.

Radio especially, the professor stated, has already changed Canada's political scene to a very important degree -- especially in the West. Both the CCF and the Social Credit parties were the first in Canada to use radio propaganda and this largely accounts for their present popularity in these areas. "Conservatives and Liberals", he added, "practically have to be dragged screaming to the CBC.

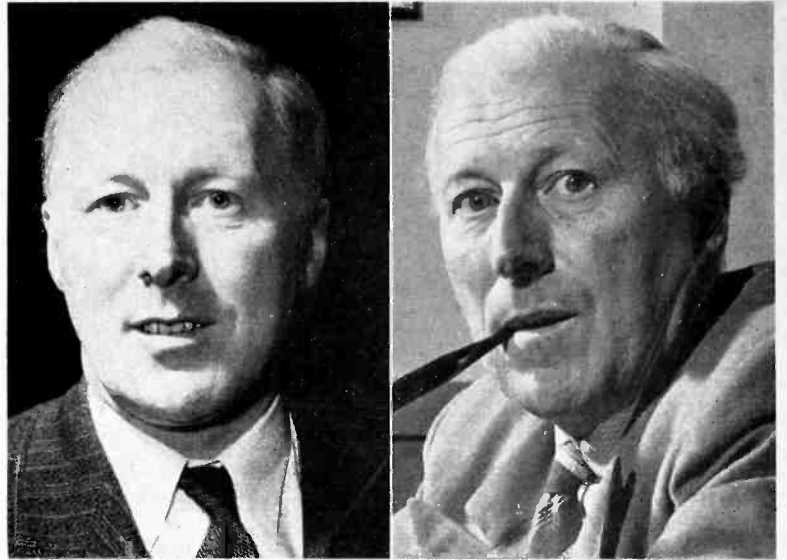
Father O'Neil, like his fellow Canadian, Professor Irving, believes that radio and TV can be "a blessed instrument for truth in Canadian politics." Because he himself, with the help of the politically unfettered Quebec newspaper, *Le Devoir*, was recently able to attack what he called "political immorality" in Quebec, he believes that broadcast -- no less than printed -- mass

media could be used for similar purposes to Canada's good.

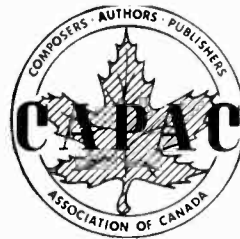
Mass media, like radio and TV, if properly and freely handled, could change the whole political character of Quebec, he said. They could teach the French Canadian people a more rational, non-passive approach to politics, help them combat the rise of local dictators and, most important of all, convey to them the simple fact that they live in a democracy.

ADVERTISING SHOULD TEACH

The final session of the Winter Week-End took place on Sunday afternoon, February 24th, when the speaker, Dr. Rollo May, expressed his feeling that we are in real danger of developing the robot, the mass directed man. Psychoanalysts find, he said, that today man is losing his sense of importance as an individual and is beginning to look upon himself as an object -- a thing. People in the advertising and public relations fields, he charged, seem to capitalize on this tendency. Advertising men should turn to methods that teach people how to choose, he said, instead of current methods of pressure selling.



ROBERT W. KEYSERLINGK, as seen at left, resigned from management of British United Press in 1948 to enter the publishing field. This month, Keyserlingk, as seen at right, returned to BUP as general business manager, succeeding Phil Curran. Dennis Landry has been made editor of BUP and Willard D. Eberhart becomes executive news editor. Phil Curran has gone to Australia and it is believed will take over BUP interests there.



CAPAC SALUTES THE CARTB

The Composers, Authors and Publishers Association of Canada and the members of the Canadian Association of Radio and Television Broadcasters share many interests, but of utmost importance is our mutual interest in presenting Canadian audiences with programmes of the world's best loved music. The CAPAC license enables radio and television broadcasters to present programmes of the favourite melodies of to-day, the revivals of yesterday and the evergreen standards that never fade. The experienced broadcaster knows that, through the years, music has proven to be the most effective means of reaching the Canadian public.

CAPAC makes available to Canadian Radio and Television Broadcasting stations, under a single license, the copyright music which is the property of 100,000 composers, authors and publishers representing practically all nationalities in the world. This constitutes most of the music being broadcast in Canada.

All license fees paid to CAPAC are distributed among the composers, authors and publishers concerned, in proportion to the relative use of their musical works in Canada. No expenses are deducted from the fees beyond the bare cost of administration which is less than fifteen per cent of the gross amount collected.

COMPOSERS, AUTHORS AND PUBLISHERS ASSOCIATION
of Canada Limited

182 St. George Street, Toronto, Ontario

OVER THE DESK

BY DICK LEWIS

A RADIO REP with a strange hobby is Alex Findlay, a recent addition to the Toronto office of Horace N. Stovin & Co.

In the "old days" - - Alex is now 31 - - he used to peddle "Coral" discs for the Rogers Majestic Company, which is now part of Philips Industries. This was until July 1952, when he and his partner, Peggy Fleming, decided that working for a living wasn't all that it was cracked up to be, and went into show business.

The branch of show business they chose was a bit off the beaten track because they leased space at the Canadian National Exhibition from Paddy Conklin to display an exhibit of living reptiles. (He didn't even know Byles then either).

It all started when Alex bought five snakes which had been delivered to a Welland Ontario bird dealer in mistake for some winged specimens. The collection included five Anacondas varying in length from

six to 17½ feet. This latter incidentally was, Alex says, the longest snake to come to Canada since Frank Buck appeared at the CNE with a 28-ft. Python by the name of Myrtle.

Alex includes in a long list of claims to fame the distinction of being the only person to drive up Yonge Street with a live Indian cobra in the back seat of his car.

He also revealed that he spent St. Valentine's day 1953 looking for six boa constrictors, which had got loose in a North York basement.

Since 1954, snakes have been strictly a hobby in Alex' and Peggy's lives, and Jim has occupied himself with business, notably as a member of the claims department of Smith Transport.

Now, with fire in his eyes and all that sort of thing, he is carrying the Stovin banner on the TV side. He says he is most impressed with "the mature and intelligent people in the agencies, who know I'm new and want to help and co-operate."

BACK WHERE HE CAME FROM

WILF COLLIER is leaving CKY, Winnipeg, where he has been for the past eight years, and, effective April 1, is to become manager of CKRM, Regina. He is replacing Don Oaks, who, as announced recently, has left to join CFAC, Calgary.

Wilf spent most of his life in Regina, and broke into radio at CKCK, under Horace Stovin, in 1931. He rose to the rank of program director and then, in 1949, left to become manager of the then new station CJNB, North Battleford.



WILF COLLIER

He went to Winnipeg after six



Alex Findlay

months and leaves there as CKY's assistant manager.

Wilf is a member of the CARTB's 25-year club. He and his wife, Anabel, have twin boys, Daryl and Allan, who are now 13.

Harry Dane is remaining at CKRM as sales manager, and Bob Hill will continue to hold down the PD's slot.

TV BUREAU

KARL STEEVES, an account executive with the Radio Advertising Bureau, New York, has been made director of the TV Sales Bureau of the Canadian Association of Radio & Television Broadcasters. He will take over his new duties in Toronto as early as possible in April.

Canadian born 28 years ago. Steeves was educated in Toronto and Ottawa. During the war he saw service with the RCAF. Later he joined the American Broadcasting Co in New York. He also held positions there with Fact Finders Ltd. and the broadcasting rep firm of Headley-Reed Inc. He is married and has one child, and looks forward to returning to his native country.

MAN FROM MISSOURI

A MAN from Missouri, who makes like he has come to Canada to stay, viz and to wit Harry A. Willsie, has been officially appointed public relations officer for the Central Public Service Corporation Ltd of Rimouski, Que. Working from Montreal, in co-operation with their



H. A. WILLISIE

national sales representatives, he will make direct contact with clients and agencies for his company's broadcasting and publishing interests. These include Radio and TV stations C J B R, Rimouski; Radio Station CJEM, Edmundston, N.B.; and a French weekly newspaper, *Le Progrès du Golfe*, Rimouski.

Before coming to Canada, Harry saw service with the U.S. Marines. He also worked in the newspaper publishing business.

AND SO TO BED

A LITTLE SHUT-eye in advance of the CARTB Convention next week is indicated at this juncture, so you'll really have to buzz me good if you hear a thing.

TAKE A LOOK ON PAGE 14 FOR THE LATEST CKRC NEWS

CKRC

BROADCASTING TO ALL OF Manitoba FROM THE Red River Valley

\$ 200 MILLION

BUYING INCOME IN

NORTHWESTERN QUEBEC

CAPTURED BY

NORTHERN RADIO



RADIO NORD INC.

CKRN: Rouyn-Noranda **CKVD:** Val d'Or **CHAD:** Amos **CKLS:** La Sarre

GET YOUR SHARE

CONSULT OUR REPS:

Omer Renaud & Co. In Canada
Jos. Weed & Co. In U.S.A.

CKNW CO-SPONSORS ANNUAL YOUTH VISIT TO SESSIONS



ELEVEN BRITISH Columbia high school students from the lower mainland and Fraser Valley who went to Victoria expenses-paid under the annual *Education in Democracy* project, sat in the gallery of the B.C. Legislature, to become the first such group of students to be officially invited to attend the impressive opening ceremonies in early February.

Education in Democracy, sponsored jointly by the B.C. Electric,

Local School Boards, and CKNW Radio, is now in its third year of taking groups of up to 30 high school students to Victoria for two-day visits, during the legislative sessions.

During their visits, the teenagers see the Legislature in session, government departments at work, the provincial archives and museums, and they meet members of the Cabinet.

They are also taken on tours of

Victoria and points of interest nearby, such as the Royal Roads Military College.

While in the city, the groups are official guests of the Speaker of the House.

Education in Democracy was started in 1955, and since then the response from educators and government officials has led the sponsors to extend it as a permanent venture to include other areas of B.C. as well.

The first group of students to attend this year were officially invited guests to witness the pageantry of the House opening.

In addition, *Education in Democracy* has been extended to include not only metropolitan Vancouver, and Fraser Valley teenagers, but all the costal areas of B.C., and some interior points.

CKNW Production Manager Hal Davis is in charge of the station's participation in arrangements.

Weather While You Wait

WHEN IT COMES to weather, CJBQ, Belleville, considers itself fortunate in that the station has a weather bureau almost on its doorstep.

The bureau - - actually the meteorological section of the RCAF training command base - - is located at Trenton, nine miles west of Belleville and is under the supervision of Don Black senior met' man.

The bureau combines its official job of supplying weather data to the air force with a public information program on the latest twists in the atmosphere.

Included in this service is its flow of information to CJBQ concerning the weather - - past, present and expected - - within the station's listening area.

In addition to the bureau's regular bulletins, which are available throughout the day, the forecasters record their own daily weather program via telephone tape to CJBQ.

CHUB Quiz Draws 1,120,950 Letters

LISTENER response to CHUB. Nanaimo's quiz program *Treasure Chest* resulted in that show running two hours and fifteen minutes overtime recently.

All regular programming was set aside to make way for the concluding broadcast which ran for three and a half hours.

Finally, at 12:28 p.m., the correct answer was picked by emcee Don Wilson from the 1,120,950 entries

that poured in during the six month life of this last *Treasure Chest* contest.

Radio CHUB's studios received 134,357 letters in the last week of the contest. Over 50% were post-marked "Vancouver". From these, together with all the other letters, a correct answer had to be found since it was the last show.

The program aired it's last show Feb. 25 after a four year run.

Menu

(As most of the CARTB delegates do not speak fluent French, we have translated this menu for your convenience.)

CONSOMME CHAUD AU MANGEE
(Hot soup ... if you know the manager)

ENTREES: (Come on in, my husband's not home)

CRABES MOUS FRITS
(The kitchen's infested)

FILET DE SOLE COLBERT
(One of Claudette's old shoes)

POULET SAUTE DEMI-BORDELAISE
(They didn't have to stuff this chicken; it wasn't empty)

PIECE DE RESISTANCE
(Any girl that puts up a fight)

FILET DE BOEUF MATURE
(This cow wasn't butchered, it just laid down and died)

● DESSERTS ●

OMELETTE AU RHUM
(Don't let the spelling fool you)

FRUITS DE SAISON A L'EAU DE VIE
(Pass the champagne, Percy. I feel sexy tonight)

Certainly . . .

REPS ARE USEFUL!

Being useful goes hand in hand with being a rep.

What else is there . . . besides working like H - - - to keep our stations rich and happy, and busting a you-know-what to steal some new ones.

That's why we thought this menu would be in keeping with our reputation for useful service.

So-o-o, if you want a ham sandwich at 4 a.m.; if your wife is looking for a baby sitter; or if your present rep drops dead

Look Up

LORRIE POTTS—SCOTTY SHERIDAN—NEIL HENDERSON

Lorrie Potts

and Company

TORONTO

MONTREAL

KING SIZE

ELLIOTT-HAYNES Circulation Report 1957 shows

CKY with 154% more listeners than Station "B"
CKY with 43% more listeners than Station "C"

KING SIZE

BUREAU BROADCAST MEASUREMENT 1957 shows

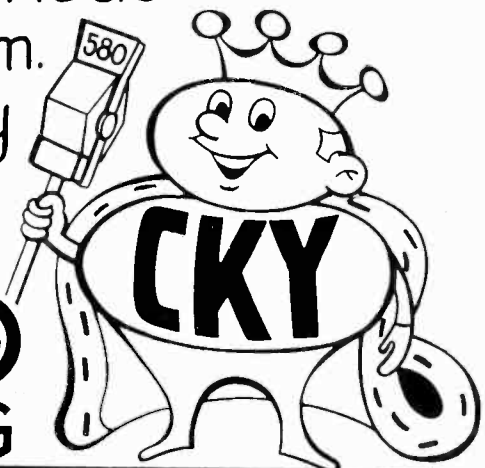
CKY with 46% more households
tuned than the next highest station

KING SIZE

ELLIOTT-HAYNES Co-incident Feb. 1957

CKY First in 14, 1/2 Hour Time Periods
out of 22 from 7 a.m. to 6 p.m.
Monday through Saturday

CKY RADIO WINNIPEG



...is MONARCH of ALL ^{the} SURVEYS

NATIONAL REPRESENTATIVES H. N. Stovin Co. Toronto - Vancouver - Montreal Forjoe & Co. New York - Chicago - San Francisco

Have Just Completed Course at
Calgary Radio School

and would like employment as
an announcer. Will go anywhere.
Available after April Twenty-
second (22). Contact Mr. K. A.
Walters, 234-4 Ave. N.E. Calgary.
Phone 22429.

**ATTENTION
STATION
MANAGERS**

Experienced radio sales
executive available,
familiar with all phases of
broadcasting, with em-
phasis on radio selling,
merchandising and
promotion.

Age 38, married, 2
children.

Now located in Toronto—
would move.

BOX A310
CB & T, 54 Wellington St. W.,
Toronto

Radio Week-May 4-11

MANUFACTURERS BACK BROADCASTERS IN BIG PROMOTION

THE IMPORTANCE of radio in
these modern times is the factor
to be stressed during Canadian Radio
Week, which will be celebrated this
year May 5 - 11. All 145 radio station
members of the CARTB will
participate.

Chairman of the Sales Advisory
Committee (Radio) of the CARTB,
Howard Caine of CHWO, Oakville,
says that in addition to promotion
on individual radio stations, Canadian
Radio Week will be backed by
national associations such as RETMA
as well as radio manufacturer's and
dealers across the country.

Active on the project for the
broadcasters is a sub-committee
consisting of Deny Whitaker, CHML,
Hamilton, convener; Allan Waters,
CHUM, Toronto; Charlie Fenton,
BAB, Toronto; and Howard Caine.

The campaign was officially an-
nounced by CARTB President Fred
Lynds and Westinghouse Vice-Presi-
dent John D. Campbell, president

of RETMA, at the Royal York Hotel
Wednesday of this week. The meet-
ing was attended by Howard Caine
and Deny Whitaker and the broad-
casters' committee; representatives
of the CBC; John D. Campbell; F.
W. Radcliffe, general manager of
RETMA and others.

A Canadian Radio Week, pro-
motion kit, for use by stations, is in
preparation. It contains a variety of
promotional material, including discs
of four singing jingles prepared by
Bob Hahn Productions and a hund-
red spots and flashes covering all

aspects of the event. Kits will be
distributed to stations during the
week of April 1.

The sort of thing they want to
get across through the campaign is
the fact that the number of radio
sets in the world has now passed
the number of newspapers printed.
Over the past five years, newspaper
circulation has gone up 14 per cent,
whereas the number of radio re-
ceivers has increased by 41 per cent.

As for Canada, Canadians bought
709,416 radio sets in 1956, 16.3 per
cent more than during 1955.

Alberta May Sell CKUA

PREMIER MANNING says that
the Alberta government is still
considering the sale to private
interests of radio station CKUA,
Edmonton.

Said Mr. Manning, "CKUA does

not have province wide coverage
and it may be more feasible for us
to do our broadcasting entirely
through contracts with private
stations in the province.

The thousand watt station operates
on a frequency of 580 Kc, and has
done so since 1927 when it took over
from CHMY. Alberta government
telephones pays the operating costs
which last year were close to
\$100,000.

Any purchaser now would need a
commercial license since CKUA re-
jected a limited commercial license
from the CBC ten years ago.

Premier Manning said any sale of
CKUA would probably be by sub-
mission of tenders, but stressed that
the government had so far taken
no definite action concerning the
sale.

Where's the AUDIENCE in WINNIPEG

1957 B.B.M.: T.P.A. Survey Area No. 94 (Metropolitan Winnipeg Area)

Out of 36 — 1/2 Hour Periods (6 a.m. to 12 midnight) per day.

	M	T	W	F	S	S
CKRC leads in	18	18	21	11	12	22
Station B leads in	4	3	2	0	3	2
Station C leads in	5	8	3	21	11	11

• Thursday not surveyed. Remaining Periods in each day, 2 or more stations
were tied for lead.

Where's the MARKET in MANITOBA

METROPOLITAN WINNIPEG has . . .

- 59.8% of the total Net Effective Buying Power in Manitoba
- 62.8% of all Manitoba RETAIL sales
- 70% of all Manitoba FOOD sales
- 67.1% of all Manitoba GENERAL MERCH. sales
- 77.2% of all Manitoba FURN. — HOUSE — RADIO sales
- 56.8% of all Manitoba AUTO sales
- 68.8% of all Manitoba DRUG sales

METROPOLITAN WINNIPEG Per Capita Income \$1,179 —
Manitoba — P.C.I. \$1,029

METROPOLITAN WINNIPEG Per Family Income \$4,211 —
Manitoba — P.C.I. \$3,715
(Sales Management Survey of Buying Power)

**the MANITOBA MARKET is in
METROPOLITAN WINNIPEG —**

where more people listen to

CKRC

than any other station

REPS:
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. in U.S.A.

CARTB Enrolments

THE CARTB HAS accepted for
membership two new television
and two radio stations together with
one associate member.

The TV stations accepted are:
CHAT-TV, Medicine Hat and CKRN-
TV, Rouyn-Norandas. The radio
stations are: CFAM, Altona; and
CJEM, Edmundston. The new asso-
ciate member is Sterling Films of
Toronto.

There are now 145 radio, 28 tele-
vision and 54 associate members of
the CARTB.

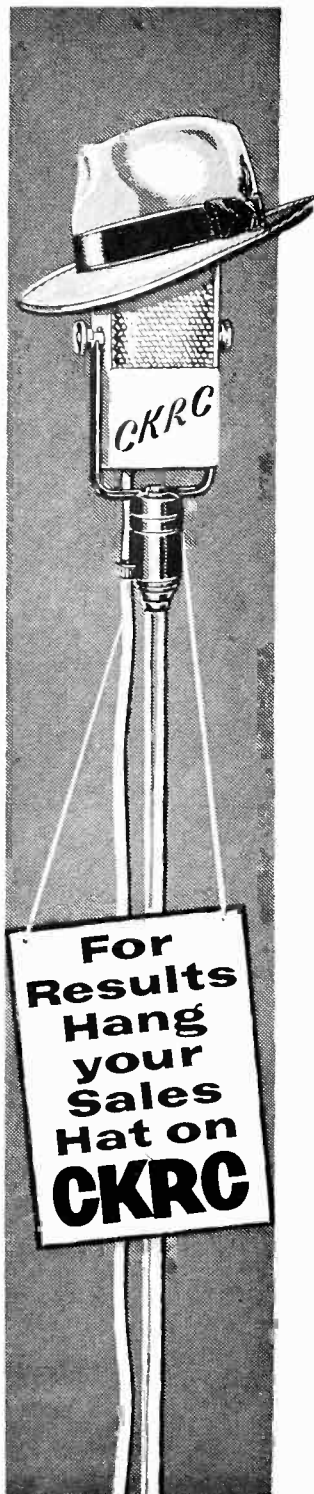
Joins CKWX On Sales

FORMERLY WITH All-Canada
Radio Facilities, Vancouver, Dick
Lennie joined the sales staff of
CKWX in the same city last month.
On leaving high school, Dick joined
the staff of CKOV, Kelowna, as a
writer-announcer.

**QUALIFIED ENGINEER
URGENTLY NEEDED**

For Central Manitoba 1000
watt station. Good pay, good
working conditions and a
chance for future. Please
send qualifications and salary
required to

Michael Hopkins,
Manager CKDM,
Dauphin, Manitoba.





FOILED!

After sitting through an entire evening of TV, intent on swiping the gags for this column, I now have to write the damn thing myself.

• • •

HELP WANTED

Receptionist for well known advertising agency. Must be of pleasant appearance and personality and also bi-lingual.

• • •

CLOSED FOR REPAIRS

When asked why he had dropped the seductive blonde off the show, the producer explained that she was temporarily out of ardor.

• • •

TIRED BLOOD

To get the straight gen on this item, I'd have to phone Gordon Sinclair, and I just haven't the strength.

• • •

SAFETY STUFF

Make sure that the "one for the road" isn't "one for the ditch".

• • •

SLOGAN DEPT

Wasn't it the late George Arnot who came up with the CARTB Convention slogan — "United we fall apart together?"

• • •

CHERCHEZ LE SAVON

More girls use soap in the search of a husband than learn to cook.

Professor Marcus Long

• • •

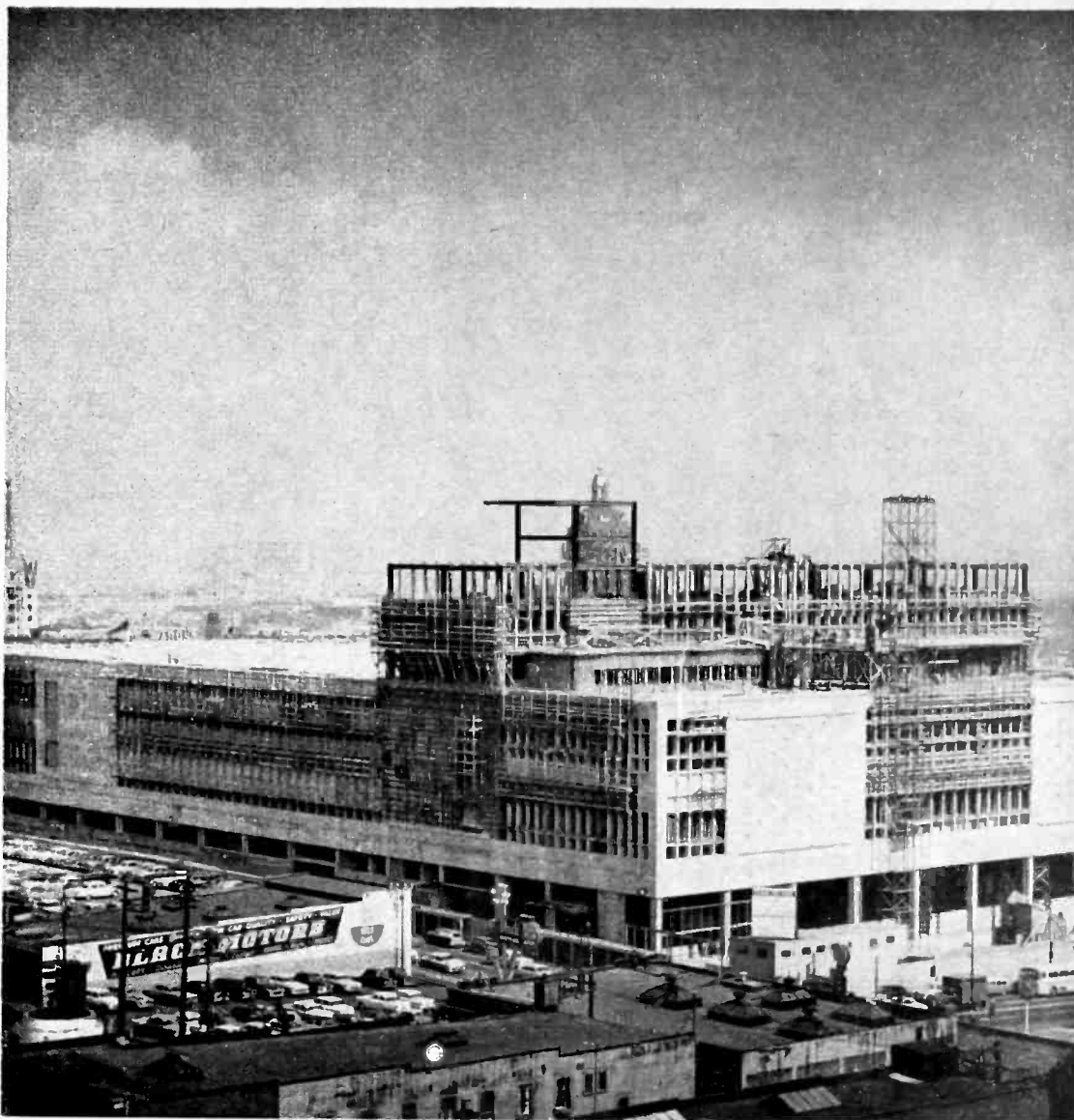
VICE-REGAL CRITIQUE

Hats off to His Excellency the Governor General, who said, and I quote from memory: "Only in this frenzied day and age could we so maltreat the English language as to use the phrase: 'We are now entering into virgin territory, which is pregnant with possibilities'."

• • •

ON VALIANT SOULS!

One resolution which we have it in strict confidence will be presented to the CARTB Convention goes like this: "Resolved that the industry will move, onwards and upwards, with its ear to the ground, its nose to the grindstone, its eye to the future and its shoulder to the wheel".



THIS IS VANCOUVER

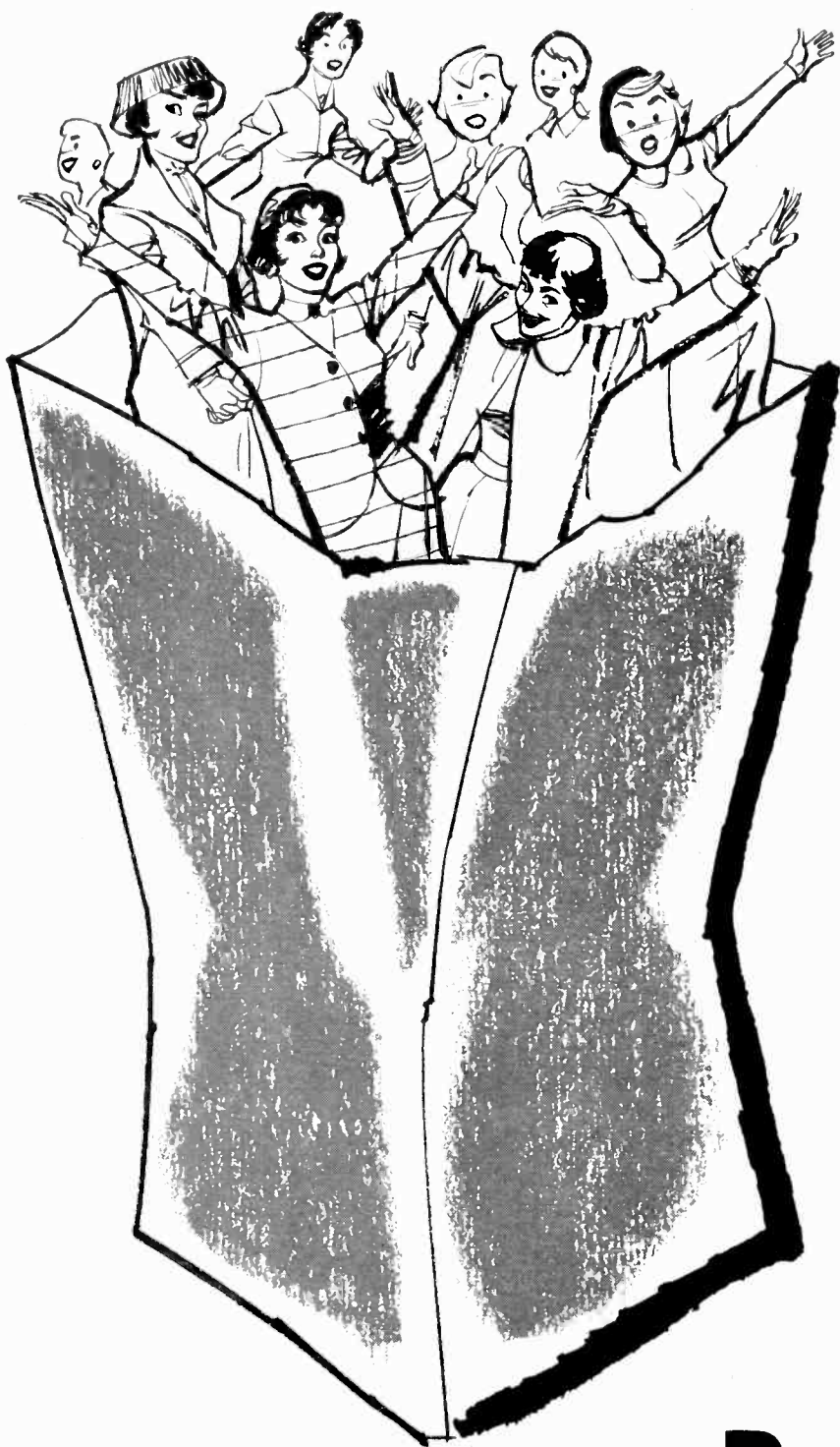
boom city of the West!

New homes, new industries, new places,
new faces - that's the story in Vancouver!
Almost every day sees new foundations being laid,
new buildings going up - like the \$9,000,000
Post Office Building. All because the city
is growing *fast*, because there are more people
with more to spend, more who *want* to buy.
To sell your goods in Vancouver, boom city
of the West, sell with CKWX...
FIRST in Canada's third market.

CKWX

RADIO VANCOUVER

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



**you bag
more
shoppers**

with B.C. RADIO!

Complete Coverage — Radio's your best buy to get maximum coverage in the booming, \$1¼ billion B.C. market.

No other medium gives you such hard-hitting impact all day, every day . . . such outstanding value for your advertising dollars.

To get real coverage in B.C. — schedule B.C. radio.

Over half a million radios in daily use.

"WHEREVER YOU GO THERE'S RADIO"

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

PRESTIGE IS AIM OF CHRYSLER FESTIVAL

By ED JAMES
C B & T Staff Writer



Dorothy Collins and the Festival Singers open the show.

CANADA'S MOST ambitious TV effort to date, the Chrysler Festival, was produced to enhance the name of the sponsor in the public's eye, says Ray Barford, Chrysler account executive at McCann-Erickson. "It was never our primary intention to make this a car-selling show."

The main interest, he said, is to show the public that the sponsor not only is interested in selling cars, but is also interested in presenting quality entertainment.

"With *Festival*, we have attempted to show that this interest covers many fields of entertainment, so that it will appeal to a cross-section of the Canadian public rather than to a select group," he said.

Stu Griffiths, CBC executive producer on the show, told CB&T that, of the \$50,000 per presentation budget, approximately \$30,000 is consumed in talent fees, leaving \$20,000 for production costs.

"On the last show," said Stu, "Rosemary Clooney took away \$6,000 of our talent money. For a similar effort in the U.S. she would have been paid at least \$9,000."

When asked how he was able to entice big name entertainers from the lucrative U.S. scene for less money, Stu explained that he approached each individual and asked them what they would like to do on the show, such as numbers that they so far had been unable to do elsewhere. "The possibility of doing what they want brings them here," he said.

"There is a limit, of course, as

to how far we can carry this idea," Griffiths said. "We have been after Harry Bellafonte with this same approach. He very kindly consented to do the show for \$20,000. This is quite a concession on his part when you consider he is asking and getting three times that figure for similar performances in the States. If we were to pay such money, the cost-per-thousand of the show would go beyond all acceptable limits. In the states, there are 160 million people. In Canada we have only 16 million, which means that for a comparable cost-per-thousand, we can have only one tenth the budget of U.S. shows."

The continual reference to the United States and to American shows occurred, because *Festival* has been called a "second-string Sullivan effort."

"With the commercials, however," added Barford, "our cost here is only one tenth of that in the States. Our filmed commercials are being used now in America after we have created and used them for the Festivals here.

"Though we are forced to use the Uptown movie theatre in Toronto, converted for television use at considerable expense for each show, it leaves other large studios free for the commercials. Most of the commercials are done on film, but those that are done live from these vacant studios invariably are of a higher quality than those done south of the border. For a cost of \$5,000, we can produce a commercial with \$50,000 worth of quality.

Asked whether the show could be done more cheaply by an independent group as a packaged product sold to the sponsor through the agency and shown on the CBC, both Griffiths and Barford said "no - - the cost would be prohibitive."

We also asked the pair if the show could be done as well or perhaps even better on an independent Canadian TV network. Again they both said that "the independents would never be able to afford sufficiently trained technical personnel."

When asked if the sponsor, the agency and the CBC were happy with the resulting shows, Barford said "We were not too happy with the first two *Festivals*. However, after the last two, and in particular the last one, I would say that everyone is satisfied."

The Festival contract will come up for renewal in May. According to Ray Barford, the possibility of renewal will depend *entirely* upon what sort of a fiscal year Chrysler has had, and not upon the public acceptance of the show itself. He did say that considerable interest has been created in the show by other sponsors who would be very interested in picking up the tab if Chrysler drops it.

"Festival is a unique show because of the circumstances involved," said Griffiths. "It is impossible after only four presentations for any sponsor to tell whether the show is doing him good or not," he added. "After the series has been established and we have given, say fifty performances, then critics and sponsor alike can truly say whether the show is good or bad."

"At the present time," said Barford, "*Festival* is intended only to raise Chrysler's name in the opinion of the viewer. To my knowledge, the sponsor is satisfied that the show is achieving this purpose."

WILL AIR ALL PLAYOFFS

IT WAS ANNOUNCED by the CBC early this month that for the first time in the history of hockey coverage in Canada all games in the final rounds of the Stanley Cup will be carried on radio and TV.

The TV coverage will extend as far as Winnipeg on the CBC's connected network and eastward on the French language network.

The radio broadcasts will be heard right across the Dominion on the CBC's Trans-Canada network.

A CBC spokesman said that as yet no plans for the broadcast and telecast could be made until the schedule for the play-offs was released.

TV Commercials

SUPERLATIVES DON'T MAKE GOOD COMMERCIALS

IT isn't always the spectacular or startling idea that goes over best in a radio or TV commercial. Often it's the obvious tactic that proves most successful -- and often, too, it's this technique that's completely overlooked at the blueprint stage." Wis McQuillin told CB & T that at Cockfield, Brown & Company Limited, the advertising agency where he is executive vice-president, they base their observations on Gallup-Robinson advertising research.

"Here in the agency", he said, "we find that commercials usually fall far short of maximum effectiveness when they are loaded with *It's -the-finest* superlatives, but do not, in some way, illustrate or demonstrate why the product is the finest." He said it was astonishing how often you see commercials which completely ignore the obvious-but-effective ways of demonstrating the worth

of the product.

"Taking TV commercials for automobiles as an example, Mr. McQuillin went on to say: "If the point being made is that X-brand car rides smoothly, then why not show it in action over a bumpy or cobblestoned road, instead of floating effortlessly along a highway smooth as a baby's bottom? Or if the point to be stressed is that the car provides ample head-room, the viewer should be shown an eight-foot-tall basketball player seated comfortably in the car -- not just an average height fellow. As I say, it's the obvious that's very often overlooked, though it's often the most effective."

McQuillin went on to mention several common TV afflictions accompanied by a lack of concrete information about the product itself. "There's what I call the 'TV Clutch', for instance" he said. This happens

when a TV announcer clutches the product tightly in hand, but spouts nothing but empty praises of it. "This sort of thing", he declared, "is a thousand times less effective than a good hard-working presentation, buttressed by demonstrations of cold, hard fact.

"Another common mistake made by many radio and TV commercials, he feels, is for the announcer to stress "We, the sponsor" instead of "You, the public". Mr. McQuillin declared it was "Just plain horse-sense to put the customer first." Continuing in the same vein, he pointed out that the viewer is more interested in finding out what the product can do for *him*, than in hearing all about the blood, sweat and tears, the expense, the laboratory tests and the trouble that the sponsor had to go through to put the product before the public.

NEW AND INTERESTING

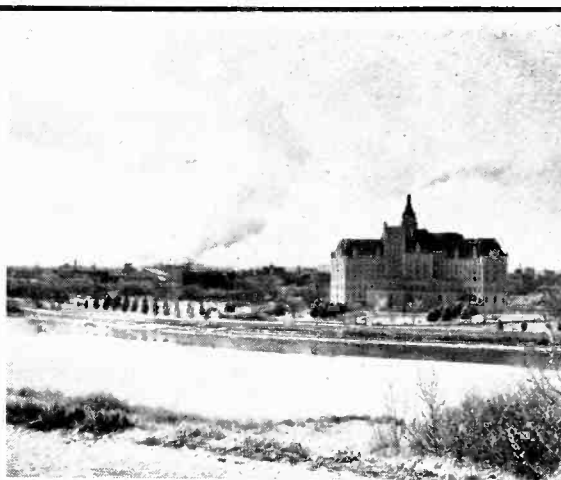
"While an overly technical or scientific approach in a commercial is another unsuccessful tactic often used, Mr. Quillin said that sometimes a technical explanation is effective -- but only when it is new and interesting enough to give the public something to talk about. "Anything really newsworthy, odd, or remarkable often serves to whet people's interests in a commercial," he said "even though it really hasn't much to do with the intrinsic merits of the product." The debut of a new-model automobile or the development of a new ingredient in a tooth paste formula, for example, could, he felt, excuse a certain amount of rather technical information in the content of a commercial -- but only because "this information is really news".

On the other hand there are instances where the sponsor is compelled to introduce a certain amount of comparatively extraneous or non-essential information into a commercial because of the plain or pedestrian nature of the product itself. "Bread, for instance, is something we all use, but seldom get excited about", he said. In order to quicken interest in such a product Mr. McQuillin pointed out that "commercials often say nothing whatsoever about the bread itself," but dwell lovingly upon its extra-fine slicing for sandwich purposes or upon the fact that the loaves are packed in every kind of wrapping conceivable -- short of being moth-proof, rust-proof or anti-magnetic.

"Still another vital factor upon which the success of a commercial, either radio or TV, depends", Mc-

CFQC-TV Serves the Fastest Growing City* in Canada

*Based on DBS Figures for cities over 50,000



Beautiful Saskatoon is now
"Booming" Saskatoon

SASKATOON Grew from 53,268 people in 1951 to 70,843 in 1956, an increase of 33% in a five year period.

SASKATOON Was the third fastest growing Metropolitan area in Canada during the same five year period. More housing starts per capita in 1956 than any other city in Canada.

CFQC-TV Serves not only Saskatoon but a huge surrounding farming country. 340,000 people are within the coverage area. The prairie farmer will receive a THIRD of a billion dollars more this year than last. Interim payments this year will be the highest in several years.

This Huge Market Is Reached By CFQC-TV

See Our Reps: Canada — Television Representatives Ltd.
U.S.A. — Canadian Station Representatives Ltd.



HERE'S TO A SUCCESSFUL CARTB CONVENTION

CALDWELL'S HAVE IT!

Equipment and supplies
for radio and TV broad-
casting people — that's our
line. Here are samples:

- Turntables
- Soundview projectors
- Califone transcription players
- Tripod dollies; mike booms
- Auricon cameras
- Tape recorders
- Ecco #1500 film cleaner
- Matton, "the duller"
- Minerva stop watches
- Filmline processors
- Projector tables
- Polacoat screen material
- Sound effects records
- Movie projectors
- Editing equipment
- Stencil-Hoffman equipment

CALDWELL EQUIPMENT
COMPANY LTD.

447 Jarvis Street, Toronto, Ontario
Telephone WAInut 2-2103

Quillin continued, "is the personality of the announcer". Though Gallup tests have shown that in the US a tremendous impact is made on the public when the star of the program also delivers the commercials, he said, this does not have fool-proof results in Canada. He implied that because Canadian program stars are not always as well-known as American ones, the effect upon the viewer, seeing the star again on the commercial, is to suspect that the sponsor is trying to slash costs by making the star do double-duty.

"Here in this agency" he went on "we feel that ordinarily, commercials delivered by a star-celebrity almost invariably do carry an added authority. Often, though, a commercial announcer does his job so well that he becomes a celebrity in his own right, so that his statements carry as much authority as the star's". McQuillin added, citing as an example the fact that "Betty Furness says" is a phrase that has come to mean almost as much as the Good Housekeeping Seal Of Approval.

REPETITION BOOMERANGS

When asked whether he thought there were any significant differences between American and Canadian reactions to a given commercial, Mr. McQuillin replied that the differences were only minor. Canadians, he thought, did not react nearly as favorably as American do, however, to repetitive advertising. By repetitive advertising he meant "the kind of advertising that depends for its effect, not upon the high quality of the program or commercial offered, but on a constant and tiresome repetition of brand-names." True, this kind of advertising often seems -- temporarily at least, -- to produce overwhelming results, but this is so because the public has submitted through sheer exhaustion, he pointed out.

"Repetitive advertising eventually boomerangs", he continued, "because, while it is true that the public buys, it buys resentfully." Sooner or later the too-often repeated sales slogan is turned into a sort of by-word or jest, unfavorable to the sponsor, so that, in the long run, a drastic drop occurs in sales. However he felt that a good deal of today's repetitive advertising is almost unavoidable due to the violence of current competition. "It is no longer as easy now", he observed, "to get sufficient public attention for a product by means of one, extremely good half-hour show a week, as in the old Charlie McCarthy days. Today, once-a-week means nothing."

At the Cockfield, Brown office practically anything which adds up to the credibility or memorability of a commercial is regarded as good. Even better, though, are honesty and frankness. "The public", McQuillin said, "is quicker than many sponsors imagine, to detect dishonesty or exaggeration in a commercial. Sooner or later they will do so and end up by scorning the product" he said.

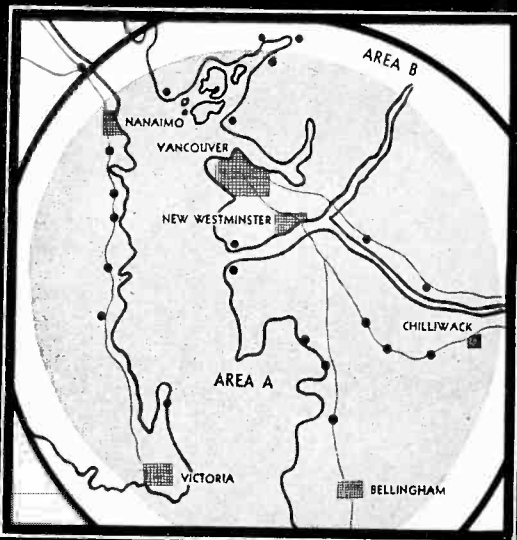
When asked what he thought of playwright J. B. Priestley's recent jocular remark, "Given the resources of modern advertising, and deprived of my conscience, I myself could bark a multitude into Trafalgar Square just to see a dead kitten", Mc Quillin said:

"Yes, he probably could -- but only once."

KVOS-TV

NOW ON

MAXIMUM POWER



TELECASTING FROM 12 NOON

STARTING TUESDAY, JANUARY 22nd

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.—Autry-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
Selznick - Hitchcock	20th Century Fox

MOST POPULAR TV IN B.C.

COMEDY

- I Love Lucy
- Burns and Allan
- 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

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

DOCUMENTARY

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

ADVENTURE

- Annie Oakley
- Gunslinger
- 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.

4 PLUS . . .



In Northern Ontario's modern bush camps, the average number of viewers per set greatly surpasses the national average . . .

You Get This
BONUS AUDIENCE
FREE

ON **CFCL-TV**
TIMMINS, ONT.

Ed James

TELE-TATTLE

THE MARCH 3 Dick MacDougal Memorial show at which artists and audience contributed well over \$7,000, is to become an annual event.

The money raised this year is to be used as a trust for the education of the late TV emcee's children. It is being administered by a committee consisting of John Rae, Jackie Rae, Percy Saltzman, Bing Whitaker, Norm Sedawie, Ron Colnett, D. T. Hardman, Len Starmer, Al Savage, Dr. J. R. MacDougal (Dick's brother), Gil Christie, Frank Peppiatt, Ross McLean and Stu Griffiths.

According to present plans, in future years, proceeds of the stage show will be used to establish an award for outstanding contributions to TV. They also hope to set up a fund to provide education for the children of other artists who meet a premature end.

THE 1,325-SEAT Queen Elizabeth Theatre in the new Women's building at the Canadian National Exhibition will be equipped and is designed to serve as a television theatre when it opens next October.

Some of the errors made during earlier live TV shows can be attributed to the fact that it was necessary to stage them from a motion picture theatre and other makeshift studios.

Program brass at the CBC are

anxious to try out the facilities of the new theatre, and they hope it will be ready in time for the fall television schedule.

CANADIAN playwright Arthur Hailey has done it again. After spectacular success with *Flight Into Danger*, *Shadow Of Suspicion*, and *Time Lock*, his latest effort, *Course For Collision*, will be produced by Sydney Newman for the CBC at an undisclosed date.

Live TV programming is getting a break in the States with both ABC and CBS switching to live shows from film in the afternoons. In some cases as much as 3 1/2 hours of film will be eliminated in favor of live net shows.

A segment of CBC's *Graphic*, telecast March 8, was supposed to feature a jazz vibraphonist by the name of Peter Appleyard. After considerable preparation, the idea was cancelled. The young English musician was to have been featured at work in Jackie Rae's Toronto night spot, *The Stage Door*, but someone at the Kremlin felt "It would not be in the best interests of the CBC to do a show from an establishment which dispenses alcoholic beverages".

Instead, they used the Phil Nimmons jazz group from his stand at an arty after-hours club called the House of Hambourg where they dispense only jazz, food and European atmosphere.

THERE ARE three new faces at Motion Picture Centre Ltd., Toronto, these days, Gerry Kedey tells us.

Arthur Coyne from Windsor, England, has taken over the duties of office manager; the new sound chief is Alvino Saury, formerly of the CBC and CJIC-TV, Sault Ste. Marie; and Nora Belvin from Bermuda now doubles as secretary and script assistant.

THE BILLY O'CONNOR SHOW which was to have originated with CKCO-TV, Kitchener and gone out coast to coast over a 21-station independent TV network has been shelved until the fall.

Bill McGregor, manager of the Kitchener station, says that because the show was ready for sponsorship in the middle of February, advertisers had already set aside their 1957 budgets, and very few could be found who were willing to pay the \$6,000 cost per segment at this time. The three-a-week show was to have been split into six quarter hour slots for sponsors at this rate.

Shelved for the present, the show will again be presented for sponsorship in the fall after the CBC has made known their national television sign-on time, McGregor says.

Out Saskatoon way they've got bears which frequent beer parlors. At least that's what Mel Mills, emcee of CFQC-TV's *Town and Country* tells us. It seems that Mell had a man bring his trained bear down to the studio to appear on the audience participation show.

According to Mills, the bear went through his antics like a real trouper and the bruin and his master made a triumphant exit.

Then the bear disappeared. Three hours later, the animal's master phoned the police station as a last resort. He was told "Oh yes, we've got the bear -- picked him up in a downtown beer parlor".

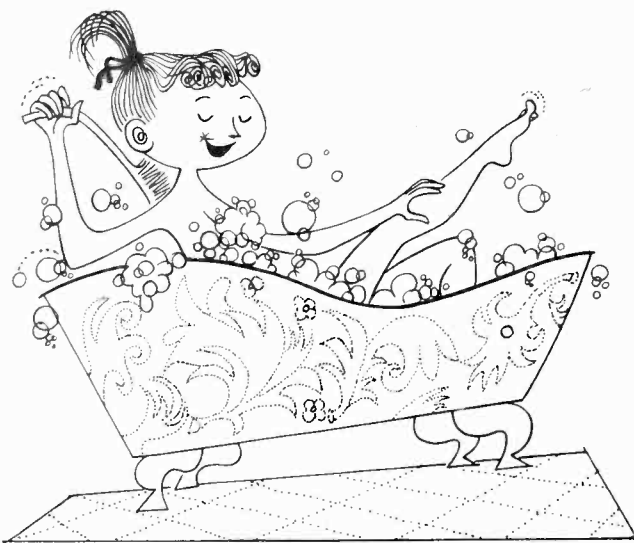
The moral of this story is: if bars go to bars they're apt to wind up behind them.

SECURITY STORAGE CO. of Western Canada will sponsor *TV Reader's Digest*, it was announced recently by Bernard L. Schubert Inc., distributors of the series. Security will sponsor the program on stations CBWT, Winnipeg; CHCT-TV, Calgary; CKCK-TV, Regina and CBUT, Vancouver.

The transaction was made between A & F Film Corp., Bernard L. Schubert representatives in Canada and James Lovick & Co. Ltd. of Vancouver, agency for Security Storage.

A & F Film Corp. is currently negotiating sales for other sections of Canada, and the Bernard L. Schubert Co. is doing the same for two film series -- *Topper* and *Crossroads*.

Nice to have metten up with you, this being my first. Hope to be seeing you from one issue to the next. Meanwhile, is there's anything new with you, tell it to Tele-tattle.



HEY, BIG BOY!

If you come up and see me at the Chateau Frontenac, (Suite of Jerry Solway and Dick Rosenberg) You won't find what you are expecting. . . .

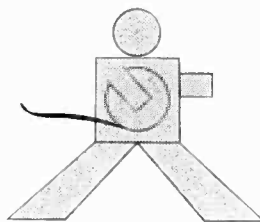
Except that is,

If you're looking for a bathtub full of real "hot" syndicated film.

We can shower you with some really "cool" features too . . . if you like.

TELEFILM OF CANADA

EXCLUSIVE SERVICE FOR TELEVISION FILM



Our capable staff handles all the details so important in television, industrial and educational film servicing. Editing, print control, shipping and bicycling, storage — those vital things that make for smooth operation.

Write for our descriptive literature today.

SPONSOR FILM SERVICES CORP. LTD.

443 Jarvis Street • Toronto
Telephone WALnut 4-1179

TV SKETCH HELPS CONVICT GUN MEN



AFTER A RECENT bank robbery at Waterdown, Ontario, police caught the thieves and brought them to trial.

CHCH-TV artist Larry Russell completed a sketch to tell the holdup story on the news, as Chief Bob Hendershot of Waterdown looked on. The sketch depicted the three armed men holding up the Royal Bank of Canada branch at Waterdown and escaping with \$10,000. It also showed how, within fifteen minutes of the alarm, combined efforts of Waterdown, East Flamboro, Hamilton and Ontario Provincial Police resulted in the capture of one suspect, and eventually of the other two — as well as recovery of all but a few hundred of the loot.

Chief Hendershot asked permission to use the sketch in court during the trial of one of the suspects who pleaded "not guilty". The Chief told News Director Dave Rogers that he was having "a hard time explaining to the magistrate what happened". "The CHCH-TV sketch made everything crystal clear," he said.

Polio Fund Gets \$3000

APPROXIMATELY \$3,000 was raised for the local polio fund during a 6-hour "telethon" staged by CHEK-TV, Victoria and a local Kinsmen's Club.

Six telephone operators were on hand to receive pledges and dispatch cars to pick up the money. Members of the Victoria Ham Operators Club and the Volkswagen Club co-operated for this purpose. Addresses of the pledgers were short-waved to the hams strategically located throughout the city in their cars, and some 60 members of the Volkswagen Club picked up their call lists from these people.

Joins Screen Gems

WILLIAM (BILL) Whittle has joined Screen Gems (Canada) Ltd. and Telepix Movies Ltd. in their Montreal office.

Bill's background includes extensive experience in both the public relations and advertising fields.

The Montreal offices are located at 1224 St. Catherine Street West.

**WE MAKE
COMMERCIALS
THAT SELL***

In the past 12 months Caldwell's Queensway Film Studios have produced a great many memorable television commercials. Some were even called *great commercials* — They all had one thing in common. They excited people and they sold products. That's the final test.

* If you need some fresh thinking that will result in sales call Caldwell's!

S.W. **Caldwell** LTD.

QUEENSWAY FILM STUDIOS
1640 The Queensway - Toronto
Telephone CLifford 9-7641
WALnut 2-2103

CHCT-TV MAKES TIME!

**ADDS MORE DAYTIME SELLING
WITH GREAT NEW LINEUP!**

1.00 - 1.15	Cartoons
1.15 - 3.00	Carousel
3.00 - 3.30	Kitchen Korner
3.30 - 3.45	Comedy Strip
3.45 - 4.00	Mon., Wed., Fri., Life With Elizabeth Tue., Baby Show; Thu., Physical Culture
4.00 - 4.15	The Bay ... Today!
4.15 - 4.30	Coffee Break
4.30 - 5.00	Howdy Doody

ADD CASH GIVEAWAY IMPACT TO YOUR COMMERCIAL!

BUY TIME ON

"CAROUSEL"

1.15 - 3.00 pm.



The BIG famous movie show daily. CHCT-TV Calgary makes every station break a break for advertisers by linking a giveaway competition with every sponsor's commercial on "Carousel". A prize quiz, jackpot, and \$100 worth of merchandise hangs on *your* commercial every time it comes on.

COST IS LOW! LOW! LOW!

and ALL INCLUSIVE! Spots complete with full participation are yours for only \$52 each. Remember, every tuned-in TV set in Calgary is on Channel 2, CHCT-TV, your ideal test market medium. Hurry! Vacancies will fill rapidly. Already signed: Canada Safeway, for a full schedule!

BACKED BY STRONG STATION PROMOTION!

Including press releases, paid space in newspapers, plus station pointers through CHCT-TV.

Other Spots Linked With Major Programs At Card Rates
Spot availabilities right through to 5.00 pm have the advantage of being in with the strong locally-sponsored major daytime features. Card rates apply, so get the guaranteed total TV audience in Calgary now. Link up with CHCT-TV's new time-making daytime line-up.

CHCT-TV

Canada's Number 1 Test Market Medium

CHANNEL
2
CALGARY

THEY CAN'T GET AWAY!



CFCL - TV signal penetrates 300' of solid rock to give lunch hour entertainment to underground miners on night shift at Porcupine Gold Mines.

REACH EVERYBODY ...

BUY **CFCL-TV!**
TIMMINS, ONT.

CHEX-TV Clinic

Reps Join Management In Staff Gabfest

NEARLY ALL of the station's 33 employees turned out for the first clinic held by CHEX-TV at their studios in the early part of February. It was not compulsory to attend, but members were urged to be present in order to expand their knowledge of the broadcasting business.

In attendance to take part in the discussions were Jack Davidson, general manager of the Kawartha Broadcasting Co. Ltd.; Reo Thompson, manager of All-Canada Television; Ross McCreath, TV time sales manager of All-Canada; Don Lawrie, manager of CHEX-TV and Doug Manning, the station's sales manager.

Lawrie, who gave the staff some examples of the cost involved in operating a television station, told the gathering that a total investment of well over half a million dollars was involved.

Ross McCreath of All-Canada gave them an insight into the rep organization. He told them that if TV stations attempted to handle their own business, over 200 salesmen would be calling on the agencies. 50 per cent of a TV sales rep's time is spent trying to educate agencies and advertisers on the value and use of TV, he said, and he does all



MEMBERS OF THE PANEL of experts who held forth the CHEX-TV staff clinic are: Jack Davidson, Ross McCreath, Don Lawrie, Reo Thompson, and Doug Manning.

this, including servicing, selling and promotion, for the equivalent of 8½ per cent of gross billings. Within two or three years, TV will be scheduling shows from 7 a.m. to 1 a.m., he forecast.

"Approximately 400 national advertisers are now using TV in Canada," said Reo Thompson of All-Canada, "and if and when TV expands to all day programming we will need something like 2,000 advertisers. For this reason, experts on television are badly needed. TV in

Canada is very new, and experts are rare. That is why I think this clinic is such a good idea. It will help to produce those experts".

Thompson said that in the early stages of TV (1952) the All-Canada management toured the USA inspecting US television stations and gained considerable useful knowledge which has proved extremely beneficial in their Canadian operation.

With reference to the education being done by the reps, he said that many agencies will not admit that TV exists or is even here to stay. In conclusion, he said the reps are constantly looking for ideas and information from members of the station staff.

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



VIDEO
60,600 Watts

AUDIO
34,500 Watts

RIMOUSKI, P.Q.

AT THE CONVENTION, ASK ABOUT THE ONLY TV STATION COVERING THE RICH LOWER ST. LAWRENCE RIVER VALLEY . . . CJBR-TV.

SALES REPS: STOVIN IN CANADA; A. J. YOUNG, JR., IN THE UNITED STATES

According to McCreath, stations should spend more time working with the reps in attempting to get national TV advertisers, and when second stations are permitted in the major markets, this will help to release many millions more of advertising dollars for use on television.

General Manager Jack Davidson gave the staff some information about the Canadian Association of Radio and Television Broadcasters (of which he is immediate past president) and of the accomplishments achieved for its member stations over the years, such as getting CBC permission to run sponsored newscasts, spot announcements after 7:30 p.m. and price mention on the air. He also gave a brief rundown of the five regional associations affiliated with the parent body, and explained that the two main objectives of the CARTB now were: 1. a separate regulatory body for broadcasting and 2. additional television stations in the major Canadian markets.

Sales Manager Doug Manning gave the staff an insight into station revenue and how this was obtained through local, national and network sponsored programs, by stating that CHEX-TV receives 50 per cent of its network rate for a show such as *Denny Vaughn* and 30 per cent of its network rate for the *Ed Sullivan Show*. He pointed out that the CHEX-TV network rate was set for the station by the CBC research department and commercial division and was based on the Bureau of Statistics figures for homes and television sets in the station's given areas.

Following the various talks by the panel members, the staff clinic was thrown open for a question and answer period during which the interested participants brought up such subjects as satellite stations, television tape, color TV, second station markets, station rates and promotion.

In succeeding weeks the CHEX-TV clinics will hear from Chief Engineer Bert Crump and members of the technical staff who will describe various phases of the technical operation, care and handling of equipment, cost of tubes, do's and don't's of handling cameras, teletext equipment, lighting and sound effects.

Another clinic will feature the production department where all staff members will learn how storyboards are developed, the producer's and switcher's duties.

Garnham To TelePrompTer

WILF GARNHAM has been appointed sales representative for TelePrompTer of Canada Ltd. A veteran commercial salesman and with a great deal of experience in the television field, Wilf will work in close liaison with the company's branch offices in representing TelePrompTer facilities for prompting, staging and closed-circuit television broadcasting.

Hull Leaves ASN

EFFECTIVE MARCH 15, Norman Hull, who has been with Associated Screen News since 1933, resigned his post as general sales manager.

A successor to Hull has not yet been named.

SELL WITH BELIEVABILITY IN THE EDMONTON MARKET

TOPTIME DAYTIME PARTICIPATION



THE NOON SHOW

Monday thru Friday 12:00 to 1:15

*Reaching the Heart of the Family . . .
the Purchasing Agent*

Don Brinton and George Kidd, entertainers and pitchmen extraordinary, reach the family purchasing agent *before* she goes shopping.

. . . at the low, low cost of less than \$2.31 per thousand TV Homes (BBM Nov. 1956.)

**NOW SERVING 65,000
TV HOMES**



CHANNEL 3 EDMONTON

SEE:

Television Representatives Limited: Montreal, Toronto, Vancouver. Canadian Station Representatives—New York, Chicago Harlan G. Oakes—Los Angeles, San Francisco Broadcast Sales—Winnipeg

CANADA'S BEST FOR TELEVISION TEST

U.K. HOUSE PREVIEWS COLOR TV

MEMBERS from both Houses of Parliament in Britain recently had the opportunity of seeing for themselves the developments made by the BBC in color television.

The BBC installed both color and monochrome TV receivers in a committee room in the House of Lords and more than two hundred members from both houses watched the first half-hour variety show to be telecast in color in Britain. The telecast came from the BBC color studio at Alexandra Palace in North London.

Black and white receivers enabled members to judge the quality of picture that would be received by

people who did not have color TV receivers, in other words the compatibility of the system.

The Postmaster General's Television Advisory Committee has been asked to report on the whole field of color TV. Also the BBC has for the past few years been conducting studies to solve technical problems connected with it before a decision about public service can be given.

As part of these studies experimental broadcasts started in 1955.

The first series started in October 1955, and a second in April 1956. The present series started in November 1956 and will continue for some months.

Commercials For Canadians Should Be Filmed In Canada

THE MUSHROOMING Canadian market, subject of many recent news stories, is also feeling the increased inspection of American film producers as well as U.S. advertising agencies.

Production of commercials for Canadian consumption, according to Robert Lawrence, head of Robert Lawrence Productions, is not just filming with a U.S. point of view and shipping films to Canada. He cited one instance which points up the fact that a great difference exists in consumer importance. For a soap manufacturer, Lawrence said, the commercial done in an American manner would be to attempt to get the message across in the living room. In Canada, on the other hand, he said that the approach had to be to a kitchen audience, since that is the room where Canadians, especially French-Canadians, congregate.

In addition, he said that the employment of French-Canadian actors

is an important factor in the business, since the Gallic flavor to commercials cannot be duplicated in the U.S.

However, he added, there are some U.S. made commercials such as those on sewing machines which are used successfully in Canada. Lawrence also said that production of commercial films in Canada for Canadian use runs approximately 10% lower than in the U.S.

About one third of the Canadian market, according to Lawrence is French speaking.

Canada, today, with its 16 million population, has some 37 TV outlets, many of which are in competition with American stations near the border. It is expected that the next couple of years will see more and more commercial stations being built in Canada and, of course, the use of more and more TV commercials.

Some idea of the anticipation of this increased business for commercial film makers can be seen by the fact that the Robert Lawrence (Canada) Ltd. offices in Toronto were established by the U.S. parent company as long ago as 1955, and since that time, manpower in the Canadian branch has doubled, under the leadership of Canadian-born John Ross.

D/T Licenses Rouyn

THE ESTABLISHMENT and operation of a bilingual private commercial TV station in Rouyn, Quebec, by Northern Radio-Nord Inc. was authorized by the Department of Transport early this month.

The CBC recommended the company's application for a license to operate on channel four last October.

The new station is expected to provide class-A service for Rouyn, Noranda, Duparquet, and the surrounding area. Also it will provide B-class service for Cadillac, Malartic, Amos, Val d'Or, Bourlamaque, New Liskeard, Kirkland Lake, La Sarre and an extensive rural area.

Say
You Saw It
in
C B & T

**PRE-TESTED
and
APPROVED**

CHCT-TV*

Johnson's Wax, Winston Cigarettes, Bristol-Myers, and Stanfield's Limited have all successfully pre-tested TV campaigns in the Calgary area. Write today for full particulars from CHCT-TV.

*yours and
**CANADA'S NUMBER 1
TEST MARKET!**

"Complete coverage of Calgary's 50,000 TV homes"

CHCT-TV channel 2 CALGARY

**KEEPS
FILMS
CLEAN**

ECCO # 1500

Amazing ECCO #1500 cleans and conditions films as no cleaner ever has — yet actually is better, faster, safer to use. The difference is: ECCO contains no deadly carbon tet. Instead it contains carefully compounded chemicals which prevent static electricity. Film treated with ECCO stays cleaner longer, pliable longer. Write for folder.

PRICES: ECCO #1500

1 gallon	\$14.00
ECCO APPLICATOR	\$38.00

CALDWELL  EQUIPMENT CO. LTD.

447 Jarvis Street, Toronto, Ontario
Telephone WALnut 2-2103

Caldwell's can help you take the headache out of summertime television programming. Need drama? How about *Navy Log*, *Scarlet Pimpernel*, or *Cases Of Eddie Drake* as re-runs? Or musicals may fill the bill: *Liberace*, *Frankie Laine*, *Florian Zabach*, *Eddie Arnold*. Comedy and westerns of the highest standards, too, or documentaries like *War In The Air* and *Under The Sun*. Balanced programming at package rates — from Caldwell's.

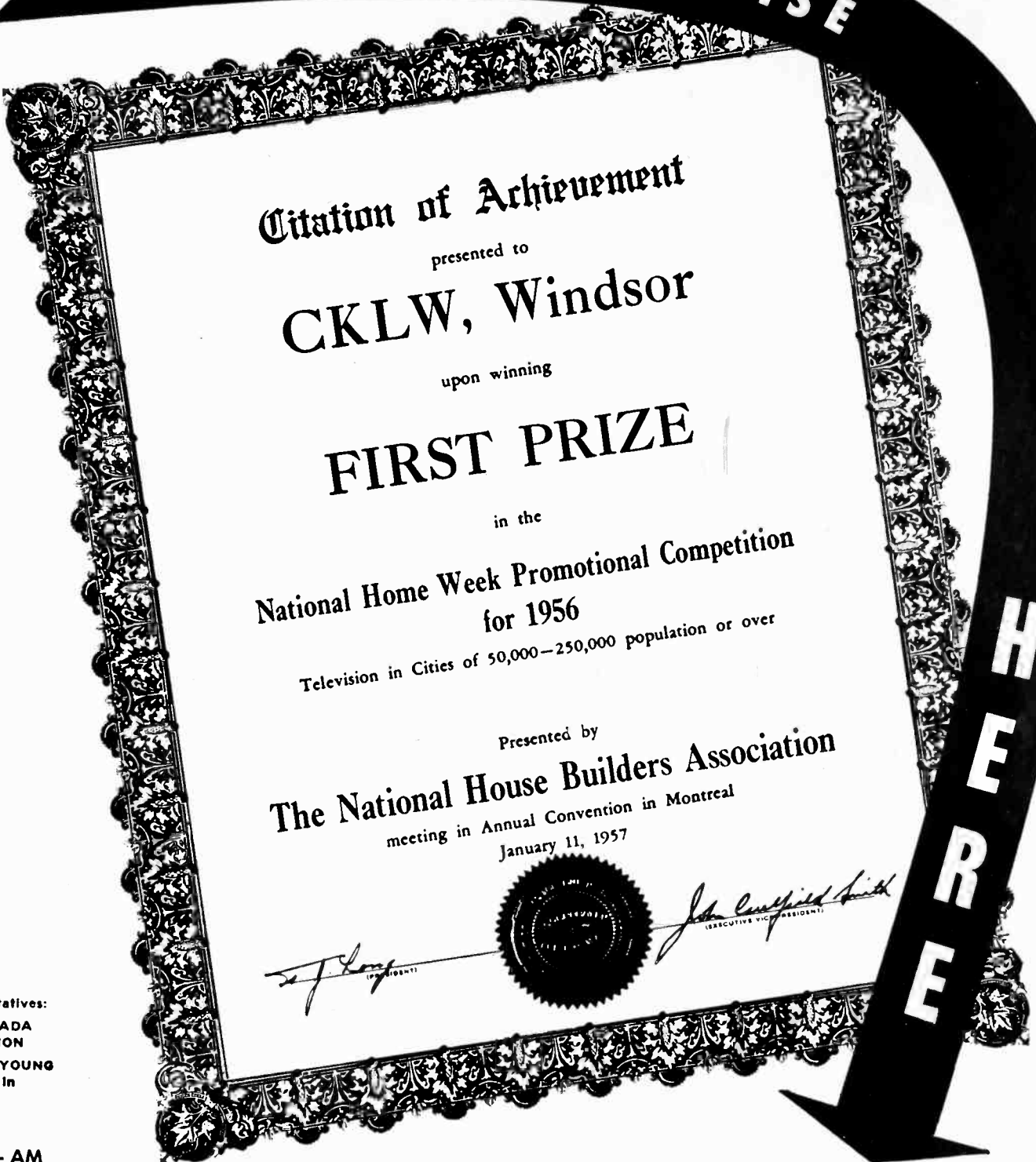
**LOW COST
SUMMER TV
PROGRAMMING**

Write for a copy of our current TV Film Program listing, if you do not already have yours.

CALDWELL TELEVISION FILM SALES

447 Jarvis Street,
Toronto 5, Ontario

IT PAYS TO ADVERTISE



**H
E
R
E**

Representatives:
ALL-CANADA
TELEVISION
ADAM J. YOUNG
JR. INC. In
U.S.A.

CKLW - AM
50,000 Watts — 800 kcs

**MOST POWERFUL
STATION IN NORTH AMERICA**

Consistently higher sales records for a wide list of products — with fast name recognition. CKLW has been doing this for advertisers for 25 years — that's why it is still Southwestern Ontario's biggest radio buy. A total of 216,385 sets in the coverage area.

325,000 WATTS VIDEO

CKLW-TV Channel 9

Nation-wide facilities — complete station service — with radio broadcasting equipment



RCA Type BC6A dual channel broadcast console as installed in station CFGP Grande Prairie, Alta.

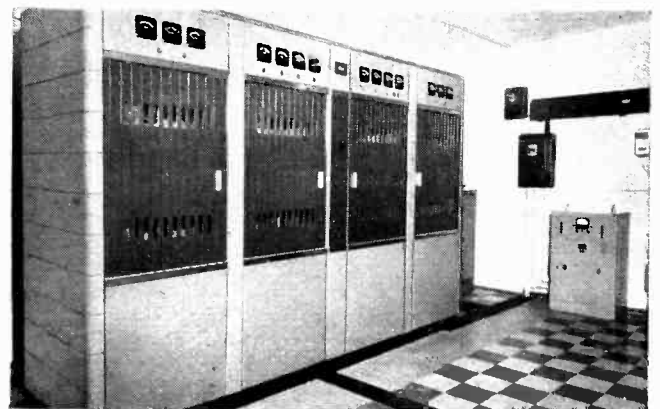
Skilled engineering and technical experience in planning - design - equipment - installation!

RCA's years of experience in every phase of radio broadcasting — from studio and turntables to transmitter towers—is your guarantee of superior performance, long life and trouble-free operation.

Stations all across the country are proving it every day, by setting new records for continuous operation.

RCA is proud to play a part in the continued growth of the radio broadcasting industry in Canada. One example: station CFGP, Grande Prairie, Alta. — equipped with RCA dual channel console and 5KW transmitter.

For all information and technical data, please contact



RCA 5KW Transmitter



ENGINEERING PRODUCTS MARKETING
RCA VICTOR COMPANY, LTD.

MONTREAL HALIFAX TORONTO CALGARY VANCOUVER

PRELUDE to BEAVERS

The remainder of this issue is devoted to "Prelude to Beavers", or, in other words, a selection of stories chosen by our staff from those which appeared in this paper during 1956 and which are reprinted here on the strength of the contributions to radio and television broadcasting they represent.

These stories will be closely studied by our Beaver Awards Committee, which will regard them in the light of nominations, and select from them from three to nine. To the stations involved in these stories the committee chooses, the 1956 Beaver Awards will be presented.

In selecting these "nominations", our staff has concentrated on stories which point up the broadcast medium's power for good. This may mean the good of the community, in terms of education, meeting of emergencies, public information, public health, citizenship and just plain entertainment. There is also the important economic function of promoting the sale of merchandise.

We believe that the forty stories are typical of the many public services that are being rendered to people wherever radio and television stations are heard. We regret that more such stories have not been accessible to us, but we hope that "The Beavers" will encourage broadcasters to enhance the fine works they are performing continuously in the public service with a better job of proclaiming their accomplishments and so encouraging others to follow their fine examples.

There are no categories or specifications for Beaver Awards. All Canadian stations — radio or television — are eligible to receive awards for conduct deemed by the judges to reflect distinction on these two kinds of broadcasting. Awards take the form of framed copper plaques.

Miniature reproductions of the awards won by their stations will be presented to individuals who in the opinion of the judges are directly involved in the award-winning enterprise.

The committee will be appointed and the final selections made in time for the winners to be announced in our issue of May 2nd, which will be dedicated to the Association of Canadian Advertisers during their 1957 Convention. Presentation of awards will be made in the home territory of each winner, if possible before representative groups of influential business people.

In commending our Beaver Awards project to the industry, the national advertisers and their advertising agencies, we would like to point out that it is designed to enhance the power of radio and television, for the good not only of the industry but of audience and sponsors as well.

Nominations

ARTICLE	STATION	PAGE
Calgary Has Christmas Children and Culture	CHCT-TV, Calgary	28
Radio Sells Insurance	CHOK, Sarnia	28
Controversy Raises Dollars For Europe	CJKL, Kirkland Lake	28
Penmen Brighten Orphans' Christmas	CKWS-Radio, Kingston	30
They Cite Them For Safety	CFCN, Calgary	31
CFPL Newsmen Aid Search For Child	CFPL-Radio, London	32
Saskatchewan Stations Go All Out To Beat Storm	CFQC-TV, Saskatoon CKRM, Regina CKCK-TV, Regina CKY, Winnipeg CHAB, Moose Jaw	33
Government Aid For Sudbury Area Gained By TV and Radio Editorials	CKSO, Sudbury	34
Hey Mom! It's Me	CKBI, Prince Albert	37
Public Service Shows A Profit	CKSB, St. Boniface	38
Two Stations T'Cast House Opening	CHCT-TV, Calgary CFRN-TV, Edmonton	38
Pre-Christmas Campaign Nets 600,000 Returns	CJIC-TV, Sault Ste. Marie	39
Talk On Sex Deviates Sets Editorial Pattern	CKFH, Toronto	42
Air Talent Hunt From Behind Bars	CJOB, Winnipeg	42
Store Props Inside Reversible Sets	CHCT-TV, Calgary	45
Churches Help Novel Promotion	CFAC, Calgary	46
Mail Nears 100,000 For CFPL-TV Quiz	CFPL-TV, London	49
Tape 200 Interviews Annually On Person To Person Farm Show	CKOV, Kelowna	49
Religious Issues Are Argued On Radio Forum	CHED, Edmonton	53
TV Station Goes To Jail To Film Life Inside	CKCK-TV, Regina	55
Station And Paper Team For Youth In Action	CFRB, Toronto	56
Ten Thousand View Local Merchants' Exhibits At CKBB Home Show	CKBB, Barrie	57
Town And Country Opens TV Door To Amateurs	CFQC-TV, Saskatoon	59
Station Promotes Dairy Industry	CJBQ, Belleville	60
Local Talent Airs Summer Series	CKAC, Montreal	60
B.C. Students Run CKNW	CKNW, New Westminster	61
Calling U.S. Vacationers	CJET, Smiths Falls	61
"Lones" Keep Contact Through CFCY	CFCY, Charlottetown	62
Viewers Meet On CKVR-TV's "File"	CKVR-TV, Barrie	63
She Threw Out Her Script And Spoke From Her Heart	CHNS, Halifax	64
Sun Shines For Wingham Pageant	CKNX-TV, Wingham	66
News Caravan Is Renewed	CFRA, Ottawa	67
Stricken Pal Cheered By Tapes From Home	CFCW, Camrose	68
Tiny Tim Party Is in Fifth Year	CFCF, Montreal	71
57' Time Goes National	CJSP, Leamington	71
Privates Co-operate on CBC's "Assignment"	CBC	72
Station Flatly Opposes Trading Stamps	CKBW, Bridgewater	74
Gag Game Helps Crippled Kids	CJAT, Trail	75
Western B'Casters Cover Olympics	CJOR, Vancouver CFCN, Calgary	77
Handicapped Man Helps Fellow Sufferers	CHML, Hamilton	78

CALGARY HAS CHRISTMAS, CHILDREN AND CULTURE



CHILDREN AND CULTURE were two of the features of Christmas week programming seen on telescreens tuned to CHCT-TV, Calgary. Nearly 500 children, some of whom are seen in the picture at left, came from orphanages and underprivileged homes to take part in daily unrehearsed telecasts and to partake of candies and food donated by CHCT-TV sponsors. Santa Claus was there to give them gifts and several clowns were on hand to keep them laughing. Culture came in the form of the Calgary Philharmonic Orchestra, under conductor Henry Plukker. Plukker is seen in the picture at right leading the orchestra through one of the numbers which made up the 45 minute string concert.

Advertising

RADIO SELLS INSURANCE

75% Of Insurance Agency Budget In Radio

AFTER HITTING A RECORD sales peak last year, City Insurance Ltd., Sarnia, have more than doubled their advertising budget and set aside almost 75 percent of it for radio advertising. Of a total budget of \$1,250, CHOK, Sarnia will get \$900 for a series of three weekly broadcasts.

Says the president of the 60-year-old company, Homer Lockhart, "There are so many new people here who do not know us. We feel we must fight to get to them and at the same time hold the friends we have. That is one reason why we went on radio."

The three spots precede the news, weather and sports at 8.10 a.m. Apparently, three spots a week is

enough to identify the company with the morning program as one listener wrote, "I have been listening to your radio broadcast every morning." He had been offered other insurance at a lower premium and added, "I won't change for \$13.00 a year. I want to pay a fair price and be sure I get what I pay for."

Copy is prepared by CHOK under Lockhart's supervision. The following is a sample of the type of thing used:

"And now the news. But first a word from Homer Lockhart and Frank Cowan at City Insurance . . . Wherever you go, City Insurance offices can and do look after you. If in trouble wire or phone collect and you will receive prompt service

whether in Alberta or Florida.

"Last Saturday was the second anniversary of the tornado that passed through Sarnia. City Insurance Offices and other Sarnia agents were on the spot. Phones rang constantly. Homer Lockhart and Frank Cowan and their staff worked long hours . . . City Insurance Offices paid out over \$450,000.00 in tornado losses. This, with losses paid by other Sarnia agents rebuilt Sarnia better than ever . . ."

Seventy-five percent of City Insurance's budget of \$1,250.00 goes with radio. The remaining 25 percent is divided between year books, calendars, a house organ and newspapers.

January 5, 1956

Controversy Raises Dollars For Europe

Inadvertently starting a controversy over whether Canadians ought to contribute to the relief of the needy in Europe, CJKL, Kirkland Lake, raised \$700 for the UNICEF campaign.

The station's women's commentator, Anita Thompson, attended the United Nations Seminar in New York in March and came home fired with the idea of doing all she could to boost the organization's work. All through the summer she plugged the campaign on her show *Women's World*.

Anita also does a morning show, *What's Your Problem*, which involves phone conversations with her listeners. One morning a listener phoned regarding the campaign and harangued for fifteen minutes against the project. Her arguments ranged from, "Let's help our own first," to, "The Europeans think we're suckers — always giving."

That started it. Letters poured in from both schools of thought and the station decided to bring the two camps together and let them argue it out on the air. A panel discussion was arranged with Anita in the chair. The woman who phoned and another anti-UNICEF citizens faced two members of the local committee. The question was left to the listeners to decide, by their denial or support of the cause. The \$700 collected compares favorably with donations received in other larger centres such as Hamilton (\$100) and North York (\$1500).

Both sides of the question are presented by the following excerpts of letters received by the station. A listener in Elk Lake, Ontario, wrote, "Our children are not only continually being asked to share their Hallowe'ens ecetera with those in certain foreign lands; every few years they are not only asked, but forced to give their very lives to "help" those same people.

"If the people of those 'war torn' lands really need help as badly as we are told, then let those who have made millions in profits from the munitions of war supply that help, rather than take the pennies from our children."

On the other side of the fence was a listener who signed herself "A truly grateful Canadian." Speaking of her two sons, she said, ". . . These boys both have Tely routes and earn their own money. The younger lad was up at six o'clock this morning as he is each day in order to do his papers before school. The older lad's route is closer to home and he doesn't have to get up till seven. They are out rain or shine — sleet or snow and really *earn* their money. They *want* to give to help less fortunate children.

"We are just an average family. My husband was without work for two months last winter and we have no guarantee that he will have work all this winter. But we have never been cold or hungry — for which we thank God.

"I am enclosing my dollar along with my boys' and may God bless this worthy cause and all those who are working for it."

—January 5, 1956

This is Your Trade Paper

Use it for

- INFORMATION FOR YOURSELF
- INSTRUCTION FOR YOUR STAFF
- AN IDEA EXCHANGE FOR YOUR SPONSORS
- A SALES WEAPON FOR YOUR STATION

Canadian
BROADCASTER & TELESREEN
TWICE A MONTH

54 Wellington St. W. Toronto

Put profits in your pocket... with the completely new **G-E AM** **BROADCAST TRANSMITTERS**

Here is a complete line of Broadcast Transmitters designed to provide the extra margin of economy of operation that means profits in your pocket! From the 250 watt single rack unit to the 50 KW three-cabinet installation, General Electric Transmitters are designed with one thought in mind . . . to stand up to constant use, and give you the day-in, day-out service you demand.

Of course original cost varies with transmitters available today. But how much do you save when you read specifications on paper, only to find that they apply under certain operating conditions, and the unit as a whole fails to meet the high standards required today for continual broadcast service. Higher operating and maintenance costs can quickly eat up any savings made in the original price.

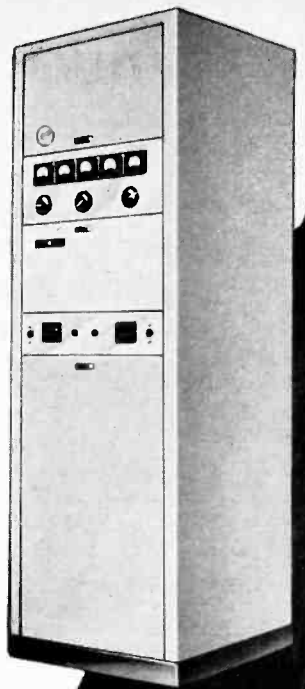
Canadian General Electric has designed its entire line of Broadcast Transmitters for maximum efficiency at the lowest power consumption and with a minimum of tubes and tube types. The new G-E AM Broadcast Transmitters are compact and fit in a minimum of floor space. They will give the best performance even in fringe areas, under all conditions. And each transmitter is designed for Remote Control operation.

These built-in characteristics are big money-saving factors in any transmitter . . . factors that mean increased profits in your pocket.

Before you buy, check the money-saving, profit-building qualities in the full line of General Electric AM Broadcast Transmitters. A C-G-E Broadcast Equipment specialist will gladly show you how they more than equal the features offered in any other transmitter . . . at any price. Call your nearest C-G-E office or write to Broadcast Equipment Sales, Canadian General Electric Company Limited, 830 Lansdowne Avenue, Toronto, Ontario.



**CANADIAN GENERAL ELECTRIC
COMPANY LIMITED**

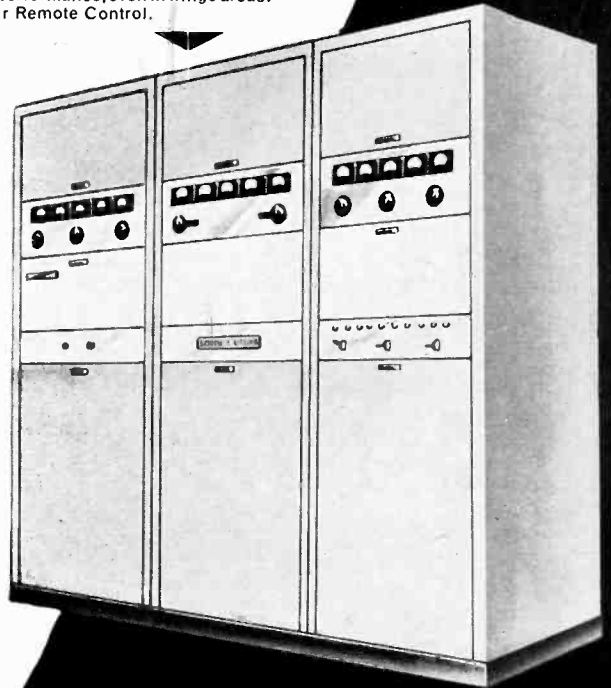


250 Watt 1 KW AM Broadcast Transmitters

BTC-70A/71A—250 Watt and 1 KW—Only 1 Standard rack required. Simplifies installation for either main or standby use. No additional modifications needed for Remote Control. Transmitters housed in attractively and practically styled cabinet. Routine maintenance simplified through easy accessibility to all components.

5 KW 10 KW AM Broadcast Transmitters

BTC-72/73—5 and 10 KW—occupies less than 10 square feet of floor space yet is built with differences that pay off. Compactly designed to achieve maximum efficiency at the lowest power consumption and with a minimum of tubes and tube types. Designed to give the best overall performance, even in fringe areas. Designed for Remote Control.



50 KW AM Broadcast Transmitter

BTC-50-A—50 Kilowatts of power with only 16 tubes. Utilizes germanium rectifiers for high-voltage power supply. Transmitter contains less than one-third the number of parts in presently available models, minimizing maintenance. Takes less than 70 square feet of floor space. Designed for remote control operation.

Public Service

PEN MEN BRIGHTEN ORPHANS' CHRISTMAS

RADIO HISTORY was made in Kingston one night just before Christmas, when for the first time in Canada, inmates of a maximum security prison, Kingston Penitentiary, conducted a radio program to raise funds to brighten Christmas for the children in the St. Mary's and Sunnyside orphanages in Kingston. The entire evening from 7:30 until midnight was contributed by CKWS-Radio. The show was produced by the inmates with advice and assistance from Bill Williamson, Dave Travers and Wayne Harrington of CKWS.

It was a telephone request program with a battery of phones manned by Pen-Men handling the calls. One way phones were installed to conform with the regulation forbidding outside calls. Often during the evening all the lines were busy and part of the load was switched to the station switchboard. Pledges and requests taken there were sent via the control line to the radio room in the penitentiary.

Records played on the program came from the prison record library augmented by Hit Parade and Christmas music from the library at CKWS.

About \$500 was raised through the show. The money was collected by



Two of the inmates turned radio announcers are seen, at the left, as they ask listeners to the Kingston Penitentiary Christmas Request Show to contribute money for the children in local orphanages. Keeping an eye on them is Recreation Officer Howard Reid. At the right, George Clark Wright, mayor of Kingston, is seen making his greetings which opened the show. Other well known Kingstonians were heard on tape recordings. Three of the 17 prisoners who worked on the program are in the background.

the Kiwanis Club of West Kingston, the outside agency which volunteered to handle all finances and expenses.

The program was endorsed on the air by many of Kingston's leading citizens including Mayor George Clark Wright, W. J. Henderson MP

and J. Alex Edmison Q.C. of the John Howard Society, an organization concerned with the rehabilitation of prisoners. Of the program, Edmison said, "This is public service of a very high and worthy order."

—January 19, 1956

Don't
hide
your
light!

Tell your
story to
C B & T, and
be in the
running
for a
Beaver
next year!

SELLING Local ACCEPTANCE at the National LEVEL . . .

the success our stations enjoy in each market is the result of local acceptance and sales results. Our job is to project these efforts to advertising agencies and national advertisers with complete up to date market statistics relating to 20 key markets across Canada.

Radio Representatives Limited

KEY RADIO STATIONS — COAST TO COAST



MONTREAL WINNIPEG VANCOUVER
HEAD OFFICE:
76 ST. CLAIR AVENUE WEST, TORONTO

Les Holroyd's Showcase

THEY CITE THEM FOR SAFETY

FINDING AND REWARDING Calgary motorists who drive safely and courteously rather than tracking down traffic offenders who transgress is the self-appointed task of Don Thomas, CFCN special events director, on his Driver of the Day show.

Each afternoon at 4:45, Monday through Friday, Thomas and an official from either the Alberta Motor Association or the Provincial Department of Highways takes CFCN's red Meteor Ranch Wagon known as "The Courtesy Car" (CB & T, July 20, 1955) out into rush hour traffic in search of model drivers.

Thomas and his companion start looking for such a motorist as soon as they enter the stream of traffic. When they spot one who appears promising they follow him — or even her. While trailing their prospects, they grade them on a score sheet. Each driver commences with a clean slate and gets from one black mark for minor infractions such as stopping before it is necessary to a maximum of ten for serious offences such as going through a red light. (Like golf, the more points you have the worse you are.) As soon as a driver has committed errors amounting to ten black marks he is dropped and the search begins all over again. On many days, no driver is found who measures up to the necessary standard.

CFCN's "Driver Check List" which is used to rate the drivers tabulates the common driving faults and the penalties given for them. Under the heading Speed Control, 5 points are given for exceeding the marked speed limit; 2 points for driving too slowly for conditions and 10 for going too fast. Under Stopping, 2 points for not stopping soon enough and 1 for stopping before necessary. Failing to come to a full stop at a stop street is a 10 point offence while hesitating too long before coming to a stop is a 3 point loss. Under Intersections, 10 is given for not yielding the right of way and 3 for failing to slow down. 5 penalties of 2 points each are listed under Signal Failure. These are for not signalling when leaving the curb, when turning, when changing lanes or when stopping and for leaving the signal on after the turn is completed. 10 points are given for driving through a red light and 3 for going through an amber one. Passing on a curve, on a hill crest or at an intersection is a 10 point penalty while 5 points are given for weaving through traffic, driving in the wrong lane and straddling lanes. Under the heading Turns, 1 point penalties are given for turning too wide or cutting the corner; 2 points for improper speed, striking the curb or hesitating and then turning; 3 points for turning from the wrong lane and 10 points for

failing to yield the right of way. Penalties are also provided for improper use of the horn, 2 points; sloppy car condition and improper parking, 3 points; discourtesy, double parking and sudden stops, 5 points; and failure to obey traffic regulations, 10 points. The traffic, road and visibility conditions are all taken into consideration in making the penalties.

When a driver has been followed for 12 blocks without making 10 points of violations he is stopped at a convenient place. At 5:15 an on-the-air interview is conducted using the mobile FM transmitter in the "Courtesy Car". He is named "Driver of the Day" and presented with a windshield sticker which proclaims him a

"Safe Driver Award Winner". While the program is on the air, tips on safe driving and traffic regulations are pointed up.

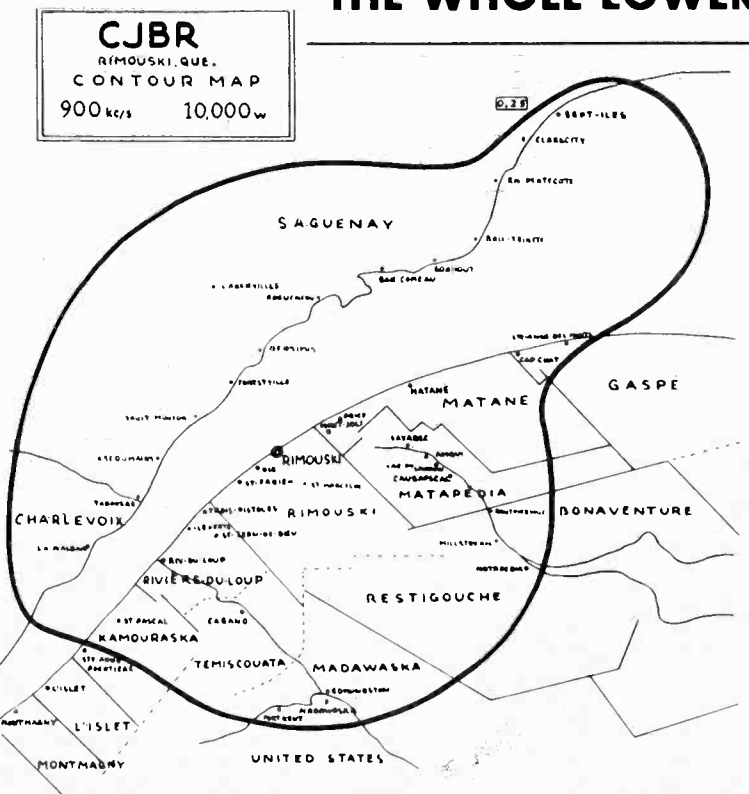
Every three months a trophy, donated by the Hon. Gordon E. Taylor, Provincial Minister of Highways is awarded to the outstanding driver over that period. The minister also provides an annual trophy for the program.

The program is endorsed and supported by the Calgary Safety Council, the Calgary Junior Chamber of Commerce, the Calgary Police Department, the Province of Alberta Department of Highways and the Alberta Motor Association.

—January 19, 1956

Are You Reading the Broadcaster Over Somebody's Shoulder? You can have your own COPY, DELIVERED to your office or home. \$5.00 a year \$10.00 for 3 years C B & T 54 Wellington St. W. Toronto

THE WHOLE LOWER ST. LAWRENCE RIVER REGION TURNS TO RIMOUSKI FOR ALL ACTIVITIES, JUST AS IT DIALS 900 — RADIO — CJBR FOR NEWS AND ENTERTAINMENT SALES REPS: STOVIN BOYS IN CANADA; A. J. YOUNG, JR., IN THE UNITED STATES



TURN TO RIMOUSKI FOR ALL ACTIVITIES, JUST AS IT DIALS 900 — RADIO — CJBR FOR NEWS AND ENTERTAINMENT

SALES REPS: STOVIN BOYS IN CANADA; A. J. YOUNG, JR., IN THE UNITED STATES

CFPL NEWSMEN AID SEARCH FOR CHILD

Hunt Ends When Body Found After All-Night Watch

"A 5-YEAR-OLD LONDON girl is missing. She is Susan Cadieux, of 665 York, who has not been seen since about eight o'clock last night." That was the opening of a special bulletin carried over CFPL-RADIO in London at 12.30 a.m. Saturday, January 7th. Adding urgency to this bulletin were two facts. The night was a bitterly cold one; and little Susan was reportedly last seen by her two brothers, talking to a slightly disreputable man of about thirty-five.

It was the first inkling Londoners had of what was to develop into a news story which became a personal matter to thousands.

CFPL-RADIO newsman Bill Scott received the first lead in the story with a call from Mrs. Gabrielle Cadieux, Susan's mother, who asked for assistance in locating her little girl who had been missing for 4 hours. The call was soon repeated by police who gratefully accepted CFPL-RADIO's offer to stay on the air all night, in order to broadcast appeals, and help in any way possible.

Shortly after midnight the entire CFPL-RADIO news staff was alerted and the station had begun an all-out campaign of bulletins, appeals, recorded interviews and statements. These were aired at intervals of approximately ten minutes right through the night.

The result was that any listeners who heard one of the bulletins ex-

pressed concern either by volunteering for search parties or simply remaining tuned for subsequent developments.

Due to the importance attached to the story by CFPL-RADIO, at that early time, all broadcasting stations in the area were contacted in order to provide the fullest public service. In the light of later findings, this early concern was more than justified, and in this way the best results were observed through the efforts of radio.

As Friday night faded into the light of Saturday morning, CFPL-RADIO carried, repeatedly, an appeal for little Susan's return which was delivered by the Cadieux family's parish priest, Father W. T. O'Rourke.

LENGTHY VIGIL

By dawn CFPL-RADIO news director Hugh Bremner and newsman Ward Cornell had been on the spot with the Cadieux family and police officials for many hours. They used portable tape-recorders to gather late interviews, and were in constant touch with the station newsroom where Bill Scott remained on duty with newsman Andrew Stuparick.

Susan Cadieux, who was five, was described as being a small child with wavy brown hair and brown eyes. She had not yet started to school, but her mother said that Susan knew her name and address, and that she never strayed too far.

The known facts on Friday night when radio coverage began were that Susan had been playing with her two brothers, aged 9 and 10, near her home. The two boys saw Susan a short distance away talking to a man, then moments later they noticed that the man and Susan had disappeared. It was this factor of the case which aroused London citizens, and sent many of them out with flashlights long before daylight.

CFPL-RADIO A CLEARING HOUSE

By nine o'clock Saturday morning London police were organizing full search parties to scour, not only the neighborhood where Susan lived, but all outlying districts and London itself. CFPL-RADIO continued its coverage, and maintained itself as a clearing-house for all information.

Hugh Bremner continued his vigil with the parents of the little girl, where he was accepted as one of the family. Ward Cornell remained with police officials who supervised the search.

It was at a few minutes past ten Saturday morning that the night long search in piercing cold weather came to an end.

Susan Cadieux was found huddled beside the tracks of a railway siding. She had been dead for about three hours.

The final search bulletin was held up by CFPL-RADIO till 11 a.m. to allow time for the Cadieux family to

be notified. But as the day wore on, it became evident from the number of phone calls received at CFPL-RADIO that London was far from finished with the case.

THE STORY HAS NO ENDING

The next step was the flood of phone-calls offering to contribute to a reward for the apprehension of the sex deviate who, it was found, had criminally assaulted the little girl.

The story, as yet, has no ending. Police are still seeking the guilty party, and so are the people of London.

Perhaps the most touching result of the story insofar as radio was concerned, was the gratitude of Susan's family for the help and service that radio provided. Another outstanding point was the fact that CFPL-RADIO received official recognition from police for the gathering of the hundreds of volunteer searchers who finally succeeded in discovering Susan's body.

A vain search? Perhaps, but through the immediacy of radio the city of London has been made aware of the horrifying certainty that there are dangers in our cities which must be dealt with. This was brought home through an all-out radio operation. An undertaking of news value which kept one city awake through an entire night... which allowed listeners to hear the unfolding of a major local news story.

—January 19, 1956

CJCA

"DON'T BE

... LOWEST DELIVERED COST PER THOUSAND

HERE'S NORTHERN ALBERTA...

Hour	CJCA (Dashed Line)	Other Stations (Solid Bars)
6 am	~2,000	~8,000
7	~4,000	~12,000
8	~6,000	~25,000
9	~8,000	~35,000
10	~10,000	~32,000
11	~12,000	~25,000
12	~14,000	~35,000
1 pm	~16,000	~30,000
2	~18,000	~15,000
3	~20,000	~10,000
4	~22,000	~25,000
5	~24,000	~20,000
6	~26,000	~35,000
7	~28,000	~18,000

Emergency

SASKATCHEWAN STATIONS GO ALL OUT TO BEAT STORM

PPRIVATE STATIONS - - TV and radio too - - throughout Saskatchewan rallied to the assistance of their supporting communities last month during a three day blizzard which left five people dead in its wake and was described as the worst in the province's history.

In Saskatoon, winds of gale force and driving snow knocked out the city's transportation and communications systems. Telephone and telegraph lines were downed. Radio stations in the area went out of commission. All air, rail and highway traffic came to a standstill.

All day long the first day of the storm until two a.m. the following morning the city's TV station CFQC-TV was in communication with stranded people, notifying their families of their whereabouts. Throughout the day special announcements were aired by the Saskatoon Police and Fire Departments. Safety precautions were illustrated before the cameras and people stranded in the city were safely billeted through appeals aired on the station.

On a day when winds of fifty to seventy miles an hour and huge snow drifts made it difficult to cross

the street, the station's reporters and cameramen were out collecting news to give viewers the fullest picture of what was going on. Photography Director John Lumby made a film of the storm and its aftermath which was used by CBC-TV and by CBS in the US.

REGINA SNOWED UNDER

In the provincial capital, Regina, the same thing happened, with the city at a standstill under a blanket of snow. Radio station CKRM squeezed hundreds of public service announcements into newscasts and between other broadcasts. Phones rang steadily in the news room over a three day period. School and transport officials made numerous calls to the station to advise the public of school closings and transportation cancellations. Many calls came from people stranded in the city doing their Christmas shopping, who wanted to let their families at home know they were safe.

Items were aired about missing persons, cattle, taxis, police cars and even pets. Close contact was maintained throughout the emergency with the police and fire departments, with the weather office, rail, bus and air line officials. Telegrams were

received from all over Saskatchewan. A Winnipeg station, CKY, phoned Tuesday morning, the second day of the storm, and recorded a two minute blizzard roundup for broadcast at noon in Winnipeg.

Announcers George Sillery and Ted Cholod stayed on duty from Tuesday morning until six a.m. Wednesday, as did engineer Earl Brown. The station's standby power unit had to be pressed into service twice when the city was hit by power failures.

There was no standby power unit at Regina's television station CKCK-TV. When the power went off for three hours on the second day of the storm cutting off all lights and heat, the staff huddled around the one available candle in one corner of the studio to keep warm.

MOOSE JAW HIT TOO

Further south, the storm pattern repeated itself in Moose Jaw. On the first day one early morning CHAB reporter walked nine blocks to work in the blinding blizzard, left the station late in the evening and was back on the job at five-thirty the following morning. This was typical. Another news reporter went out in the storm in a jeep to record actuality

conditions throughout the city and froze his hands in the process. Eric Barnholden, CHAB's news director worked a twenty-five hour shift, catching two short hours of sleep in the early hours of the morning.

On the second morning, only one or two of the regular announcing staff reached the station. Visibility was zero. The streets were a sheet of ice. Station manager Sid Boyling walked fifteen blocks to the station and although hundreds of urgent messages had already been aired, cancelled the regular schedule and geared what staff was available to make the maximum effort to meet the emergency.

SALESMEN ARE ANNOUNCERS

Using a skeleton staff, between two and three thousand messages were aired during the storm period. As the two announcers' voices gave under the strain, four members of the sales staff took over. Five staff girls somehow managed to reach the station to handle the switchboard and incoming messages. One youngster in his early teens who had wandered into the station helped running the announcements to and from the control room.

-January 19, 1956

"HALF SOLD"

HOUSEHOLDS OF ANY MEDIUM IN THE MARKET!

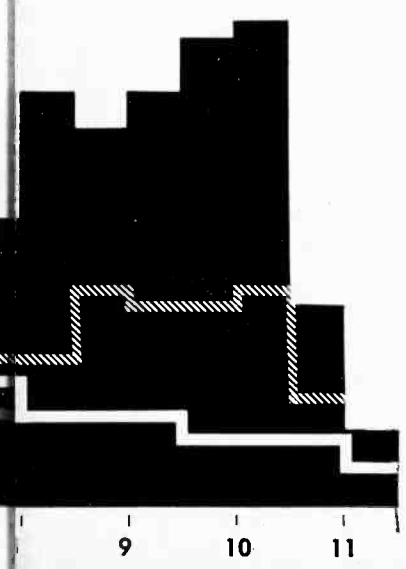
B.B.M. TIME PERIOD
AUDIENCE STUDY
NOV. 12, 13, 14 - 1956



See Our Representatives
For Further Details —
**ALL CANADA
RADIO FACILITIES
LIMITED.**

CJCA

EDMONTON



GOVERNMENT AID FOR SUDBURY AREA GAINED BY TV AND RADIO EDITORIALS

A CKSO-TV, Sudbury, cameraman, Peter Orfankos, was recently allowed to record on film a meeting between a delegation from Sudbury and Ontario's Premier Frost and his full cabinet. Although some government officials said this was the first time in memory that a photographer had been allowed to take pictures at a cabinet session, this was only a small part of the station's role in the meeting.

The story had its beginning in early December, 1955 when the owners and management of CKSO Radio and TV, decided to embark upon an editorial policy for the stations. Ownership of the local newspaper had passed into the hands of a syndicate, with editorial policy being set from afar. CKSO owners and management, all local men, felt that there was no clear-cut voice remaining to take a stand on issues which concerned the welfare of the Sud-

bury area and to speak for progress. CKSO Radio and TV news editor Robert Evans started to editorialize three times daily on area issues, twice on the radio station at 6:30 p.m. and 8:10 a.m. and on the TV station at 6:25 p.m.

Evans began his editorials by discussing problems that had plagued the Sudbury area for more than five years — the need for a joint action by the city and its adjoining townships on issues which Sudbury had in common with the nearby communities of McKim, Neelon, Garson, Copper Cliff, Frood, Falconbridge and others. For years, city and townships had been unable to agree on how to split the cost of eliminating sewage problems and constructing a sewage disposal plant to serve the area, of dealing with problems of water supply, with the increasing pollution of Lake Ramsay from which the area draws its water,

highways and school problems, and other issues common to a rapidly expanding area. Township and city councils had passed the buck on these issues for years, and they were no nearer solution in new, incoming councils for 1956, until, on January 1st, Evans started hitting hard at the problems in his editorials.

Evans called for prompt joint action on the part of townships and city, and he advanced the premise that no solutions would be found within the next two or three years unless the city and township councils issued an appeal to the Ontario Provincial Government for expert aid in analysing the difficulties and making recommendations.

On January 17, the Sudbury City council voted overwhelmingly in favor of a resolution proposed by Alderman W. R. Edgar that an appeal be made to the provincial government for such aid. The City Council

also passed a motion that a committee be formed to present the appeal in person at Queen's Park. Sudbury's Member of the Provincial Parliament Gerald Monaghan, was asked to accompany the delegation. Monaghan, in one of Evans' editorials, had expressed the opinion that the government should be asked to set up a committee to look into the Sudbury area problems; the committee to be made up of experts from the Departments of Municipal Affairs, Mines, Health, Welfare, Planning and Development, Highways and Education, with a member of the committee also to be named from Premier Frost's office.

At the Toronto meeting, to which Premier Frost invited CKSO's Evans and cameraman Orfankos, Mr. Frost assured the delegation that a committee would be set up at once at the full ministerial level, that the committee would start functioning within the next two to three weeks, and that the entire costs of the survey would be assumed by the provincial government.

The Sudbury delegation achieved its objective despite advance predictions in both newspaper and council that it couldn't be done. A newspaper editorial proclaimed that the provincial government had never before acceded to such a request and was hardly likely to do so now. In addition, it stated, the costs to Sudbury and area ratepayers would be great. Three dissenting members of the Sudbury Council expressed opinions that the trip, in effect, was a wild-goose chase and an uncalled-for expenditure of public funds.

News editor Evans began his editorials on January 1. By January 17, Sudbury and McKim councils had taken action, and by January 19, the provincial government had committed itself to solve the problems of the Sudbury area.

—February 2, 1956

If it's the best in music you require

The SESAC Library's the one you'll require

No gimmicks, no jingles, no merchandize plans

No pretentious new wrinkles to sell your fans

Just music, fine music, come listen — come hear

Come judge for yourself, bring your musical ear

We'll audition the best in music for you

At the CARTB

Alice, Jim & Lou



THE SESAC TRANSCRIBED LIBRARY

The Coliseum Tower

10 Columbus Circle

New York

BUSINESS

BOOKS

by Mail

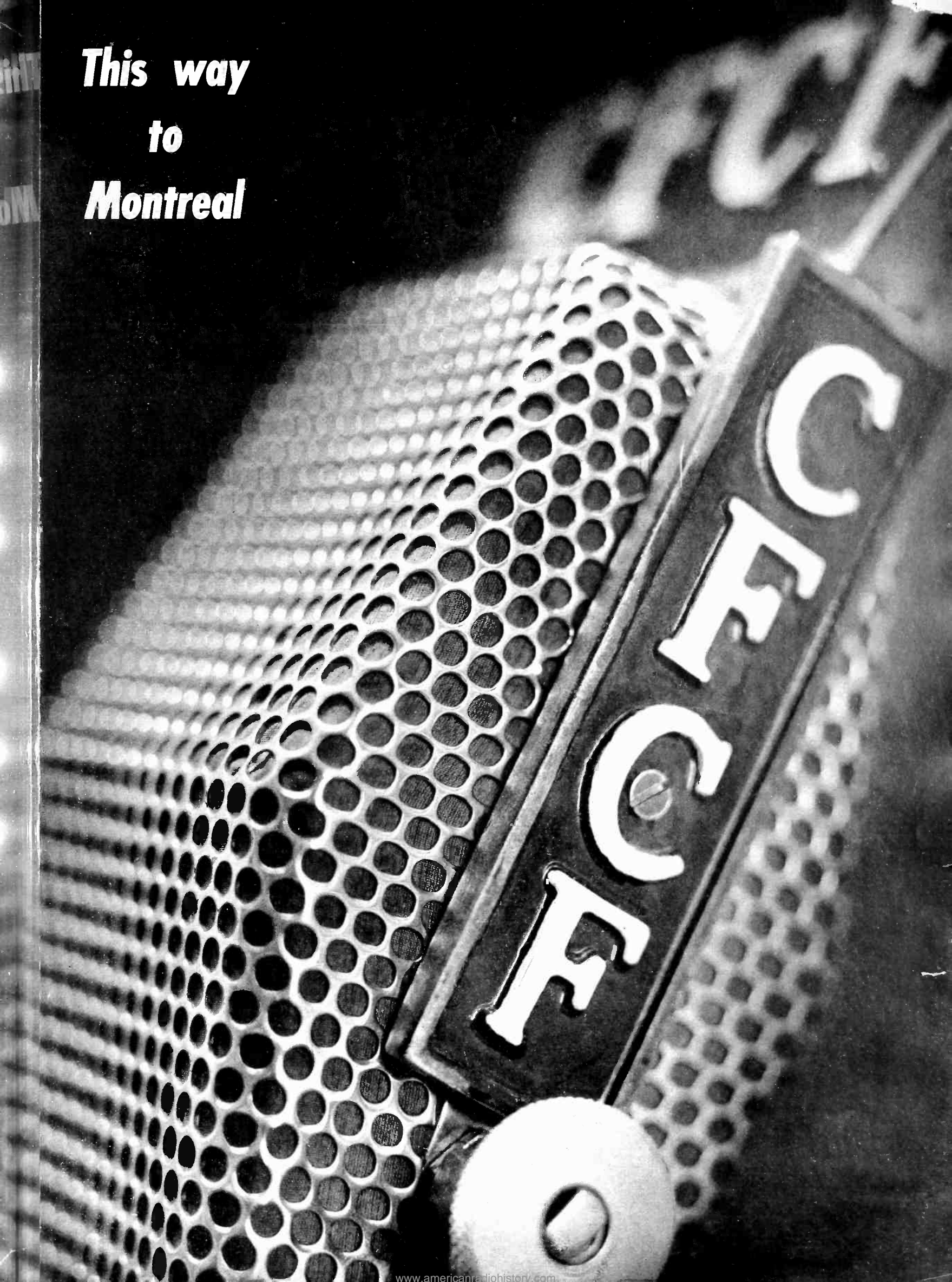
"HANDBOOK OF
BROADCASTING"
Abbot & Rider \$8.75

"TELEVISION
PROGRAMMING
& PRODUCTION"
Richard Hubbell \$4.50

You name it.
We'll get it.

C B & T Book Dept.
54 Wellington W., Toronto

**This way
to
Montreal**



CKSB, St. Boniface

PUBLIC SERVICE SHOWS A PROFIT

By JOHN McMANUS

Memo

TO MEDIA DIRECTORS AND TIME BUYERS

Spring cleaning is always under way at CKCO-TV in Kitchener.

It pays to keep in touch with new developments in this, Canada's fifth largest market.

For example the dinner hour from 6:00 to 7:00 has been opened up to include more spot times.

For further details contact:

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

CKCO-TV
CHANNEL THIRTEEN
KITCHENER, ONT.

IT HAS TAKEN CKSB, St. Boniface, Manitoba, just one decade to prove that public service and profit can co-exist in a radio station. The station is owned by thousands of French speaking Manitobans who saw a need for a French language outlet and pooled their finances to make a dream a reality.

The station manager is diminutive but dynamic Roland Couture, the original "flying Frenchman" who parcels out his time and energy to every worthwhile cause that is brought to his attention. Space would not allow a listing of the organizations that receive active support from the co-operative manager of CKSB.

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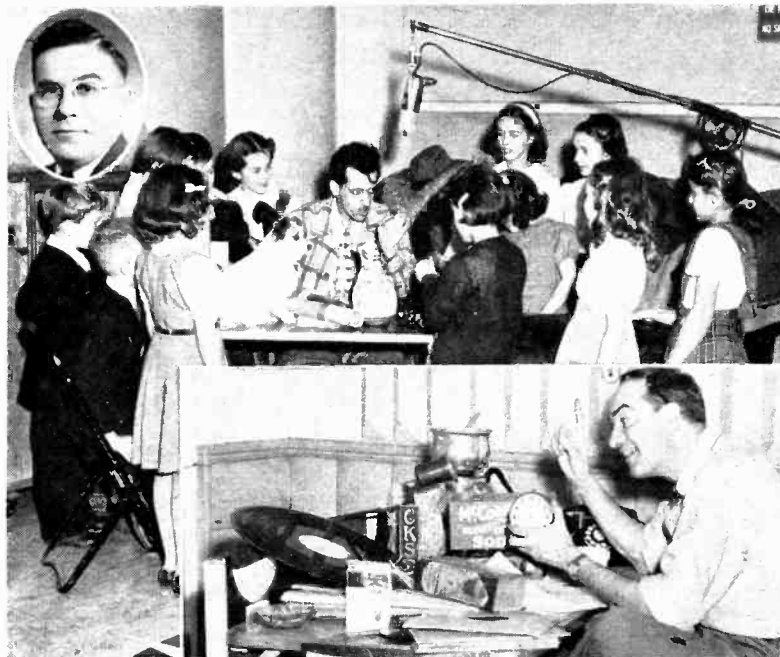
Mr. Couture happily informs anyone who will listen that the station is not in business to make a profit, but to "provide a service to every listener". However, the station does make a profit and it apparently holds great appeal for every listener too.

Dennis Belaire, production manager, is the man who actually rides the program dilemma of thousand-fold ownership. This veteran of the local stage and radio seems to have no trouble with the many owner-listeners who write to tell him their preferences. He has apparently achieved the impossible. He can program for the minority and still appeal to the majority!

It will be ten years next May since CKSB was first heard in the Red River Valley, across the Portage plains and up through the inter-lake country of the Metis and Icelandic fisherman.

PROGRAM POLICY IS BROAD

Since it's first day of broadcasting the station has pursued a policy of news, both world-wide and local; social happenings from every town and village; promotion of local talent;



IN THE MAIN PICTURE, Uncle Léo Brodeur is seen telling a story to some of his young fans on the daily program "Club Des Jeunes" or "Kiddies' Corner". Below, Denis Belaire, CKSB production manager, startles his listeners on his own show. In the oval at top left is CKSB manager, Roland Couture.

and the programming of good music.

Every week CKSB provides a schedule of programs that hew faithfully to the program policy announced at the opening of the station. Sunday morning is standard-type program for shut-ins, with the addition of local happenings calculated to keep the shut-in abreast of the changing scene in his community. Opera is aired every day on the station, with a complete opera each Sunday. *Promenade Musicale* offers a 1/2 hour of classical selections Monday through Friday. *Ranch 1250* features western music each day with

live talent supplying the entertainment each Saturday. The waiting list to appear on these shows stretches to the end of March.

Farm Commentary is a French network program carried each Sunday. In addition, a staffer visits rural centres and broadcasts directly from the location every week from October through May. The program consists of a call at the school and usually a visit with the parish priest. The visit with the pastor is really a clever piece of programming, because the life of the town has centred on the church and complete historical background can be obtained through the parish records. It is a very popular program with historically minded listeners.

CKSB Presents, is a live program presenting local actors in the senior group. This drama group is produced by production-manager Belaire, who can draw on his background of theatre and radio acting. He has been a member of *Le Cercle Molière*, for 25 years. This is an amateur drama group which has drawn rave notices from visiting adjudicators for many years.

Although French-speaking listeners are predominantly Catholic, the station carries less religion on Sunday than its English language counterparts across the river in Winnipeg. Incidentally, two members of the station's fifteen member board of directors are Catholic priests.

The children are far from forgotten on CKSB. *Club Des Jeunes* or "Kiddies' Corner" is a daily program that is high-lighted by contests, news, music and stories. The young man who is master of ceremonies and also producer of the junior drama group is well qualified to handle the show. Leo Brodeur is a university graduate, a writer of books for children, an actor, and producer-writer of historical films.

TWO STATIONS T'CAST HOUSE OPENING



THIS YEAR, for the first time in its 50-year history, the opening of the Alberta Legislature was seen on Albertans' telescreens, when two private TV stations covered it with movie cameras. In the picture, Vern Kent is seen exposing some of the 300 feet of film he shot for CHCT-TV, Calgary. He was assisted by Byron Scott of the station's news department. The ceremonies ended at 4.30 p.m. and the two men flew back to Calgary with the film and had it on the air at 11.05 that evening. Walter Hartwig and Vagn Andreassen handled the filming of the event for CFRN-TV, Edmonton. The Edmonton station telecast its version of the opening ceremonies twice.

—March 8, 1956

PRE-CHRISTMAS CAMPAIGN NETS 600,000 RETURNS



EACH OF THE over 600,000 coupons which almost bury CJIC-TV, Sault Ste. Marie, announcer Don Ramsay represents one dollar. They were the returns from a contest put on by 26 merchants in the Gore Street area of that Northern Ontario city. It ran for two months prior to Christmas and was promoted by a 15 minute daily radio show on CJIC, daily time checks and a weekly five minute film feature on CJIC-TV. For each dollar spent the customer was given a coupon which he or she filled in and answered a question. One coupon was taken from the ballet box in each store and the final winner was drawn from these. The presentation of the \$900.00 prize was made over CJIC-TV. The merchants are now running the same contest on a year round basis, with a prize of \$100.00 every two weeks.

—March 22, 1956

SPRINGBOARD TO FAME

Many famous Canadians have started at CKSB. Gisele MacKenzie, was heard first on the station. Montreal TV's Henri Bergeron was the first announcer to work at CKSB. Singer Louise Roy is another artist who made her debut on CKSB. The station is always willing to give an artist a hearing. They feel that nothing is lost by devoting time and patience to any young actor or musician who wishes to be heard.

CKSB is an outlet of the French-language network. However, the bulk of the programming originates locally.

The announcing staff is usually augmented by a student announcer. Typical is George Edouard La Flèche, 20-year-old kid brother of Gisele MacKenzie. George is a second year student at St. Boniface College, has been acting with Le Cercle Molière for five years, and plays the piano and 'cello. He won the Manitoba Music Festival award as best 'cellist two years in succession.

As evidenced by their choice of announcers the station places great emphasis on education and works very closely with the French Canadian Educational Association of Manitoba. Each Sunday the Association presents a program with news of the Association and correct speech in French.

Sport is not neglected on the St. Boniface station. Play-by-play broadcasts of the St. Boniface Canadiens, are carried, with the voices of chief newscaster Max Desaulnier and sportscaster Steve Bohemier. The two men are well-qualified for the chore and can still throw a mean body-check when Winnipeg's annual

press-radio game comes around.

Another announcer that shouldn't be overlooked is George Paquin. George has a background of musical studies that include's a sojourn at the National Conservatory of Music and Dramatic Arts of France. He studied under Mme. Ninon Vallin, of France for five years.

He had one season with "Variétés Lyriques" in Montreal and was guest artist with the Symphonic Orchestra. He also appeared on television. In January of this year he joined the staff of the St. Boniface station.

The morning show at CKSB is handled by production manager Be-laire. And anyone who has been in radio will know that he has a very long day carrying the morning addition to his administrative duties and extra-curricular drama and musical work.

The station is currently airing a series of dramas featuring students from the Manitoba Normal School. The series is presented in French.

AIR SEVEN LANGUAGES

The directors of CKSB have a long memory and recall the time when there was no outlet for the music and culture of French Canada in their locality. Consequently they listen with a sympathetic ear when they are approached for time by other "language" groups who would like to be heard on the air in their own tongues.

CKSB's weekly schedule now includes programs in seven different languages. They allot time to Polish, Jewish, German, Ukranian, and Belgian groups. And proof of the popularity of this programming is in the mail bag. Even English speaking

listeners in Winnipeg express their approval of the music and songs of other lands. The German recordings, which are imported, have a great following among Winnipeg listeners.

The station in its ten years of broadcasting has filled a great gap in the lives of French-speaking residents of Manitoba. Many rural listeners were completely out of touch with day to day happenings in the world and sometimes even in their own districts when they were without a newspaper. Now the station serves as a contact, not only with the news of the world, but with the social and other local news.

Even death notices, although charged for, are carried in complete detail. The station just recently started to charge for the notices because listeners demanded that they be aired several times. With the fee the station has control over the number of times they will be aired.

The station has opened a new market for local business men who previously had no opportunity to talk sales to a large portion of this audience. The station is dependent on local business although they do receive some national business.

What this station has accomplished in ten years is a model for minority groups to follow. They have managed to perpetuate their French Canadian culture and win the respect of a twin city that is almost entirely English speaking. They have proved that if the people involved are sincere and not hampered by bureaucracy and pseudo-culture control, it can be made to work and even show a profit.

—March 8, 1956

DINNER IS SERVED AT CKCO-TV KITCHENER

"GADABOUT" is the newest thing in TV dinner hour spot buys.

The show goes from 6:15 to 6:30 and it really gets viewer's attention.

Here's why —

CKCO-TV's sound-on-film camera crew goes out to a different community each Monday, Wednesday and Friday at noon.

Neil McDonald interviews folks on the street and the film is shown the very same night on channel 13.

Everybody wants to see who will be on next.

For availabilities call:

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



CKCO-TV

CHANNEL THIRTEEN
KITCHENER, ONT.

Pepys says:

Do myself much admire the words of a famous
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 the men behind it". (And if this has *not* alrea
 said, then it has been said now). We do ofte
 remind you that "A Stovin Station is a
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CKCW-TV, Moncton, N.B.



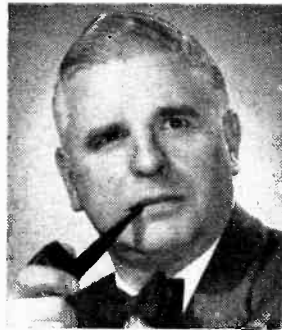
GEORGES GUERRETTE
CJEM, Edmundston, N.B.



ANDRE LECOMTE
CJBR-AM-TV, Rimouski



LIONEL MORIN
CJMS, Montreal, P.Q.



F. H. PEMBERTON
CKSF, Cornwall, Ont.



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A. MACKENZIE
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CKLN, Nelson, B.C.



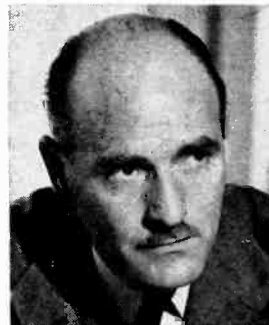
LLOYD E. MOFFATT
CKY, Winnipeg, Man.



JACK SHORTREED
CJGX, Yorkton, Sask.



R. A. HOSIE
CKOM, Saskatoon, Sask.



JOHN KANNAWIN
CJBC, Toronto, Ont.



WM. HAWKINS
CFOS, Owen Sound, Ont.

Opinion

TALK ON SEX DEVIATES SETS EDITORIAL PATTERN

Today, a wave of horror has swept the city, in the wake of last night's tragedy. The body of 13-year-old Linda Lampkin was discovered, late last night, on a deserted waterfront street. The young school-girl had been strangled, and criminally assaulted. The aftermath has been (as it always is after so-called "sex crimes") a mounting tide of emotional hysteria; a wave of irrational thinking; and a field day for sensational press reports. The words fiends, monsters and maniacs are freely used; and one public figure has demanded that all sex deviates be rounded up and put in corrals — to be rendered impotent by legal operation.

Now, it's natural that we should react with horror, when some brutal crime is reported. However, when sex becomes a part of the pattern, the reaction seems to generate feelings of hatred, as well as horror. And yet, how many of us show a similar concern when an arsonist murders a group of men, women and children; or when criminal carelessness brings fiery death to a family; or, when a speeding driver (who would laugh off the suggestion that he was mentally unsound) smashes the body of a defenceless child, on the street, or highway?

It seems to me that there is entirely too much hysteria when a tragic "sex crime" is reported; too little concern when the excitement of the moment has faded away. Interest in a problem, sustained only by emotionalism, dies quickly. During the intervals, only a few dedicated individuals are left to carry the burden — to seek an answer to the problem.

WHAT IS A DEVIATE?

This commentary is the result of interviews with two Toronto psychiatrists. Although they refused to be named, or quoted directly, they were most helpful in providing background material for this broadcast. Also, some necessary definitions.

First, some definitions of words much in the news today.

Sexual deviate: One who obtains sexual gratification by some other means than with an adult of the opposite sex.

Sexual offender: One who has been convicted of an offense against that part of the criminal code relating to sexual offenses.

Deviates and deviation: Medical terms used in connection with the study of an illness. Except in the medical world, the words used are: Perverts and perversion. These are social and/or legal terms, which express condemnation on moral grounds. Up to now, the general public has not considered this problem in the light of illness.

MOST DEVIATES ARE SANE

Now, some comments on deviates. It's pretty well established, first of all, that heredity is not the cause of deviation. The causes, as in all cases where there is a suggestion of mental illness, can be deep-seated; require much psychiatric investigation and treatment.

Most deviates are sane in the legal sense in that they are aware their acts are wrong. And, not all are in the category where it is necessary or helpful, to commit them to

Here is a radio editorial, written by Leo Trainor, news editor of CKFH, Toronto, and delivered by him over that station early this year.

This editorial inspired a spontaneous letter of appreciation from Dr. J. D. Griffin, general director of the Canadian Mental Health Association.

We believe that it offers a sane approach to the sex deviate problem, and also a general pattern for radio editorials.

mental institutions.

In most cases, they can be cured if willing to accept help and treatment. And, there are those who have given way to an impulse once, and have never repeated the offense.

Deviates usually follow their own pattern of behavior, and do not, necessarily, engage in different forms of deviation.

Deviation in all its forms, is a continuing problem, that must be treated as such, if it's to be solved. It must be recognized that there are, and will be, people who do not conform to the sexual norms established by society. Early recognition, and treatment by qualified persons, who are making a study of deviation, should be the goal.

It is true that, in some cases, imprisonment is necessary; and, if coupled with treatment, can do a great deal for the deviate, while protecting society. However, in advocating imprisonment for punishment alone, society is shirking a responsibility. Just as, for many centuries, society shirked its responsibilities to do something about other forms of illnesses.

The sensational outburst of the press, and some public figures, using such words as fiends and maniacs, to cover any and all forms of sexual deviation, will not provide a solution to this recurring perennial problem. There's a new crop today; tomorrow there'll be more. Just as there will be people who will become neurotic, alcoholic, drug addicts or develop cancer.

We must recognize sexual deviation as a continuing problem. And, we must start laying plans, now, to treat it on that basis.

—March 22, 1956

Les Holroyd's Showcase

AIR TALENT HUNT FROM BEHIND BARS

One Saturday night a few weeks ago the Associated Commercial Travellers Search for Talent program was aired as usual over CJOB, Winnipeg but with one important difference — all the contestants were men serving sentences of from two years to life for offences ranging from petty theft to murder. The show was coming from Stony Mountain Penitentiary near Winnipeg and it was the first time that any broadcast had been made from "inside" this federal prison.

While they were all trying to win this talent contest, the pen men worked together to make sure the show as a whole was a success. They appointed one of their number as producer and others as assistant-producers and directors. During the three weeks prior to the broadcast they gave up their lunch periods and as much of their recreation time as was permitted to work on it.

The program was staged in the prison chapel before an audience of guards and a few guests who cheered loudly for every performer. The guards, all but the few who were on duty around the chapel, wore civilian clothes.

Prisoners who weren't taking part in the broadcast heard it over loudspeakers in their cells. It was carried to the "outside" by means of CJOB's remote facilities.

The only people from CJOB who were allowed in the pen were enicee Red Alix and engineer Jack Campbell. One representative from the A.C.T. was also on hand.

The prisoners displayed a variety of musical talents. The show opened with a selection by the prison band who were dressed in white shirts, black bow ties and gray trousers which they had scrounged from the pen hospital, kitchen and wherever else they could. One contestant,

whose commutation from a death sentence came at the last minute, blew "Sugar Blues" out of a harmonica. A brush cut 18-year-old, known as "Bouncing Eddy" sang "Blood-Shot Eyes". A trio who sing regularly with the prison church choir rendered "We Three". A group of hillbilly entertainers added a note of gaiety with their bright plaid shirts.

As on all Search for Talent broadcasts, the listeners voted for their favorites by telephoning CJOB and making a donation to the Associated Commercial Travellers Tuberculosis Preventive Fund. Over \$650 was raised by this show and the popularity winner, the one who received the greatest number of votes, was contestant number seven, a piano

player. One five dollar donation which brought pleased laughter from the performers came from the police in Brooklands.

The performers were identified on the air only by their contestant number and their first name.

The talent winner, picked by a board of judges, was contestant number 16 who played a medley of tunes on the accordian. A record of his performances will be entered in the final competition for winners later in the year.

The Monday following the show A. H. Campbell, warden of the penitentiary, announced that if the Travellers were willing it could become an annual affair. The Travellers are all for it.

—April 5, 1956

Advertising

in C B & T covers these groups:

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THINGS START HAPPENING

TO TAKE A SLOW MOVING PRODUCT and double its sales *in one year* is the kind of success story a sales manager likes to dream about. Yet this is what happened—in 1956—to Williams Lectric Shave, a “pre-shave” lotion manufactured by the J. B. Williams Company.

Until last year, Lectric Shave was an almost unknown product. Distribution was only fair and sales remained static in spite of repeated promotions.

But consumer tests showed Lectric Shave *did* give a better shave, *did* make shaving a faster, smoother, more pleasant experience. Once a man shaved with it he quickly became a regular user.

Analysis of the problem by client and agency exposed a need for a really thorough job of *mass* education. The kind of “get noticed” education that could reach tens of thousands of electric razor users.

A powerful campaign was launched, in newspaper, radio, and other mass communication media. In convincing demonstration it showed how Lectric Shave sets up whiskers for the razor, how it evaporates sticky perspiration and lubricates the skin for a fast, clean shave. Sample-dispensing units were shipped to dealers, as part of a unique merchandising-deal, carrying the campaign through to the actual point of purchase.

In a few days, things “started to happen”. Dealers who had never stocked Lectric Shave called to say customers were asking for it. Sales took off—and have never looked back. By the end of the year, Williams salesmen had *doubled* volume and were still going strong.

If you believe your product might benefit from such a program of mass education, we will be happy to discuss it with you. No obligation of course.

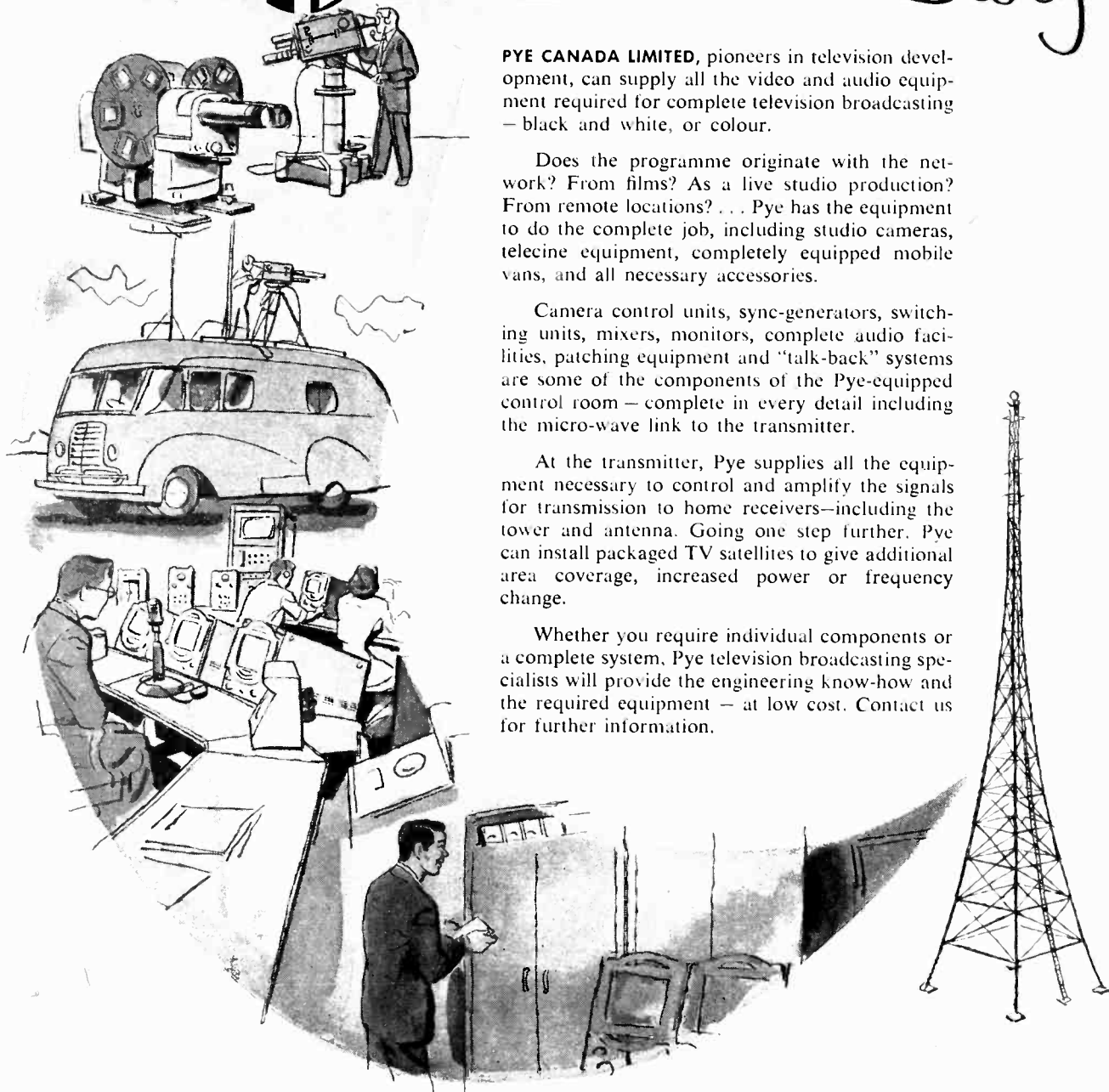
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THE TELEVISION Story



PYE CANADA LIMITED, pioneers in television development, can supply all the video and audio equipment required for complete television broadcasting — black and white, or colour.

Does the programme originate with the network? From films? As a live studio production? From remote locations? . . . Pye has the equipment to do the complete job, including studio cameras, telecine equipment, completely equipped mobile vans, and all necessary accessories.

Camera control units, sync-generators, switching units, mixers, monitors, complete audio facilities, patching equipment and "talk-back" systems are some of the components of the Pye-equipped control room — complete in every detail including the micro-wave link to the transmitter.

At the transmitter, Pye supplies all the equipment necessary to control and amplify the signals for transmission to home receivers—including the tower and antenna. Going one step further, Pye can install packaged TV satellites to give additional area coverage, increased power or frequency change.

Whether you require individual components or a complete system, Pye television broadcasting specialists will provide the engineering know-how and the required equipment — at low cost. Contact us for further information.

Manufacturers and engineers of H.F., V.H.F., U.H.F. radio systems, telephone apparatus of all kinds, scientific instruments, industrial and commercial television cameras, marine radiotelephones, fish finders and depth sounders.

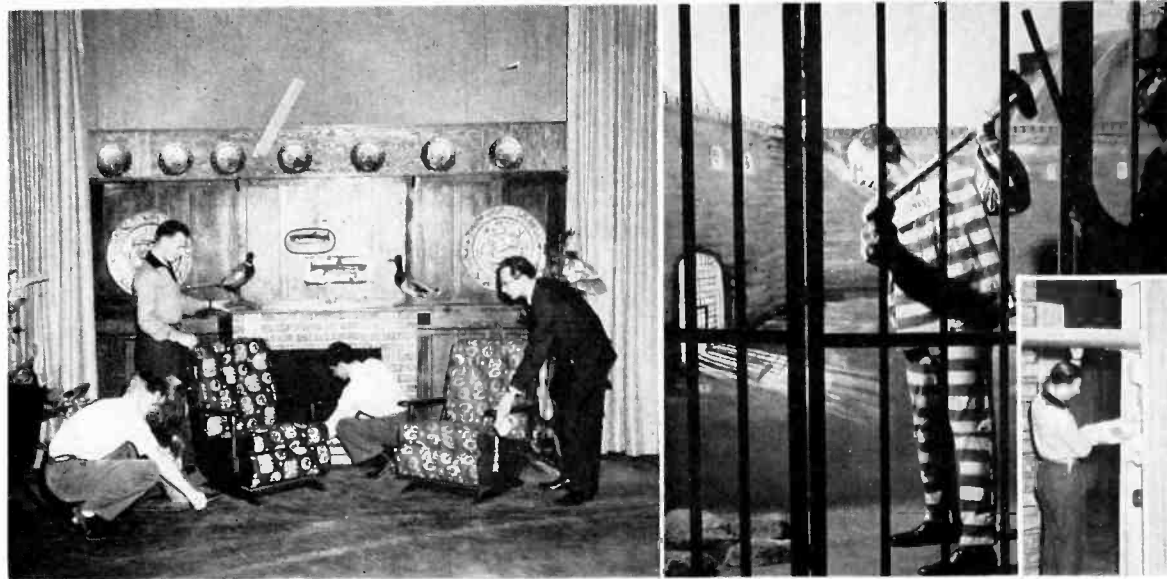


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1191 University St., MONTREAL

Head Office and Plant
82 Northline Rd., Toronto 16

78 Bank St., OTTAWA
3 Duke St., HALIFAX

STORE PROPS INSIDE REVERSIBLE SETS



HERE ARE THE MEN OF CHCT-TV, who are responsible for the reversible and mobile sets the station uses for its live telecasts, and two of the sets they have built. In the left hand picture are, from the left, prop-men Bruce Andrews, Bob Schockenmaier and Cyril Simons, first aides to the station's set designer, Les Funtek, on the right. The set on which they are putting the finishing touches is used for the "Sportarama" show. Next is a prison scene. The prisoner is Norm Follett and the guard, Bob Cooper. In the inset, Bob Schockenmaier is demonstrating how props are stored between the flats of CHCT-TV's double duty sets.

CALGARY'S TELEVISION station, CHCT-TV, has sets that are completely reversible and mobile. All flats are double paneled so that two walls may be used as distinctly different backgrounds from each flat. (For example, the Sportarama scene above might easily be on the back of the prison set.) The interiors of the flats are hollow, and these areas are used as storage space for props and other material used on the air.

CHCT-TV has developed the use of this particular type of flat for quick changes in sets, space economy and storage. The flats are constructed from plywood in identical sizes and are placed on small rubberized castors which make them easily movable for even one prop man. At CHCT-TV the flats are 12 feet long,

10 feet high and 18 inches wide. The purpose of this arrangement is to give the studio crew the greatest possible degree of flexibility when they are called upon to make the switch from one live commercial or sequence to another in a flash.

Emphasising modern trends in decor, set designer Les Funtek uses different textures of wallpaper, sculpture paper, wood paneling and pegboards on his flats, after considering the required period styles if it is a play, or, in the case of commercials, the purpose and adaptability for visual merchandising.

Both sides of the flats are usable for scenery, paintings or theatrical backdrops. Each contains flexible steel rods so that different draperies may be drawn across them, giving them further combination possibili-

ties.

The flats can be arranged along CHCT-TV's 60 x 60 foot studio so that they occupy the least possible space.

All sets, furniture and accessories are in full color at CHCT-TV. This choice of color naturally coincides with the all-important gray scale which is necessary in television. Les Funtek decorates his studio with pastel shades, using dark reds, blues, greens and purples only when he wants black background on live camera.

CHCT-TV is now using 14 double flats. More will be built as they are needed. From the 14 flats now in use, at least 28 three-dimensional scenes can be made within a matter of seconds.

—April 5, 1956

THANKS DJ's AND LIBRARIANS FOR EVERYTHING



DORIS DAY



TONY BENNETT



JO STAFFORD



PERCY FAITH

COLUMBIA RECORDS
OF CANADA LTD.

CFCM-TV, QUEBEC,

can give you **338,800** SELLING IMPRESSIONS
of **Sight** and **Sound** for as little as
\$29.28 per day.

338,800
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TORONTO and MONTREAL

WOULD LIKE TO SAY

HELLO

TO YOU

DURING THE

CARTB MEETING

A. A. Murphy

Vern Dallin

Blair Nelson



BULOVA

FIRST in fine watches

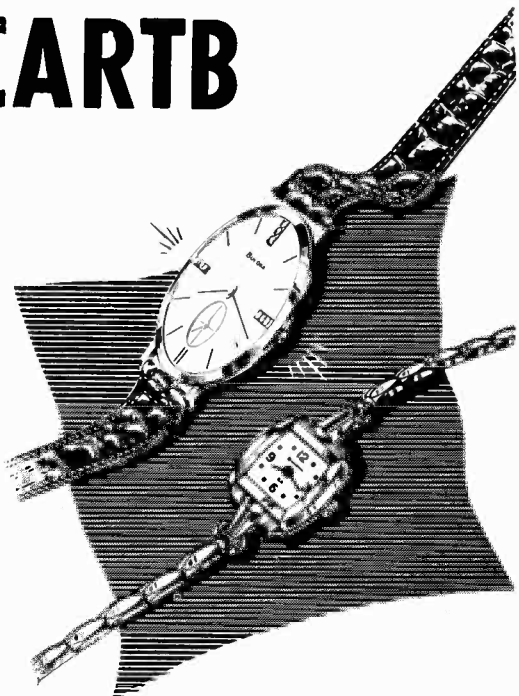
FIRST in television

salutes

CARTB

BULOVA

The World's
Largest
Manufacturer
of Fine
Watches



CHURCHES HELP NOVEL PROMOTION

CALGARY'S CHURCHES and other groups have been out selling toothpaste — not just any old toothpaste but Bristol Myers' Ipana — in a contest devised by and conducted over Radio Station CFAC.

Given carte blanche and something like three thousand dollars by the agency, Ronalds to be precise, CFAC's planning board, under commercial manager Don Hartford, came up with an old idea, "Ipana Week", but with quite a few new angles.

Last Fall, Don Hartford, on a visit to Montreal, told Spence Skelton, account executive for Bristol-Myers at Ronalds Advertising Agency, that CFAC could sell Ipana with a local campaign. Skelton smothered his conviction that the problem was a national rather than a local one, and dared Don to come up with a plan.

The success with which the Calgary station did the job is measured in terms of results. The agency said they were good; the sponsor said they were good; the 470 Ipana dealers in and around Calgary said so too.

The plan depended upon the co-operation of the dealers. so to start the ball rolling, CFAC sent out a bulletin, hinting vaguely that there was a contest in the wind, and stating that more information would be forthcoming later. This was two weeks before Ipana Week began. Three days later, a letter went out from the station to the same list offering a prize of \$100 for the best Ipana display, and also offering to photograph displays for any dealers who wanted it done.

On the Monday before Ipana week began, a second letter was sent to the same mailing list, and at the same time the consumer was brought into the picture.

A saturation campaign on the station proclaimed to all and sundry that a prize of \$1.00 a carton, up to a maximum of \$500.00 was to be awarded to the individual or organization bringing the largest number of Ipana cartons to CFAC before six o'clock on the evening of Saturday, February 25 when "the week" ended. Second and third prizes of \$100 and \$75 were also offered.

The same day, a letter went out to various groups and organizations in Calgary suggesting that the Ipana contest would enable them to bring in funds for their coffers and promote their various projects by taking part.

Even the lassies from the Salvation Army were asking people to buy Ipana and give them the cartons.

The first prize went to a group connected with the Latter Day Saints Church who turned in 1,339 cartons.

The Boys and Girls Athletic Association of the Queen Elizabeth Junior High School came second with 753.

In third position, the Riverview United Church turned in 563.

The Calgary St. John's Ambulance unit had men stationed in the various drugstores asking the people who passed them to buy Ipana toothpaste and give them the cartons.

CAMPAIGN MECHANICS

To gain the co-operation of Ipana retailers three mailing pieces were sent during the preceding weeks.

The first letter urged them to stock up with Ipana against the forthcoming "Week". It also announced prizes for window displays and told them to watch for the next bulletin. That was February 7.

February 11, a letter told the merchants about the consumer contest with its \$500 prize for the most cartons. Again, merchants were urged to stock up against the demand.

**MORE POWER
COVERAGE
LISTENERS**

**SOON
5000
watts**

The station that means
more business for you

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CIKOVY
QUEBEC CITY

A series of telephone calls was made the day before the start of "The Week", reminding the dealers that tomorrow was the day. At this time, the girls on the phones took orders for additional supplies for the product and display material.

Letters to all service groups and organizations were mailed about a week before the announcements were made to the general public in order to give them an opportunity to make their plans.

Five teaser flashes a day were run for a week before the campaign began, explaining the progress of a carload of Ipana on its way from the factory for the occasion.

On the Friday evening before the Monday commencement of "The Week", they aired a five-minute interview between Jack Clark, the Bristol-Myers representative for Alberta and CFAC's Don McDiarmid, regarding the unloading of the car.

The same Friday night, they broadcast an interview with the National Sales Supervisor for Bristol-Myers, Clem Nugent, explaining the contest. This was on the station's program *Talk of the Town*.

They used ten spots on Saturday, the first day of "The Week", to announce that it started that day. This was followed with six spots on Sunday and five a day while it lasted.

Six interviews were taped with local retailers who gave their reaction to Ipana Week. These were broadcast Saturday and rebroadcast Sunday. They were contributed to the campaign by the station.

Spots were put on by CFAC personalities, well-known to the Calgary audience, including Alderman Clarence Mack on his morning

Toast and Marmalade, Bob Charman on his 4 out of 5 and women's commentator Jacquie Penn on *It's A Woman's World*. They also used the well-known Calgary football personality, Sugarfoot Anderson, who was billed as "the man with the whitest teeth in town."

Spots during "The Week" stressed the contest, but since people buy tooth paste about once a month, they followed up with a three weeks' spot campaign of straight selling commercials following the contest.

The sponsor was asked to cooperate by seeing that there was adequate distribution of the product, having ample supplies on hand and also having display material available. (CFAC supplied a specially prepared Ipana Week streamer.)

LARGE SALES INCREASE

According to Bristol-Myers statisticians, Ipana Week can be credited with a substantial sales increase. February 1956 sales in the district increased by 456% over the same month in 1955.

Bristol-Myers laid in a month's normal supply over and above what they hoped to sell during "The Week" and had to bring in another supply right after it was over.

Druggists and other retailers were generous with their adjectives. Allied Drugs said it was a "marvelous promotion". Bowness Drug said: "Fantastic". McLean Drug were "amazed at peculiar contest but definitely did sell product". Dunford Drug "sold a lot of Ipana". Hudson's Bay said it was "very good. Perked up business". Canada Safeway — "Increased 160%." Town & Country said they "sold a lot of Ipana. Real good proposition". April 5, 1956

RESULTS

"Very gratifying RESULTS are coming from Farm People".

This is a quotation from a letter from Provincial Tire Co., Peterborough. Many others of a similar nature are also on file at CHEX Radio.

Country music occupies 12% of all air time on CHEX Radio. Also, Farm news and coming events are heard three times daily.

Yes, alert and listenable programming beamed at rural audiences, enable CHEX to achieve "results" for sponsors interested in Farm sales successes in the Peterborough area.

CHEX Radio's RESULTS can earn a similar letter from YOU.

CHEX PETERBOROUGH

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

RESULTS

WESTERN FARMERS

WILL RECEIVE

\$ 37,300,000

**INTERIM WHEAT PAYMENT
BY MID-FEBRUARY**

**SASKATCHEWAN ALONE
RECEIVES 60%**

"The actual mailing of cheques to producers will commence about the middle of February or shortly after," says Trade Minister C. D. Howe. From information now available it would appear that an announcement of a final payment should be possible about May, the same date as last year. In Regina, J. H. Wesson, President of the Saskatchewan Wheat Pool, said the announcement is "very satisfactory."

"Even though deliveries to date to country elevators are 50 per cent higher than last year, if the final payment can be made in May, it will provide much needed cash for western farmers in seeding and living expenses."



DIAL 620
CKCK REGINA
Representatives: All-Canada Radio Facilities

**TOP
RADIO
AUDIENCE**

271,045—Elliott Haynes
Circulation Report Nov.
1956.

Memo

From: National Broadcast Sales

Convention time offers a wonderful opportunity to meet old friends and make new acquaintances.

We will be located in our usual 14th floor quarters at the Chateau—will be looking for you.

We can't all attend so if you are in Toronto or Montreal before or after the convention our telephone numbers are: Montreal, UNiversity 6-1538: Toronto, EMpire 6-3718.

Best of luck from all of us
at N.B.S.

Les Holroyd's Showcase

TAPE 200 INTERVIEWS ANNUALLY ON PERSON TO PERSON FARM SHOW

EARLY EACH weekday morning, Okanagan Valley listeners tune their radios to CKOV, Kelowna, to hear Hugh Caley and his *Around The Valley* program. Some of them have written the station saying that they set their clock-radios at CKOV's 630 spot on the dial before retiring for the night while others write that they set their alarm clocks to be sure that they are up when Caley's show comes on the air.

One of the reasons many of them do this is because they know Hugh personally. But a more important one is because the program gives information about one of the Valley's important sources of income, agriculture. Another is that they can never be quite certain just who or what Hugh will have as his guest.

Caley, who was born in nearby Revelstoke, has had all his radio experience with CKOV where he has been for the past four years. For three of these years he has been airing *Around The Valley* for the same sponsor, Brackman-Ker Milling Co. Ltd. of Kelowna. Hugh's interest



in agriculture is more than a passing one. He is a member of the Kelowna Agriculture Council, an advisory body covering all types of agricultural activity in the Okanagan Valley, and is keenly interested in 4H Club work.

He knows hundreds of the fruit growers in the district and meets with them at their conventions. This personal contact has helped him with his program and he gratefully acknowledges the help he receives from them and from the District Horticulturist John Smith and the department heads at the Summerland Experimental Farm.

Around The Valley airs some two hundred interviews each year with agriculturists from such places as the Gold Coast, Pakistan, South Africa, Australia and New Zealand providing listeners with helpful and timely information.

The program, though, is more than just words. Hugh makes a practice of finding and recording strange and different sounds. The cheep of a chick, the tick of a geiger counter, the gobble of a turkey, the wind whistling through the trees — all these and many more have greeted listeners to *Around The Valley*.

All the interviews and sounds heard on the program are captured on a Wirek, a portable 6 by 14

inch tape recorder. The Wirek is self-contained and is battery powered. Hugh carries it wherever he goes.

Two of his interviews stand out in Caley's mind. One of these was made with Forest Ranger Laurie Ivens from his tower on top of the area's highest lookout, Terrace Mountain. Hugh talked to Ivens over the lookout's radio which relayed it to CKOV's studio where it was taped. The other one was with veterinarian Dr. A. S. Clerke, Clerke described a vaccination for Bang's disease while he was giving it to a Hereford calf.

—April 19, 1956

**SAY
YOU SAW IT
in
CB & T**

Programs

Mail Nears 100,000 For CFPL-TV Quiz



CFPL-TV, LONDON'S afternoon quiz program, "Matinee Tele Quiz", drew 92,220 entries during the month of March from viewers seeking a chance to identify the mystery object and win the cash prize being offered. The mail drum usually used was too small to hold them all. The problem was solved with a giant Ryanconcrete cement mixer, at the right of the picture, which was driven into the studio to give the letters a thorough stirring-up. Seen amid the litter of letters are Mary Helen McPhillips and Paul Soles, co-hosts on the show.

—April 19, 1956

POINTS OF SALE

Wondering how to sell the women in the

NORTH BAY MARKET ?

Ask about
CKGN - TV's
daily housewives' show

OVER the BACKFENCE
featuring
EVONNE VICKERS

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6354

MONTREAL
1543 Crescent St.
MURRAY MACIVOR
PL. 1097

27 HEADLINE FEATURES WITH AMERICA'S TOP STARS,



Including -

Phil Spitalny
In The Hour
of Charm;
1 1/2 hr. wkly.

Wayne King
Serenade;
1 half-hour
weekly

George
Melachrino in
The Melachrino
Musical;
3 1/4 hrs. wkly.

Sammy Kaye
Show; 5
quarter-hours
weekly

Hank Snow
and his
Rainbow
Ranch Boys; 5
1/4 hrs. wkly.

SELL TUNES, SINGING COMMERCIALS AND SELL-EFFECTS!

Sell-Tunes tailored to all kinds of sponsor campaigns . . . over 100 of them!
More than 2,000 singing commercial jingles for over 70 sponsor categories.
Commercial sound effects, program signatures, time and weather jingles.
All sales-winners!

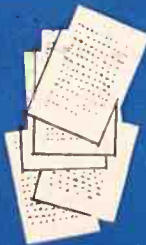
QUICKIE TUNES

1100 musical selections by top bands, each tune less than 2 minutes long, for completely flexible programming!

FAVORITE HOLIDAY SHOWS

"A Christmas Carol"
"The Story of Easter"
"A Christmas Visit with Ted Malone"
"The Story of the Nativity"
with Walter Hampden --
and many others!

HELPFUL TOOLS FOR YOUR TIME SALESMEN!



Special Marketing Bulletins . . .
time-selling brochures . . .
sponsor selling audition discs
. . . sponsor promotion kits!

A VARIETY OF FULLY RECORDED AND SPECIAL SHOWS!



Including -

Frank Luther
Fun Show;
fully recorded
weekly 1/2 hr. of
children's
programming

"Great Days
We Honor";
fully-recorded
1/4 hrs. observ-
ing 40 holidays

Jimmy Powers
in "The Grant-
land Rice
Story"; 52
fully recorded
1/4 hrs.

SHOW STOPPERS

362 hilarious dialogues . . . more than 60 different "characters" . . . 17 comedy dialects! 45 RPM recordings with scripts that work your DJs right into the act!
A special service available to all subscribers.

81 QUARTER-HOURS OF PLANNED PROGRAMMING WEEKLY!

A weekly programming service, complete with continuity sheets.



THE SAURUS

THE PROVEN SPONSOR-WINNING MERCHANDISING PLAN...

"Shop-at-the-Store With-the-Mike-on-the-Door" successfully increasing local revenue for stations all across the nation! A special service available to all subscribers.

Completely new half-hour weekly radio programs already sold to sponsors by 80% of all RCA Thesaurus subscribers...

THE NEW LAWRENCE WELK SHOW
featuring the entire Welk TV troupe!

RCA THESAURUS POINTS THE WAY TO NEW PROFITS FOR YOU!

RCA Thesaurus ALONE offers your radio station all these sponsor-winning, audience-building features!

Now's the time to subscribe to RCA Thesaurus, the all-inclusive, up-to-the-minute transcription library service for radio stations everywhere.

Take a look at this partial list of RCA Thesaurus library service features. In addition, every subscriber receives a completely equipped basic library of 5000 musical selections, an easy-to-use cataloging system, disc storage cabinets, and monthly release service. Then, for complete information on how to win new business with RCA Thesaurus, write, or call us collect, today!

Alph Flanagan Orchestra in "Quickie Quiz"; 5 five-min. shows wkly.

Pigskin Parade; scripted 1/4 hr. football lore and predictions

"Great American Women" recorded by Basil Rathbone; 65 five min. shows

Jazz at the Philharmonic; 100 jazz classics, Granz recorded interviews

recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

- 155 E. 24th St., New York 10, N. Y. Murray Hill 9-7200
- 445 N. Lake Shore Drive, Chicago 11, Ill. Whitehall 4-3530
- 522 Forsyth Bldg., Atlanta 3, Ga. LAmar 7703
- 7901 Freeway #183, Dallas, Texas Riverside 1371
- 1016 N. Sycamore Ave., Hollywood 38, Cal. Oldfield 4-1660

TWICE AS GOOD

TIME PERIOD	LEADING STATION
6:00 to 6:30 a.m.	CJVI
6:30 to 7:00 a.m.	CJVI
7:00 to 7:30 a.m.	CJVI
7:30 to 8:00 a.m.	CJVI
8:00 to 8:30 a.m.	CJVI
8:30 to 9:00 a.m.	CJVI
9:00 to 9:30 a.m.	CJVI
9:30 to 10:00 a.m.	CJVI
10:00 to 10:30 a.m.	CJVI
10:30 to 11:00 a.m.	CJVI
11:00 to 11:30 a.m.	CJVI
11:30 to 12:00 nn.	CJVI
12:00 to 12:30 p.m.	CJVI
12:30 to 1:00 p.m.	CJVI
1:00 to 1:30 p.m.	CJVI
1:30 to 2:00 p.m.	CJVI
2:00 to 2:30 p.m.	
2:30 to 3:00 p.m.	
3:00 to 3:30 p.m.	
3:30 to 4:00 p.m.	
4:00 to 4:30 p.m.	
4:30 to 5:00 p.m.	
5:00 to 5:30 p.m.	CJVI
5:30 to 6:00 p.m.	CJVI
6:00 to 6:30 p.m.	CJVI
6:30 to 7:00 p.m.	CJVI
7:00 to 7:30 p.m.	CJVI
7:30 to 8:00 p.m.	CJVI
8:00 to 8:30 p.m.	CJVI
8:30 to 9:00 p.m.	
9:00 to 9:30 p.m.	
9:30 to 10:00 p.m.	
10:00 to 10:30 p.m.	
10:30 to 11:00 p.m.	
11:00 to 11:30 p.m.	
11:30 to 12:00 mn.	CJVI

In The Victoria Trading Area

THE 24 VITAL PERIODS OF THE 36 HALF-HOURS EACH WEEK-DAY ARE DOMINATED

BY

CJVI

According to the BBM Time Period Audience Survey, November, 1956

**IN VICTORIA, B.C.
YOUR BEST BUY IS CJVI**

GOING TO 10,000 WATTS NEXT MONTH

900 KC ↔ The Centre Aisle

IN CANADA
ALL-CANADA RADIO FACILITIES

IN U.S.A.
WEED & CO.

Religion

Religious Issues Are Argued On Radio Forum

"GENTLEMEN, I have been to many church services and too often I have entered the church in-different, sat through the service bored silly, and left unimpressed, simply because the man in the pulpit was not a good 'salesman'."

This is a typical listener's letter read by Jerry Forbes on one of CHED, Edmonton's Sunday morning programs. In *The Pastor's Study*.

A young Baptist minister reddens, pounds the table and replies: "any-one who sits in the House of God unimpressed is going there simply to be entertained." And Forbes steps out of his role of program director to come face to face with leading Edmonton churchmen to discuss questions sent in by listeners in a frank unrehearsed panel program.

The moderator replies to the Baptist minister that he is making the mistake of assuming that he is a dedicated Christian. "I confess I am not," he says, and likens the situation to one where he finds himself in a department store, surrounded with wonderful items that would be of benefit to him, but he points out, "unless someone in that store can sell me, actually show me that this item or that item is a good thing and convince me to try it, I'll remain unimpressed with that item.

"It's the same in church. Unless I find something I like when I go there, unless I am sold by the minister, unless I am convinced that here is something I should try, I'll probably remain indifferent."

INTERDENOMINATIONAL

The format for this quarter hour show seems simple. They introduce the panel of churchmen who are representative of all denominations. Then they plunge, without any preparation or rehearsal, into the question of the day.

The bit of dialogue which opened this article happened during an actual broadcast on the subject of *Modern Selling Methods And The Church*. Other subjects which have been used in the discussions are: "Has the Church an answer to the teen-age zoot suiter?" - "Should women hold church offices?" - "Is science overstepping the mark in creating living cells?" - "Is it wrong for man to attempt to go to outer space?" - "What is the impact of evolution on the Christian church?" - "With so many beliefs, who is right and who is wrong?" - "Should church music be brought up to date?" - "What about Billy Graham and his methods?"

Forbes points up the wide scope covered by this list of provocative titles. The secret of success he says is to induce the churchmen to give frank answers. This way the programs are good listening.

This was the problem in initial shows. In the first few broadcasts, they ran into a number of questions which were easy to evade. It took a little effort to persuade the panelists that evasion could have no part in the broadcasts if they were to be a success. "Today," Forbes says, "these gentlemen face up to each and every question realistically and do their level best to answer the question."

FRIENDLY CONFLICTS

Another problem is that the ministers are not always in agreement among themselves. When, as happens quite frequently, these differences of opinion arise, they often indulge in a friendly conflict right on the air. Often the fifteen minute period allotted to the show is not enough, so they pick it up where they left off the following week, and carry on until it is generally felt that they have reached a logical conclusion.

The purpose of the show, Forbes says, is "to stimulate constructive thinking about the church, its place in the community and its future. There is no effort made to show the church constantly in a favorable light, nor is it at any time degraded," he continues. "The shortcomings of the church are readily acknowledged when they come to light, and above all we keep the program at a friendly but properly dignified level," he says.

The series is not without its moments of humor. Once the panel was faced with a volley of questions which went something like this "Have any of you gentlemen confronted the problem teenager right in his own hangouts? Have any of you taken the time to see what the zoot suiter is doing at the corner coffee shop? Have you met him face to face right on his own ground?" One minister said: "Yes, I did." When asked how he made out, he replied: "Poorly. They tied me up and set fire to me."

WANTED A PROBER

Moderating this show is not a job for an eighteen-year-old disc jockey, says Forbes, who besides doing the moderating job at CHED also devised the program. "The man doing the show should be a family man," he says, "a man who recognizes the extreme value of the church in his community, but who is by no means blind to its shortcomings.

"It isn't a case for brilliance," he continues, "but the man doing it should be a 'prober'. He should have the ability to back the clergy against the wall and keep them there until the question is answered," he says. "But," he adds, "he must always be respectful of their position in the community." He adds this note of warning: "The moderator will find,



A TYPICAL PANEL of Edmonton churchmen is ready to go on CHED's Sunday morning discussion program, "The Pastor's Study". From left to right they are: Rev. L. Watts, St. Faith's Anglican Church; Rev. John Dyck, Zion Baptist Church; CHED Program Director Jerry Forbes, moderator; Dr. E. J. Thompson, St. Stephen's College; Dr. E. White, First Presbyterian Church.

as I have found, that his ears are often very neatly pinned back when he is barking up the wrong tree."

The panel at CHED is chosen by the radio committee of the Council of Churches, and is made up of colorful pastors with convictions and the courage of them. New ministers are judged by their ability and willingness to speak up and speak their minds. New members are introduced onto the panel one at a time so that there are always a few old hands sitting in.

—May 3, 1956

CB & T
is a
MEETING
PLACE
for the
INDUSTRY
— and its
SPONSORS

NOTICE TO DELEGATES

It is permissible for those who insist on purchasing radio scripts during the convention to approach me on the subject. As usual, I can be located in any of the bigger suites where liquor is being served, but I prefer not to be pestered about business matters after the hour of 3 a.m.

WALTER A. DALES

RADIOSCRIPTS WINNIPEG 1, MAN.

CJEM-RADIO
Edmundston, New Brunswick

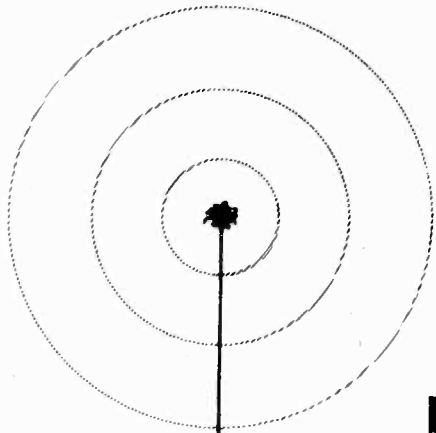
New Brunswick's
**HIGHEST PER FAMILY
INCOME COUNTIES ARE**

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



Welcome to the delegates of the

CARTB...

From Canada's most listened-to station! 

A hearty "hello" to our many friends from the management and staff of CKAC. We are looking forward to renewing acquaintanceships, exchanging pleasantries, and delving into some of the more serious aspects of this great business of radio!

* We're tickled red — white — and blue with BBM's newest audience study! Just in case you didn't notice — we're shown as having the greatest audience of any station in Canada — a fact further confirmed by Elliott-Haymes' 1957 study, showing CKAC with over 1,000,000 daily listeners. A happy birthday thought for this our 35th anniversary!



CKAC

RADIO
Montreal



Going 50,000 in '57!

TV STATION GOES TO JAIL TO FILM LIFE INSIDE

THE HIGHLY ORGANIZED rehabilitation program conducted by the Saskatchewan Provincial Jail came into focus of CKCK-TV's cameras recently when the station produced a film depicting life in the local prison.

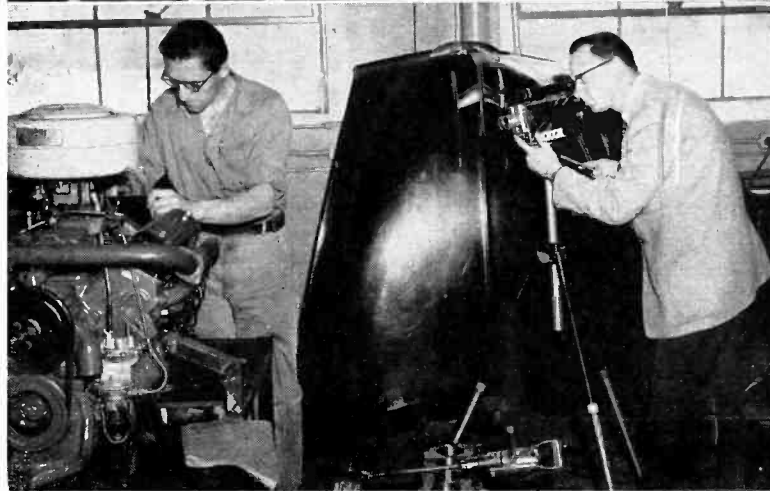
The main theme of the film, described by the Commissioner of Penitentiaries in Ottawa as the first film based on a prison correction program to be produced in Canada, is centred around all aspects of the rehabilitation program, it shows the work shops in operation, a classification meeting of the treatment staff and inmates in group working sessions.

The first step in producing the film was obtaining permission from the Social Welfare and Rehabilitation Department of the provincial government. The permission was granted, and the next step was a preliminary conference between J. V. Fornataro, head of the corrections branch, M. E. Rubin, superintendent of the jail, and members of the film's planning team.

With a fairly comprehensive idea as to what angle was to be approached in this film, arrangements were made for special events director Betty Neiszner, and director of photography Vic Bull to visit the jail and see the prison program in operation. After a two hour tour of the building and facilities, a rough script was prepared and then worked into a story. A shooting script was prepared and then checked over with the superintendent and director of the correction branch so that any snags might be ironed out before the camera crew moved in to start shooting.

During the shooting of the film, which included several sound-on-film sequences, fullest co-operation was obtained from both staff and inmates alike.

One of the features of this film, is that instead of having to conform to usual practises and taking just side and back view pictures of inmates, the cameraman was able to take full faced pictures. This was done after written permission had



STORY CONFERENCE might be the title of the top picture. From left to right are: Vic Bull, chief photographer, CKCK-TV; Betty Neiszner, special events director; Hon. J. H. Sturdy, Saskatchewan Provincial Minister of Social Welfare; J. V. Fornataro, Director of Corrections Branch in the Provincial Government; J. S. White, Deputy Minister of Social Welfare. Below, Vic Bull shoots a sequence inside the jail, showing an inmate at work in the motor mechanics' course.

first been obtained from the inmates concerned.

The total film shooting time at the jail, involving a photographer, writer and an engineer for the sound on film sequences, was 14 hours. An-

other four hours were spent in editing the film and synchronizing silent film with live copy and sound on film material to produce the final 15 minute feature.

—June 7, 1956



... We've got something!
to SHOUT ABOUT!

BBMs

TPA STUDY

CONFIRMS

CHOV

IS A **BEST BUY!**

Compared with 8 other Ontario stations CHOV averages 25 firsts in 34 time periods.

CHOV

(6-7 BBM-11,980)

LEADS

★ 2 stations under 12,000 (6-7 BBM) in 30 time periods.

★ 3 stations 12-15,000 (6-7 BBM) in 27 time periods.

★ 3 stations 15-20,000 (6-7 BBM) in 17 time periods.

875 homes (Pop. 5949) in Petawawa Military Camp NOT included.

SEE YOUR COPY OF **CHOV MARKET FACTS.**

SEE STOVIN TORONTO & MONTREAL

TELL THE **PEMBROKE AUDIENCE**

C K B W

BRIDGEWATER

“PLUS”

that's a

“MUST”

to cover the Nova Scotia Market

see our “T.P.A.”

Serving the Wealthy South Shore

RADIO REPS in CANADA
DONALD COOKE in the USA

NOVA SCOTIA

Les Holroyd's Showcase

STATION AND PAPER TEAM FOR YOUTH IN ACTION

HOT DOGS, Seven-Up, Rock and Roll, panel discussions, interviews - - put them all together and you have *Youth In Action* the radio program produced and aired by Toronto teenagers. A joint effort of CFRB, Toronto and THE TELEGRAM, the show goes on the air each Saturday afternoon when youngsters from Toronto and district gather in CFRB's studio to dance, chat and put on their program.

With the exception of a guiding hand from producer Wishart Campbell, station breaks by a staff announcer and a script by Pat Patterson and Flo Fraser, a script by the way which allows them plenty of room for ad-libbing, the kids really do run the show. They pick the records, conduct the interviews, do all the announcing and introducing of guests, keep it running smoothly and on time and operate the whole thing with a firm but polite hand.

The teenagers even hold the auditions for *Youth In Action*. At one of these auditions a young fellow stepped up and said he didn't want to announce, interview or produce the show. He just wanted to hold up the "Applause" sign.

The studio is set up in "cabaret" style with tables and chairs around the sides and a space in the middle so that the audience can Rock and Roll to the records which make up the musical portion of the show.

The program is very informal as



the teeners sit around and talk in between trips to the dance floor and the cooler where they get Seven-Ups which are supplied free by the station. About mid-way through the

program hot dogs are served, also on the house.

STANDING ROOM ONLY

Each week the station receives

more requests for tickets than it can fill so that the studio capacity of about 80 (it seats more like 225 when the chairs are placed in rows for regular studio programs) is always reached.

Interviews are conducted by three or four of the young people who fire questions in an effort to get as much information as possible out of the week's guests. Two of the guests on the show have been teenagers themselves - - Priscilla Wright, the singer from London, Ontario, whose record of *Man In The Raincoat* was on the Hit Parade for several weeks and Charles Snelling, Canadian men's singles figure skating champion who was on the Canadian team at the recent winter Olympics. Others have included Bill Early, general manager of the Toronto Argonauts football club, Wessely Hicks, columnist for THE TELEGRAM and Shirley Harmer, the singing star of *General Electric Showtime*.

The teenagers also interview each other. With the aid of a travelling microphone, one of the announcers goes down into the audience to get some of their reactions to the panel discussion, the guests or just to find out who they are, what school they attend and what extra-curricular activities they take part in. The subject of final examinations came up on a recent broadcast. When one student was asked what preparation he was making for them his reply was "Not much. I'm just getting ready to flunk."

THEY SAY WHAT THEY THINK

One of the features of the show which really gets the teenagers going is the panel discussions. No subject is too controversial for them to tackle and they say exactly what they think. One of the first topics they faced was whether or not they felt their parents were good car drivers. Of the five boys and girls on the panel not one had a complimentary word to say and the consensus was that parents are bad drivers and that they set a poor example for their children.

They have also discussed such questions as: "Do Canadian have, and should they have, a strong national identity?", "Is organized amateur sports too organized?", "How should teenagers dress?", and "How much money should teenagers have and where should it come from?"

International goodwill has also been promoted on *Youth In Action*. One week they played a tape recording made at Runnymede Collegiate in Toronto by 16 visiting students from Erie, Pennsylvania. On it the American and Canadian students discussed their differences and similarities and agreed that they were really very much alike. Another program featured a taped telephone interview with a teenager from Buffalo who takes part in a similar program in that city.

Sometimes when one of the teenagers' favorite singers or musicians is in Toronto one of the *Youth In Action* participants will tape an interview with them and then use it on the program the following Saturday.

—June 7, 1956

Now 500

Jingles by Rap!

Here Are Some

- Admiral
- Alka Seltzer
- Allen's Apple Juice *
- B.A. Oil
- Everready Batteries
- Gaines Dog Meal
- Good Luck Margarine
- Hydro Electric
- Honey Dew Shops *
- Jiffy-Instant Chocolate
- Kool Aid
- Kool Shake
- Macey's Chain Stores
- Milk-o
- Minard's Liniment
- Old Dutch Cleanser
- Old Dutch Blue *
- Old Dutch Bleach *
- People's Credit Jewellers *
- Prime Gasline Antifreeze
- "Post Time" Post Cereals *
- Retail Men's Wear Ass'n.
- Saico Canned Foods
- Salada Tea *
- Shell Oil

* (also Television)

Jingles — Themes — Breaks
TV & Radio

MAURICE RAPKIN

34 Wineva Ave., Toronto, Ontario
Phone OXford 1-1616



"the man says"

-KNOW THE FACTS

—it's the PROOF of the PUDDING;
Figures and facts prove conclusively

that **CFJR** is **THE STATION** in this rich market area. There's no other major market centre within fifty miles of us.

CFJR
BROCKVILLE, ONT.

Ask the STOVIN Boys.

Retail Selling

TEN THOUSAND VIEW LOCAL MERCHANTS' EXHIBITS AT CKBB HOME SHOW

THIRTY-EIGHT Barrie merchants have just finished displaying their wares to ten thousand local and district people at a three day event called "The Barrie Home Show", which seems slated to be an annual event.

Promoted and conducted entirely by station CKBB, merchants who wanted the right to exhibit at the show had to buy a series of spot announcements on CKBB's *Festival* over an eight week "promotion period". Forty of them signed up for the deal, and thirty-eight availed themselves of the opportunity to exhibit. Most of the exhibitors fell into one or other of four categories: household appliances, furniture, home furnishings and sporting goods. The affair took place in the Barrie Arena, where, as an added attraction, Dick McDougal, of CBC-TV *Taboid* fame, conducted a floor show.

Throughout the eight week *Festival* period, CKBB gave away an automatic clothes dryer every Saturday. Participating merchants were provided with store and window banners and *Festival* ballots. Every customer was given a ballot for each dollar spent in a *Festival* store and by the end of the time, CKBB president Ralph Snelgrove reports that slightly more than a quarter of a million ballots were turned in.

The purpose of the whole deal,



according to Snelgrove, was to stimulate interest in the community, boost retail sales and sell time on the station.

The station reports that all exhibitors, without exception, said they would like to participate again next year. The mayor commended the station and the show for "bringing people in from neighboring communities". The mayor of Collingwood said he came to see what Barrie was doing and was impressed. As stated, ten thousand people came to see for themselves.

One exhibitor said he took several orders for draperies. Another took three orders for pre-fab homes. Others sold boats, chesterfields, ranges and refrigerators. CKBB covered itself with glory and sold 1,920 spots to boot.

—June 21, 1956

This Wonderful World...

Today's flash-fast communications pace a jet-propelled world.

Wherever news is breaking, reporters are on the job speeding reports to Canadians thirsting for information.

Teletypes chatter day and night in broadcasting stations throughout the nation with news from home and from the earth's far corners.

The miracles of radio and television bring up-to-the-minute news to the Canadian home with the twist of a dial.

Broadcast News serves Canada's private broadcasters: 143 radio stations and 25 television stations. News-wise men and women from these stations meet regularly to pattern their service to the country's quickening news interests.

Three Great Services in One

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

BROADCAST NEWS

Head Office

Toronto



**EVERYBODY
SITS UP AND
TAKES NOTICE OF
CHNS in
HALIFAX**

If you're in the dog-house because of poor sales in the Maritimes No. 1 market — Halifax, then come and see the top dogs in Halifax radio -- CHNS.

Yes, CHNS has leading listenership morning, noon and night and we can still take bookings for a few top notch spots. See your All-Canada man in Canada and Weed and Co. in the U.S.A.

CHNS

The Voice and Choice of Halifax.

30 MONTHS
PROVED

REGINA NOW HAS
76% SATURATION

AND
MARKET AREA
HAS
42,500 PLUS SETS (BBM) Nov. '56

N.B.

AVERAGE SETS IN USE 6 TO 11 PM.

32,800 SETS

COST PER 1000 TV HOMES 6 TO 11 PM.

AVERAGES \$1.83

CKCK-TV

CHANNEL 2
REGINA, SASK.

TOWN & COUNTRY OPENS TV DOOR TO AMATEURS

A GROUP of 20 teen-agers who travelled more than 100 miles from Prince Albert to Saskatoon to appear on CFQC's *Town and Country Show* has opened the door of opportunity for other aspiring amateurs in and around Saskatoon.

Anxious to gain television experience, the teen-agers who ranged in age from 13 to 18, first broached the possibility of their appearing on the show to Mel Mills and Lawson Kersten, emcees of *Town and Country*, who completed arrangements by letters and phone calls.

After arriving by car, the group, led by producer-director Bruce Cowie, a teen-age collegiate student in Price Albert, staged 13 numbers during the 105-minute program. They included songs and dances of the rock-n'-roll variety, and even a drum majorettes' number. Providing accompaniment for the youngsters was Vernon Bell's orchestra.

The production's title, *Teen Star Parade*, was as apropos as it sounded, for the youngsters not only sang, danced and generally cut loose, but they also provided their own staging and flats and brought their own musical instruments.

Individual numbers were generously spaced throughout the show and participants were given every chance to pass along messages to parents and friends who were looking in from their homes.

Following the performance CFQC-TV's switchboard was swamped with congratulatory phone calls from viewers enquiring when *Teen Star Parade* would next appear.



REALLY CUTTING LOOSE on a rock 'n' roll number on CFQC-TV's "Town and Country Show" is Helen Reader, one of 20 teenagers who travelled more than 100 miles from Prince Albert to appear on the program. Accompanying the young vocalist is a male quartette. Following the theme "Young At Heart", the teenagers provided 13 lively song and dance numbers.

As a result of the enthusiastic reception, CFQC's production director Walter Romanow immediately went ahead with plans for additional programs starring teen-age talent groups in the vicinity. Negotiations were begun, for instance, for an appearance on the show by a group of youngsters from North Battleford, situated 100 miles north-east of Saskatoon.

CFQC-TV's *Town and Country* is a 105-minute Saturday afternoon offering featuring talent from Saskatoon and its environs. Participants are allowed to entertain and also send greetings to friends and relatives. Locally sponsored, it originated last fall when it proved so popular on Television Week in Saskatoon.

—July 19, 1956

DULL the GLARE

on glossy prints, chrome, cellophane, silverware, aluminum, glass, etc.

with

Crescent MATTON

When a subject is sprayed once with Crescent Matton you can shoot from any angle, regardless of lighting setup. Completely hides detail-masking glare and reflections. Matton is permanent until removed with Matton Solvent. In handy 12 oz. 'bug bomb' spray can . . . \$3.25

Matton SOLVENT

Instantly removes Matton without injuring delicate surfaces. Price is F.O.B. Toronto. Quart can \$2.95

CALDWELL  EQUIPMENT COMPANY LTD.

447 Jarvis Street — Toronto, Ontario. Telephone WAlnut 2-2103

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with an advertisement in
C B & T

Private Stations with Public Appeal in Principal Cities

- CHEK-TV Victoria reaching . . . 30,600 TV Homes ***
- CFRN-TV Edmonton . . . " . . . 65,000 TV Homes ***
- CFQC-TV Saskatoon . . . " . . . 27,800 TV Homes ***

* Bureau of Broadcast Measurement

REPRESENTED BY

Television Representatives Limited

TORONTO

MONTREAL

WINNIPEG

VANCOUVER

Rural Radio

STATION PROMOTES DAIRY INDUSTRY

IF RADIO listeners in Central Ontario are not more conscious of cows than ever before - - and therefore more discerning of dairy-farming in all its manifestations - - it's not the fault of radio station CJBQ, Belleville. The station just completed a week-long promotion of the dairy industry that included just about everything but weighty discussions with the cows themselves.

Included in the coverage of the industry, for example, were:

Twenty-six special interviews, talks and discussions.

Three roving microphone tours of a modern dairy which outlined its operation and merchandising practices.

Three roving microphone tours of a modern creamery.

A 15-minute operational tour of a milk-products plant which outlined the manufacturing processes of ice-cream, milk powders and other milk by-products.

A 10-minute sound tour of a modern cheddar cheese factory.

And a 20-minute sound tour of a Swiss cheese factory which explained the manufacture of Swiss and other foreign-type cheeses.

The *pièce de résistance* of the entire scheme, however, and the pivot around which the entire promotion revolved, was an "On the Farm Day."

FARMHOUSE ACTUALITY

Aired live from the typical Bay

of Quinte farm of Mr. and Mrs. Hugh Gray, the sequence began at 6 am with CJBQ staffer Tom Hookings interviewing Gray as he went about morning chores. During breakfast, Gray and Hookings discussed the problems facing the average dairy farmer. This section of the program ended at 9 am.

From 9.30 to 10:30 am, women's commentator Harriet Stevens conducted a regular program from the farm kitchen. While the hostess, Mrs. Gray, served coffee, local farm women and their interviewer discussed such matters as recipes and local history.

DISTRICT DAIRYMEN

Reviewing agricultural problems with leaders of the dairy industry in the district was farm reporter Phil Flager, who took over from 12:45 to 1:15 pm.

Included in the coverage were four special presentations prepared exclusively for CJBQ. Taking part in the talks were Sir Archibald Nye, United Kingdom High Commissioner to Canada; Hon. W. A. Goodfellow, acting minister of Agriculture for Ontario; Everett Biggs, dairy commissioner for Ontario; and Orval Shugg, manager, Dairy Farmers of Canada.

DAIRY ORGANIZATIONS

Local dairy organizations, both distributors and producers, participated in promotional activities during the week. In addition, CJBQ's



NOT AT ALL COWED by such close proximity to possible lashing hoofs, CJBQ's morning man, Tom Hookings, is being shown by farmer Hugh Gray, upper left, how a milking machine is applied to a cow. Also part of CJBQ's week-long promotion of the dairy industry in the Quinte district was a homey discussion held with local farm women in the Gray's farm kitchen by women's commentator Harriet Stevens. They are seen chatting about such topics as strawberry shortcake recipes, below.

regular sponsors tied their commercial messages into some aspect of the dairy industry while the promotion was in progress.

Objectives of the week-long promotion scheme were:

To make listeners more aware of the importance of dairy farming to the economy of Central Ontario.

To promote a greater acceptance of dairy products in all forms.

To create greater interest in, and understanding of, the modern dairy farm, the farmer and his family.

And to foster a more sympathetic appreciation of modern merchandising problems between farmer, distributor and consumer.

CJBQ announcers estimated during the promotion that there were more than 90,000 dairy cows in the Quinte district producing more than one-half billion pounds of milk yearly. This represents an annual gross income to the Quinte area of between \$13 and \$15 million every year.

—August 2, 1956

LOCAL TALENT AIRS SUMMER SERIES

A NEW SERIES of half-hour programs, featuring local talent and designed especially for summer listening, are currently featured over CKAC, Montreal five nights a week.

On Monday nights, promising young singers are given an opportunity to air their talents on the *Poussières d'Etoiles* (Stardust) program. One vocalist is heard each week with the musical accompaniment supplied by an orchestra under the direction of Germaine Janelle.

The Tuesday night program features the music of popular combos and bands appearing at the city's leading night clubs and hotels, in a program of music from the CKAC studios.

Horizons Dorés '56 (Golden Horizons) is an amateur show broadcast

live from the Château Theatre in Montreal every Wednesday night. Music for this program is supplied by an 8-piece orchestra under the direction of Alan McIver. Producer of the show is Jacques Catudal and the emcee is Roger LeBel.

Billy Moody and his orchestra are the stars of the Thursday evening show broadcast from the Normandie Roof of the Mount Royal Hotel. Old time favorites and modern hit tunes are played with Moody himself singing the vocal arrangements.

On Friday evening a program of instrumental music is offered on *Nos Solistes Invités* (Guest Soloists). Each week a different guest artist appears on the show.

—August 2, 1956

Join CKSL's BLUE CHIP ACCOUNTS

- Allstate Insurance
- American Home Foods
- Bristol-Myers
- Canada Packers
- Canadian Cannery
- Christie-Brown
- Clarke, W. Ltd.
- Coca-Cola
- Colgate Palmolive
- Dominion Dairies
- Five Roses
- General Foods
- General Motors
- Geritol
- Harold F. Ritchie
- Hoover Co.
- Kelvinator

- Lever Bros.
- McLarens
- Mother Parkers
- National Drug
- Pal Blades
- Peoples Credit Jewelers
- Pinex
- Procter and Gamble
- Salada Tea
- Seven-Up
- Spratts
- Standard Brands
- Super Anahist
- Trans-Canada Credit
- Wampoles
- Warner Lambert

CKSL

5000 Watts

24 Hours

IN LONDON AND WESTERN ONTARIO

* Above National Accounts now active on CKSL

Cover Story

B.C. STUDENTS RUN CKNW

RADIO STATION CKNW, New Westminster, carried out a successful experiment recently when it turned over its complete operation for three weeks to an eager group of students from the University of British Columbia.

Termed "Operation Holiday", the scheme was designed to give 11 members of the University of British Columbia's Radio Society an opportunity to get some first-hand practical radio experience while filling in for regular CKNW staffers who were vacationing.

A skeleton staff of experienced radio men guided the tyros in their announcing, news editing and writing duties for the three weeks.

CKNW's program director, Hal Davis, who organized the project, reports that a number of promising radio types were uncovered as a result of the experiment.

Davis also reports, however, that the neophytes did not carry out their broadcasting chores without the occasional fluff. One of the announcers, for instance, blandly told his listening audience that, "On the weather scene the outlook for money is clear, becoming Sunday Tuesday afternoon."

Another excited announcer introduced CKNW's news director Jim Cox as, "BC's leading sportscar, reporting stork car racing . . ."

Other boops committed by the sophomores included the following: "And now in the New York stork market . . ."

"In a weather, the moment, but first . . ."

"And now here are the news . . ."

MINIATURE STATION

UBC's Radio Society operates a radio station in miniature on a closed campus network. The 50 members of the society prepare transcribed shows each week which are features on 13 radio stations in BC, Alaska and the Yukon. Members who took part in Operation Holiday were chosen only after extensive

auditioning. All of the aspirants had indicated that they wished to make radio their fulltime careers. The students broadcast a total of 15 hours weekly on the closed-campus network.

CKNW's sales manager, Hugh Wallace, announced that the experiment was well received by all advertisers, many of whom had thousands of dollars invested in the station. Not one of them, in fact, voiced a complaint about the quality of programming during the entire experiment. Letters and phone calls from listeners indicated that they, too, were solidly behind the university students.

IN OUR PICTURES

Among those participating in the venture were those in the photographs on the cover of this issue. At top left, morning man Don MacKenzie, who was featured from 6.30 to 9 a.m., is shown being aided and abetted by program director Hal Davis. At bottom left, student Gary Caple, on the night time Sandman Serenade, is pictured. Gary is a nephew of CBC regional director Ken Caple.

At top right a program session which outlined policies and plans to student announcers is in full swing. Taking part in the conflag are, from left to right, newsman Peter Hebb, CKNW's news director Jim Cox, newsman Barry Short, CKNW's program director Hal Davis and newsmen Dave Ford and Dave McCormick. At middle right student newsmen Dave Ford (with phone) and Dave McCormick, turning out radio copy, are pictured hard at work keeping listeners abreast of latest news developments. In the final shot, at bottom right, student newsman Peter Hebb, left, is being briefed on story editing by news editor Jim Cox, second from left, and reporter Les White. Photographs are by Creton Studio, New Westminster.

—August 16, 1956



THIS IS A MINIATURE of the cover we used on our August 16th issue showing phases of UBC student activity when they took over the operation of CKNW-Radio, New Westminster.

Calling U.S. Vacationers

AMERICANS vacationing in the Rideau Lakes district of eastern Ontario get news from home; whichever of the 48 states they hail from, over CJET, Smiths Falls.

Besides national American news, American News Digest also features top "local" news stories gleaned from across the States, the day's baseball scores, closing New York stock prices and weather reports.

Broadcast seven days a week, the program is sponsored by the hotels in Smiths Falls and Perth.

—August 2, 1956

RADIO
SOLD BY
Stephens & Towndrow
Limited
Toronto Montreal
EXCLUSIVELY

and powerful
Edmonton's most POPULAR Radio Station
Now 10,000 Watts
ched EDMONTON
REPS: STEPHENS & TOWNDROW LTD., Toronto — Montreal
A. J. MESSNER & CO. Winnipeg, Manitoba
JOHN N. HUNT & ASSOCIATES Vancouver, B. C.

"WHEREVER THERE'S MUSIC THERE'S BMI!"

At last, it's CARTB CONVENTION time again - - and time again to meet with friends, both old and new.

We at BMI Canada are looking forward happily to this annual occasion, and to getting together with you at the Chateau Frontenac from March 24 - 27.

The welcome mat will be spread . . . and Carl Haverlin, Bob Burton, Harold Moon, and Clyde Moon, will be very glad to see you.

BMI CANADA LIMITED

Toronto
16 Gould Street

Montreal
1500 St. Catherine St. W.

**AIR APPARENT
TO
MANITOBA'S
AUDIENCE**



Soon 730 Kilocycles

Now 1000 Watts

RADIO REPS



A. J. MESSNER

ADAM YOUNG
U.S.A.

Girl Guides

"LONES" KEEP CONTACT THROUGH CFCY



P.E.I. LONE GUIDES are seen as they are welcomed to Charlottetown during their recent trip. The CFCY announcer who is doing the welcoming is Ches Cooper.

WHEN THE Lone Guides Broadcast hits the air on CFCY, Charlottetown each Tuesday night, you're liable to hear this type of message. "Lorne, Mrs. Taylor will pick you up at the mill, and wear a sweater"; "Mary, try to pick up Jean and we'll meet you at Milton, by the gas station". It's just Mrs. Fred Osborne, Lone Guide Commissioner for Prince Edward Island, trying to get some of her "Lones" together for one of their infrequent meetings.

The "Lones" are girls from isolated communities who are unable to

attend regular meetings in the larger centres, and whose only contact with the Guide movement is over CFCY.

GUIDES "MERRY-GO-ROUND"

The membership has grown steadily until now Prince Edward Island has a larger number of Lone Guides than any other Province in Canada, a fact which Mrs. Osborne attributes directly to the coverage of CFCY.

Something unique in the annals of Girl Guiding happened recently when over the air, Mrs. Osborne decided to work up a Lone Guide "Merry-go-Round" to be held near Charlottetown. She thought ten or twelve might be able to attend . . . and she ended up with the sixty-four girls pictured above, as they visited CFCY during the five days they were together.

Mrs. Osborne was formerly a nurse at the Grenfell Mission in Newfoundland, and for 14 years she and her husband kept the light on lonely Belle Isle where mail and supplies are received only twice a year; so she knows how isolated these "Lone Guides" feel. The Round-up was organized to help girls from remote communities learn about the game of guiding and enjoy the experience of working in a group, instead of on their own.

One of the happiest girls at the five-day round-up was Anne, who is a patient at the Orthopedic centre in Charlottetown. Anne has to stay in a wheelchair, but each day two of the other Guides had the honor of being her special escorts and seeing that she did not miss any of the fun.

Among the Guides also, were two who came from as far away as the Magdalene Islands in the Gulf of St. Lawrence.

Testing for badges, hikes into Charlottetown, a trip by bus to Moncton, church parades and camp fires as well as taking part in a special radio program were highlights of this memorable experience. The program which made the round-up possible, is conducted like a regular Guide meeting, providing the necessary training and information, and acting as a co-ordinating medium for the widely-scattered group.

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.)

Viewers Meet On CKVR-TV's "File"

A VINTAGE automobile, a station wagon with a portable electric organ, a helicopter and a live demonstration of a radar-equipped police car are all grist for the mill to the television cameras of Barrie's CKVR-TV as they record *File*, title of a half hour show seen every Saturday night from 6:30 to 7:00 on Channel 3.

Hosted by general manager Ralph Snelgrove, the program was primarily set up to acquaint viewers with

the hobbies, activities and projects of individuals, groups and organizations in the area served by the station.

The show has regular features of local news, weather and sports but the remainder of the program is in the nature of "a surprise package", stations officials claim.

From the first program on May 26, viewers were given an indication of what they'd find on *File* in the weeks to come. During that show,

there was an interview with a young woman who was opening a Modelling School in Barrie, claiming it to be the first school of its type to be established north of Toronto, and a demonstration by Gord Smith, manager of CFOR, Orillia, of a 1912 Tudhope horseless carriage.

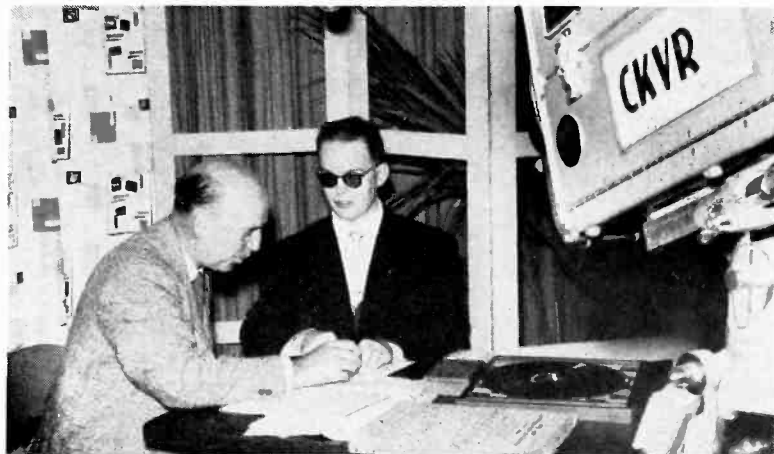
On June 16 and July 28, the entire program was staged outdoors with required sets and live cameras being located just outside CKVR-TV's studios.

Succeeding programs have given viewers an insight into the duties of a census taker, shown them an escape artist at work, televised a gymnastic display, and have demonstrated the teaching of Braille to the blind.

On July 28, one of five helicopters used by the Ontario Hydro Commission to check power lines was flown in as *File* began. In the course of the show Ralph Snelgrove chatted with the pilot and at the close of the program he climbed in the 'copter and the aircraft took off. An important aspect of *File*, according to Snelgrove, is that it acts as "a sounding board for public opinion as regards TV programming.

"When a new program is about to begin, or one is being planned," Ralph says, "viewers are told about it and asked to voice their opinions pro or con. The response has been overwhelming," he adds, quipping: "As far as the Barrie area is concerned, CKVR-TV has it on *File*!"

—August 16, 1956



SAMPLE TAKES ON CKVR-TV's "FILE" are, from the top; Ralph Snelgrove interviews Bill Murdock of the CNIB on the principles of braille; next an Ontario Hydro helicopter and its crew are guests on a "File" program; (left) then there was the tumbling team from Barrie District Collegiate Institute; and, at right, an Ontario "Provincial" demonstrates the radar equipment used to catch speeders; finally, Louise Colley, secretary of the Simcoe County Arts and Crafts Society points to a quilt depicting county townships made by her group.

HELP WANTED?

EQUIPMENT FOR SALE?

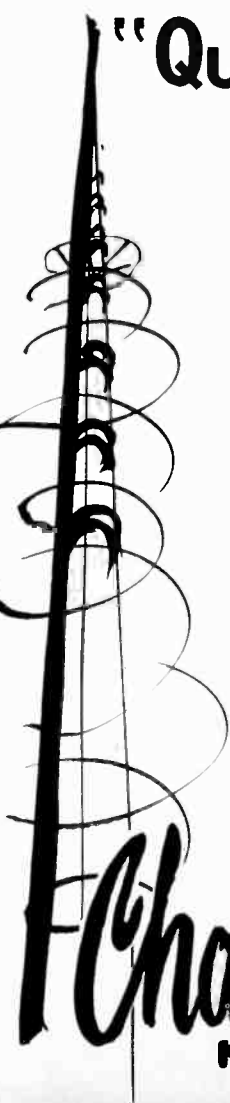
USE A SMALL ADVERTISEMENT

in

C B & T

"QUALITY CONTROL"

Local programming that keeps the switchboard busy all day and more than one hundred local advertisers busy every day is the NATIONAL ADVERTISER'S best buy.



Channel Eleven

KINGSTON
CKWS-TV

FOR *maximum penetration* OF THE CANADIAN MARKET

FOR *maximum impact*

ADVERTISERS BUY *Network* TV AND RADIO

TV —There are more than 2,500,000 television homes in Canada.
Over 60% of all Canadian households now have TV.

CBC TELEVISION NETWORKS . . . English and French . . . serve this enormous audience through CBC stations and 30 affiliated stations.

RADIO —There are more than 4,000,000 radio homes in Canada
. . . . over 6,800,000 radio sets in Canadian homes and automobiles.

CBC RADIO NETWORKS comprised of both CBC stations and affiliates, English and French, serve Canadians in all parts of Canada . . . in markets large and small . . . reaching millions of listeners at home and countless thousands on Canadian highways.

Used in combination, CBC NETWORKS make available to advertisers the tremendous impact of television plus the effective, low-cost mass coverage that only network radio provides —

In both French and English, you'll have our full co-operation in the effective use of CBC networks . . . and in the creation and production of Canadian programs.

CANADIAN BROADCASTING CORPORATION

354 Jarvis St.
Toronto 5, Ont.

Commercial Division

1425 Dorchester St.
Montreal 25, P.Q.

Anna Dexter

SHE THREW OUT HER SCRIPT AND SPOKE FROM HER HEART

ANNA DEXTER, whose twenty-eight years in front of a microphone made her the first lady of Canadian broadcasting, died of a heart attack in Halifax, August 16.

For twenty-eight years, six mornings a week, fifty-two weeks a year, rarely missing a turn, Mrs. Anna Dexter had appeared before the mike of Radio Station CHNS. Although she had been in the Victoria General Hospital nearly a month before her death, Mrs. Dexter had not lost contact with her wide listening audience, broadcasting each morning from her hospital bed.

A radio commentator, a genuine personality with a rare folksy style and an innate sense of humor and wisdom that in a man would have brought comparison with Will Rogers - - that was Anna Dexter. Her radio program was refreshingly spontaneous, delightfully informal and natural. In it she spoke with deep sincerity and authority on everything from the proper way to weed a garden - - she was a great lover of flowers - - to the latest international crisis in the Suez.

Anna Dexter was brought into radio by Major William Borrett when he was managing station CHNS. Widowed, and with two small sons, she had been thinking of trying her luck in the insurance business.

Only once did Mrs. Dexter ever bother with a script. She wrote it herself, and tore it up after using it

for ten minutes on her introductory broadcast. "It's unnatural," she humped.



One never knew what Anna Dexter would talk about, after she had opened her program with a recording of an old hymn. Sometimes, so engrossed was she in the by-paths into which she led her listeners, she would forget the commercials. But when she did get around to speaking of the products and the services of the sponsors, it was in a charming, off-beat manner that was as unique as it was effective. There was never any suggestion of high pressure in her commercials. If she herself did not believe completely in the product she was asked to advertise, she

would have none of it. This sincerity she communicated to her audience.

BOOKS AND PEOPLE

The material for her broadcasts she gathered from her wide reading and from the people she met. She was always glad to have people talk to her about their interests and problems, but never did she divulge much about herself. Her age, for example, she frankly considered her own business. Whatever her subject, Anna Dexter never attempted to speak down to her thousands of listeners, most of them housewives, who would tune in her program as they went about their household tasks.

In recent years Mrs. Dexter had done her broadcasts from her Armadale home, looking out towards the scenic North-West Arm she loved so well. Crippled by arthritis of the hip, she once remarked "thank God it isn't my tongue."

On October 9, 1953 the Canadian Association of Broadcasters welcomed her into their quarter-century club.

FEELING FINE

The morning of her last broadcast, Anna Dexter was her usual cheery self, telling listeners she felt fine. Hours later this remarkable, widely respected and beloved woman died of a heart attack, bringing to an end a radio program that won her international fame and the warm and enduring regard of untold thousands

throughout Eastern Canada.

This deep regard for Mrs. Dexter was in evidence by the large number of people, from all walks of life, who paid their last respects to her. At a simple but impressive service at St. James Church, Armdale, the almost capacity congregation sang two of Mrs. Dexter's favorite hymns, "Abide With Me" and "Lead Kindly Light". Her death was felt as a personal loss by members of the CHNS radio staff.

Mrs. Anna Dexter, her ambition to stay in radio "until I'm 120 years old", died at the age of 78.

—September 6, 1956



Telephone
Answering
Service

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

Toronto	Montreal
WA. 4-4471	UN. 6-6921



How to **RING** the **BELL** IN THE WESTERN **SUPER** MARKET!

THE FACTS ABOUT **Fiesta**

MAIL PULL:

- In one day — 34,860 proofs of purchase,
- in one week — 82,053 proofs of purchase,
- for one riddle (5 weeks) — 204,694 proofs of purchase.

ASK R.R.L. FOR DETAILS

CFCN IN CALGARY

Don't Cut Manitoba In Half!

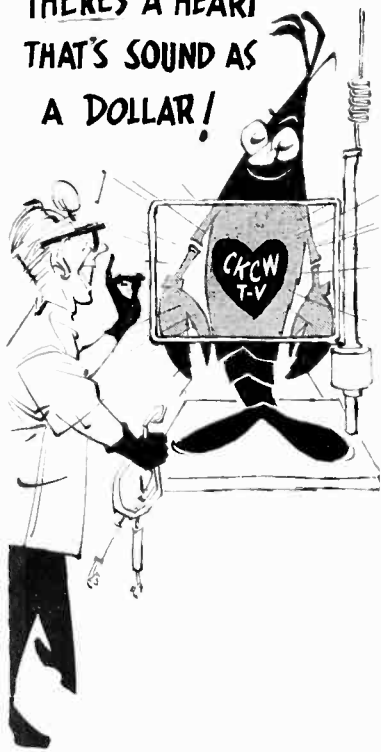


A Radio Advertising Budget That Includes Only **ONE** Of The Two Major Markets In Manitoba Is Like The Proverbial "Half-A-Loaf" — It Leaves Your Advertising Job Only Half-Done!

To Cover Manitoba Completely — You Need Western Manitoba's Community Station

CKX-RADIO
BRANDON
THE AGRICULTURAL CAPITAL OF MANITOBA
Check with Radio Representatives Limited!

THERE'S A HEART
THAT'S SOUND AS
A DOLLAR!



**STRONG
ENOUGH TO
BLANKET
THE
MARITIMES**

With Your
Sales Message

**CKCW-TV
NOW
25,000 WATTS**

REPRESENTATIVES
STOVIN IN CANADA
ADAM YOUNG IN U.S.A.



The Hub of the Maritimes
**MONCTON
NEW BRUNSWICK**

SUN SHINES FOR WINGHAM PAGEANT



FRONTIER DAYS were celebrated in Wingham Ontario, August 30, 31 and September 1, for the third year. In the pictures, top left, CKNX-TV's No. 1 camera, complete with Watson Zoom lens, loaned by Pye of Canada for the occasion, is focussed on the big parade; top centre, the veteran master-mind of CKNX-Radio, who has now added TV to his repertoire, "Doc" Cruickshank, takes his place at the mike to describe some of the proceedings; top right, the CKNX Golden Prairie Cowboys, nearing their 20th anniversary on the air — left to right, Slim Boucher, leader; Don Steele, guitarist; Al Cherney, fiddler; Lucky Ambeault; Eph Parrish (rear view), a Wingham teamster who drove the float in the parade; bottom left, waiting to go on stage for their bit in the open air show, is a group of Don Robertson's Ranch Boys — left to right — "Deputy Sheriff" Dick Ballentine keeping an eye on things; Don Robertson; a friend; Bruce Robertson; bottom centre, the new Frontier Queen, Shirley Boucher and Johnny Brent, CKNX talent manager, Frontier Days Impresario; bottom right: Sandra Beattie, TV commentator, and Ross Hamilton, TV commercial manager and local wag.

THAT WAS shootin', cowgals, sheriffs, stage coach, cowboys and Indians and all the fixin's to make the third annual *Frontier Days* carnival at Wingham, Ontario a success.

Aside from the program itself, the occasion marked the first mobile transmissions of CKNX-TV and station officials feel that they couldn't have chosen a more colorful scenario for their initial remote telecast.

A week before the event, which was held on August 30, 31 and September 1, an antique car conveyed an invitation for *Frontier Days* from the mayor of Wingham to the mayor of Walkerton, a distance of 24

miles. Walkerton's first citizen sent his reply by Pony Express riders who were stationed at intervals along the road between the two municipalities to relay the mail pouch. When the last express rider came galloping into Wingham with the message, the carnival was on and three days of parades, contests, barn dances, stage shows and general merriment followed — all duly recorded by the CKNX-TV and CKNX radio crews. Several of the events were simulcast.

Don Hildebrand, program director of the TV station produced and directed the mobile telecasts; Scott Reid, engineering director of the station was in charge of the engineering and Johnny Brent, talent manager, produced the talent and stage shows. In addition, Johnny was active as Frontier Sheriff of the event.

Almost 3,000 people attended the

Frontier Days Barn Dance on the final night of the carnival and the hour and a half show preceding the dance was covered by both television and radio.

There were 50 artists in the show including the CKNX *Golden Prairie Cowboys* and emcees Johnny Brent, W. T. (Doc) Cruickshank, Dick Ballentine and Earl Heywood.

Zoom and telephoto lenses were borrowed from Pye Canada for the occasion and 3,000 feet of coaxial cable was strung from the studio for the remote telecasts.

An interesting sidelight of the affair was that the weather was excellent for the entire three days until immediately after the television crew had packed up the equipment preparatory to moving it into the Wingham Arena for the barn dance coverage. Then it poured.

—September 20, 1956

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

CKCW-TV

THE BUY-ROAD TO ONE HUNDRED COMMUNITIES

WANKESVILLE
COLLINGWOOD
PENETANG
POPULATION 4996
SPEED 30 MILES
BARRIE
POPULATION 17,444

MIDLAND
POPULATION 8,050
SPEED 40 MILES
ORILLIA
POPULATION 13,301

Weekend News

NEWS CARAVAN IS RENEWED

THOUGH there may have been more prophetic titles for Canadian radio campaigns this season, *Weston's News Caravan* (CFRA, Ottawa), will serve until a more apt one comes along. It has rolled along so successfully since the beginning of May that instead of terminating it as planned on September 2, Weston's officials have decided to renew until the end of December.

A classic example to prove weekend radio is still a potent selling medium, *Caravan* has been a saturation news campaign with a definite Sunday punch. Each Sunday - - and all day Sunday - - since early May, the public service program has supplied radio listeners within a 100-mile radius of Ottawa with news both local and world-wide; weather, fishing and washday forecasts; sports news; road reports; and public service announcements.

Among the several tie-ins designed to make the Sunday selling successful have been colorful displays and placards placed in grocery stores (including both wall and window banners), billboards carried on trucks and distribution cards announcing the type of programs to be aired, and their times.

In addition, the program has en-

abled individual grocers who have special interest in community projects to discuss them over CFRA and have their names mentioned as sponsors. Also, as part of CFRA's full coverage of personalities in Ottawa and the valley, Harry Callan, general manager of the Eastern Ontario Development Association, draws the names of two grocers every week who are then interviewed by CFRA's Bill Radcliffe as "merchants of the week."

Rounding out the team handling the 28 Sunday broadcasts are CFRA's news director, Campbell McDonald, newscasters Jack Pineo and Norm Curtis and sportscaster Bill Casey.

Pointing out that the campaign has been "highly successful", Gordon Lawrason, of Vickers and Benson Ltd., who handles the Weston's account, explained that though the general format of the program will remain the same until its completion in December, it will concentrate henceforth on news of women's organizations. Stressed will be reports concerning home and school and church organizations. But Sunday, Lawrason adds, at least until the end of December, will continue to be "Grocer's Day" on CFRA.

—October 4, 1956

BIENVENUE . . .

to: All members and guests attending the **CARTB 1957 Annual convention at the Chateau Frontenac in Quebec, March 25th, 26th and 27th, 1957.**

from: **L'ASSOCIATION CANADIENNE DE LA RADIO ET DE LA TELEVISION DE LANGUE FRANCAISE**, representing 32 French broadcasting stations in Canada.

ACRTF Member Stations:

- | | |
|-----------------|---------------------------|
| CKAC | Montréal |
| CHLP | Montréal |
| CJMS | Montréal |
| CHRC | Québec |
| CKCV | Québec |
| CKCH | Hull |
| RADIO NORD INC. | Rouyn, Abitibi |
| CJSO | Sorel |
| CHNC | New Carlisle |
| CHLN | Three Rivers |
| CHFA | Edmonton, Alberta |
| CJBR | Rimouski |
| CKRS | Jonquière |
| CHRL | Roberval |
| CHEF | Granby |
| CKVM | Ville Marie |
| CKBL | Matane |
| CFDA | Victoriaville |
| CKLD | Thetford Mines |
| CHNO | Sudbury |
| CFCL | Timmins |
| CJMT | Chicoutimi |
| CFGT | Alma |
| CKBM | Montmagny |
| CKRB | St. Georges de Beauce |
| CHRD | Drummondville |
| CKSB | St. Boniface, Manitoba |
| CFNS | Saskatoon, Saskatchewan |
| CFRG | Gravelbourg, Saskatchewan |

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

**FROM HUNTSVILLE
TO HEARST
THERE ARE
307,000 PEOPLE**

CKGB TIMMINS

CJKL KIRKLAND LAKE

CFCH NORTH BAY

REACHES 'EM ALL!

CALL National Broadcast Sales, Toronto
Weed & Company in the U.S.



Association Canadienne
de la Radio et de la Television
de langue française

CKLB

OSHAWA

*Is Growing With
South-Central
Ontario!*

CKLB's 5,000 watts
signal is gaining
acceptance in the entire
area from
Hamilton to Belleville

Full market information on
Oshawa (pop. 50,136) and
the district served by CKLB
is available from our Reps.

LORRIE POTTS & COMPANY

TORONTO and MONTREAL
J. N. HUNT — VANCOUVER, B.C.

STRICKEN PAL CHEERED BY TAPES FROM HOME

WHEN SEVENTEEN-year-old Sandy Burgess of Camrose, Alta., was in a critical condition in an iron lung in Halifax, N.S., 28 of his teen-age pals assembled in CFCW's studios in Camrose to record messages of goodwill and cheer.

The tapes, which were the idea of the radio station's manager, H. J. "Hal" Yerxa, were flown to Halifax's CHNS where they were played back to the stricken youth on a tape recorder supplied by that station.

A member of the Camrose Sea Cadet Corps, Petty Officer 2nd Class J. A. Burgess suffered a broken neck, spinal injuries and almost complete paralysis in a swimming accident at the Stadacona pool at HMCS Shearwater in Dartmouth, N.S., early in the summer. He had been chosen as one of a selected group of cadets from across Canada to take part in a seven-week naval air course.

Following the accident, Sandy was rushed to the Victoria General Hospital in Halifax and placed on the "dangerously ill" list. He was joined at the bedside by his parents, Mr. and Mrs. Alex E. Burgess. For 11 days and nights Sandy hovered on the verge of death. Doctors finally told the distraught parents that he would have to remain in Halifax for four months and that they could give no definite word on his paralysis, which showed no signs of lessening. Faced with this situation, Mr. Burgess returned to Camrose while his wife remained in Halifax.



CFCW News Photo

HERE ARE SOME OF THE YOUNGSTERS who regularly gather around CFCW's microphone in Camrose, Alta., to record messages from "back home" for a pal who is in a critical condition in a Halifax hospital. Seated at the mike is the father of sea cadet Petty Officer 2nd Class J. A. (Sandy) Burgess who was injured in a swimming accident last summer. At the extreme right is the patient's brother, Tommy. Idea to record messages from Sandy's pals originated with CFCW's Dick MacLean and was carried out with the co-operation of Halifax's CHNS which supplied a machine to play back the recordings to the youth and his mother.

LETTERS AND PRESENTS

When word of the tragedy reached Camrose over CFCW, Sandy's many friends responded with letters and presents, but as one youngster phrased it, words seemed inadequate and while they missed Sandy, in the summer holidays, there seemed to be

so little time to settle down and write.

It was at this time that the idea of recording messages came to Hal Yerxa.

Just prior to recording their messages, the youngsters listened to a similar recording made by Sandy and his mother on a borrowed tape recorder. Through the studio monitor, Sandy's voice weak from exhaustion and excitement, greeted his many young friends from 3,000 miles away.

Quietly and sadly, his pals lined up at the microphone to record their quips, repartee and local gossip.

Sandy's mother writes her husband that the recordings from CFCW have come to mean everything to the son who may never walk again. "The light in Sandy's eyes when he hears the voices of his friends from back home," she writes, "is worth more right now than anything in the world."

The "Sandy Burgess Recordings" are now a regular feature on CFCW and his condition is regularly reported on the station's newscasts.

—October 4, 1956

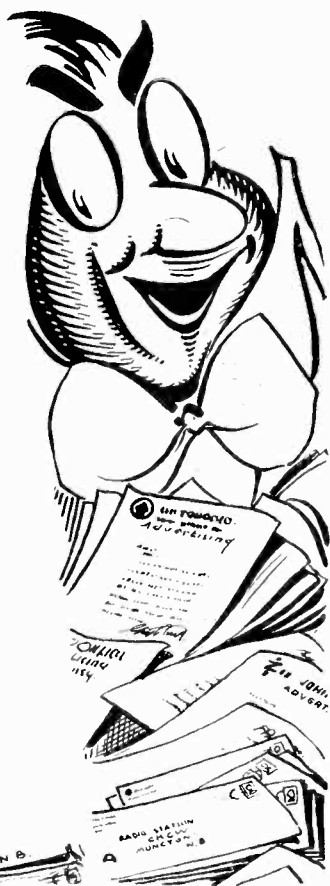
"Bienvenue"

Says Lionel . . .

"That's the French for 'welcome' - - I think.

"And welcome is just what you'll be at the Château Frontenac, Quebec City for the CARTB Convention, March 25-27.

"Good wishes to all - - and be sure and hoist one with my representatives - - CARTB pres. Fred Lynds and Tom Tonner."



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

CKRD

HOCKEY MONTH
PROMOTION
AGAIN BOOSTS
ATTENDANCE IN
CENTRAL ALBERTA
HOCKEY LEAGUE

Further proof that

CKRD

ADVERTISING

PAYS

CKRD

RED DEER

850 Kc

1000 Watts

The ONLY DAILY Advertising
Medium Serving ALL Central
Alberta

THE TALK OF THE TOWN! THE TRIP OF THE YEAR!

Russia-Scandinavia Tour
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



THE MOST COMPREHENSIVE RADIO and TELEVISION Research Service in Canada

- Continuous Monthly Radio Rating Reports since 1940
- Sets-in-Use & Share of Audience Reports since 1946
- Early Morning & Late Evening Radio Listening since 1947
- Sunday Afternoon & Late Evening Radio Listening since 1949
- Thrice Yearly Area Studies since 1950
- Out-of-Home Listening Trends since 1950
- Car Radio Reports since 1950
- Radio Circulation Reports since 1955

- Monthly City Telerating Reports since 1952
- Monthly National Telerating Reports since January, 1957
- Late Evening TV Audience Reports since 1954
- Television Circulation Reports since 1955

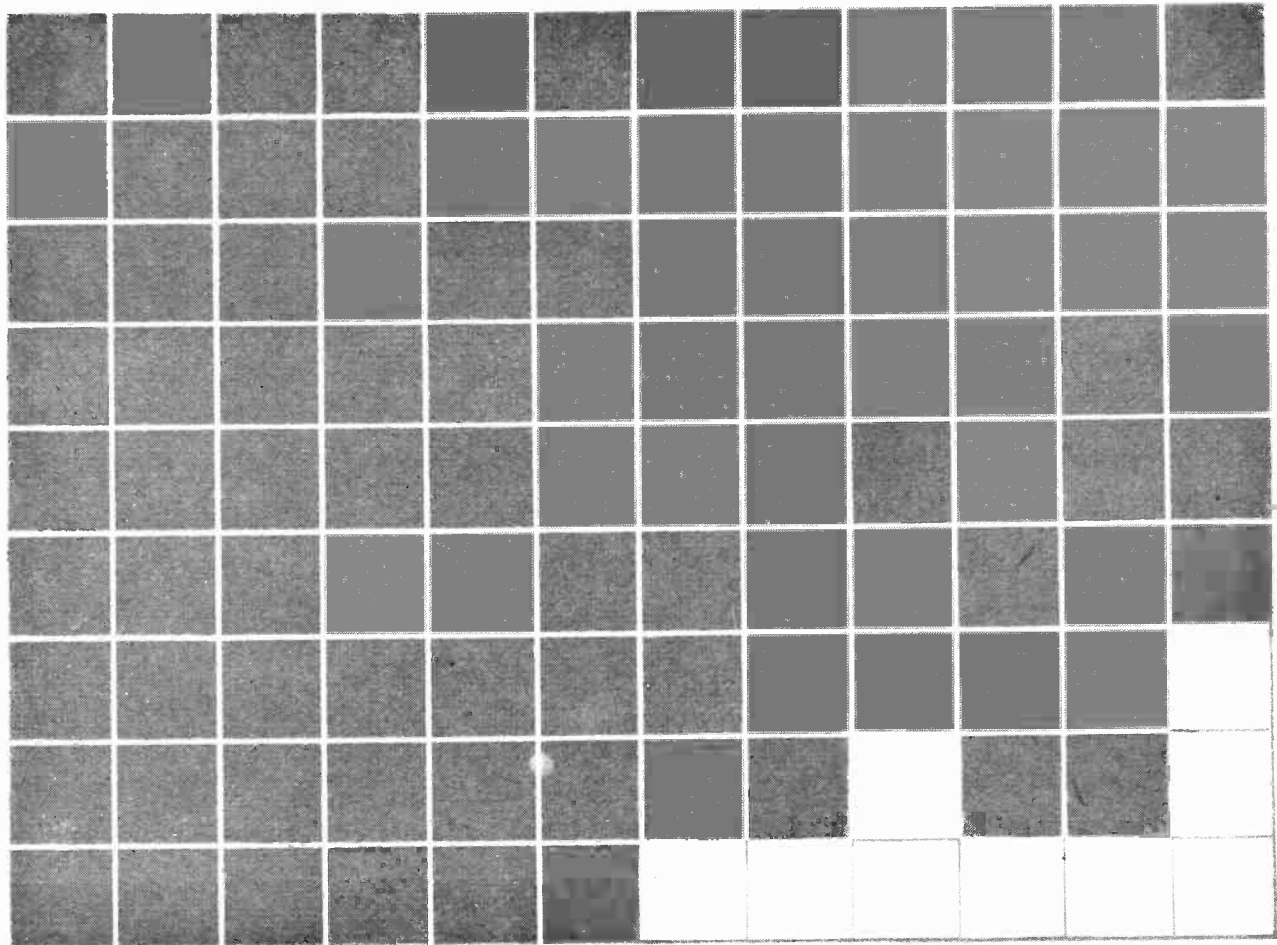
SERVING 92% OF CANADIAN ADVERTISING AGENCIES



TORONTO *Elliott-Haynes Limited* MONTREAL

515 Broadview Ave.
HO. 3-1144

1500 St. Catherine St. W.
WI. 1913



B.B.M. T.P.A. Reveals: Except for these 9 ↑ Half-Hours, CFPL RADIO IS FIRST IN 302,100 HOMES . . .

**SAVE WORK, TIME, MONEY
CALL ALL-CANADA NOW!**

Ask to see CFPL RADIO's T.P.A. survey, and while you're at it, get them to show you the January Coincidental Audience Research by Gruneau.



when compared with Station "B". And even a couple of those half-hours are ties! In CFPL RADIO's Total Households — a market of 302,100 Western Ontario Homes — we lead in 99 of 108 half-hours measured. Even in Station "B's" smaller potential market of 237,000 households, CFPL RADIO leads in 97 half-hours.

In Metropolitan London's 43,900 Households, CFPL RADIO has a commanding lead over Station "B" of nearly 2-to-1!*

When you examine the figures in The B.B.M. Time Period Audience Survey, you will see that CFPL RADIO leads Station "B", city by city, county by county — still the only logical buy for London and Western Ontario.

CFPL radio dial 980
LONDON CANADA

In Canada — All Canada Radio In the U.S.A. — Weed & Co.

*All figures in first two paragraphs based on B.B.M. TPA Study (Released January, 1957), prepared by Market & Media Research, Toronto.

TINY TIM PARTY IS IN FIFTH YEAR

EVERY YEAR CFCF, Montreal, visits the Montreal Children's Hospital to help celebrate the annual TINY TIM CHRISTMAS PARTY, which it originated five years ago. Listeners were asked to send in contributions to provide a party and presents for children who had to remain in hospital over the Christmas season.

The response was greater than anyone had anticipated and, after the festivities, there was a surplus of \$2700 and the Tiny Tim fund was launched.

On our cover, an old visitor from

ginnings five years ago, the Tiny Tim Fund has grown to such an extent that it not only provides Christmas merriment and gifts for the sick children but also has produced money for more than 12,000 days of hospital care.

Shortly after its inception the fund committee added members of the Women's Auxiliary of the hospital and this group has since been responsible for the mailing of gift packages with Christmas-present stickers and tags to householders in



the North Pole is seen as he stopped off at the hospital the other day to have a chat with little Lili Mata who came from his neck of the woods.

Three years ago, the youngster was stricken with rheumatic fever in Baffin Land and was taken by dog team to Frobisher Bay, flown to Goose Bay and then on to Montreal. It took three years of constant care before Lili was allowed out of bed for the two hour period she now enjoys every day.

CFCF's Gord Sinclair (at the microphone) met Lili at the first party and says he has been in love with her ever since. It's not only at Christmas-time that Gord visits her, but he sees her often during the intervening months.

The bearded gent is actually none other than Jim Shaw who acted as Santa's stand-in. Jim was recently awarded Marconi's 25-year service pin. The nurse is Mary Wathen.

THE FUND HAS GROWN

From its comparatively small be-

Montreal with each Tiny Tim appeal. And so our Christmas cover is dedicated to little Lili, her fellow sufferers, the staff at CFCF and everyone who has made the spirit of Tiny Tim come alive, not only at Christmas-time but all through the year.

In words that have been adopted as the "Tiny Tim Creed":

"To the end that Christmas might be honored all the year; to the end that those patients of the Children's Hospital in Montreal, whose needs were beyond those of ordinary medical care, and whose parents or guardians could ill-afford those needs, might experience the honoring of Christmas all the year . . . the Tiny Tim Christmas Fund was created by the listeners of Radio Station CFCF in Montreal."

The photograph on the cover was the work of CFCF Promotion Manager Harold Heron.

—December 6, 1956

57-Time Goes National

SUCCESS of Heinz 57-Time (CB&T, Oct. 18, '56) over four private radio stations led to the addition of 21 outlets which will carry the shows commencing on January 7 giving the firm national radio coverage.

First stations to get the nod from the sponsor, who had been out of radio on a national basis for ten years, were CJSP, Leamington, CFPL-Radio, London, CJCB-Radio, Sydney and CHML, Hamilton. These test shows were booked on a 13-week basis and tied to a campaign to sell soup for the Heinz Co. The new series is contracted for six months.

Programs are light musicals and are hosted by Al Bruner, president of CJSP, Leamington, where the shows originate. Jean Richards handles the commercials and Jack Madden and Don Large look after the musical portions of the show.

Listeners are asked to send in soup labels on which they identify musical phrases for prizes which build up in units of \$57.

The idea for Heinz 57 Time was developed and sold by Al Bruner to the Heinz Co. whose main plant is in Leamington. The company has been using the station locally for some time with a sponsored newscast and public affairs programs.

Advertising and promotion manager of the Heinz Co. is Richard Loftus and the account executive handling the firm's advertising at the MacLaren Advertising Co. Ltd., Toronto is Charles Chandler.

—December 6, 1956

Coming up

C B & T's
ACA
CONVENTION
ISSUE

- * BEAVER WINNERS
- * STATION PERSONNEL
- * AGENCY LISTINGS

All this will be found
in C B & T for May 2

Getting Yours Regularly?



Welcome to

BROADCASTERS - ADVERTISERS - AGENCIES

CHRC

is happy to wish you all the
most cordial welcome. May your

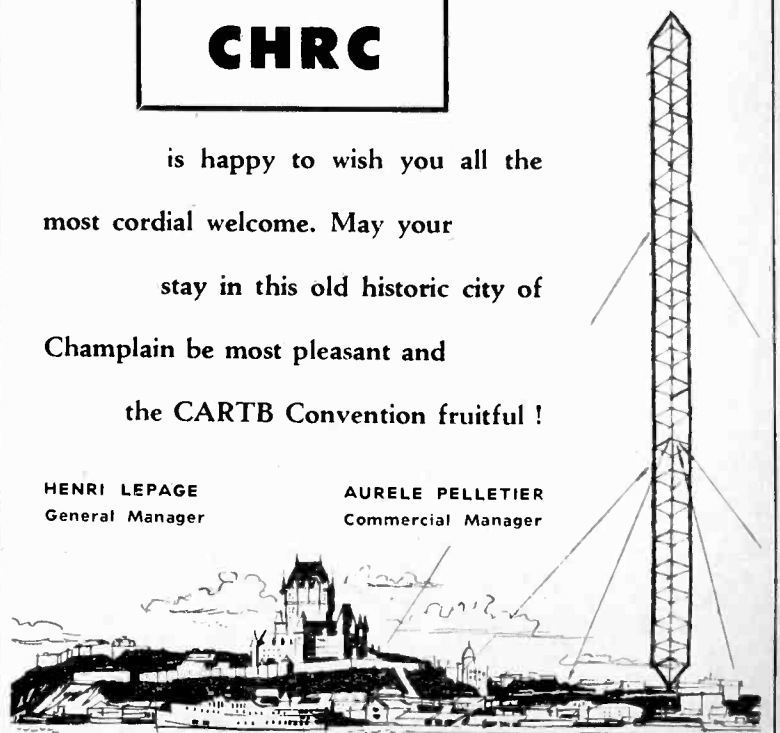
stay in this old historic city of

Champlain be most pleasant and

the CARTB Convention fruitful !

HENRI LEPAGE
General Manager

AURELE PELLETIER
Commercial Manager



THE STATION OF FRENCH QUEBEC FAMILIES

POINTS OF SALE

Place Your SPOTS on a MULVIHILL STATION where TOP PROGRAMS and TOP PROMOTION mean the ultimate in SALES for YOU

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

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554

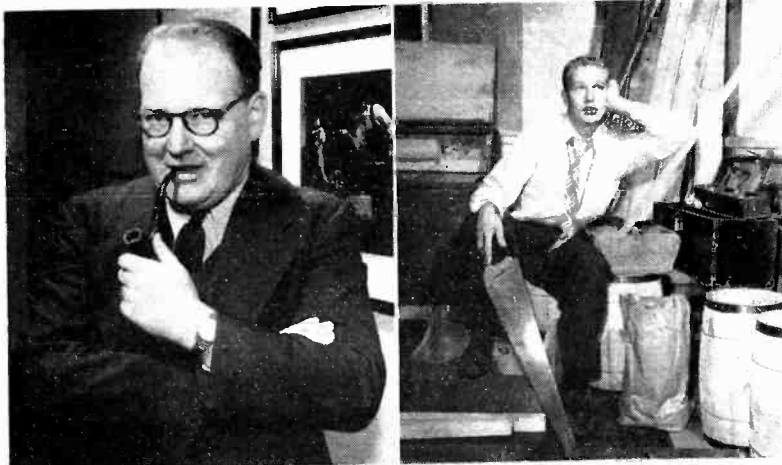
MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



Programs

Privates Co-operate On CBC's "Assignment"

By TED BARR



THE MAN BEHIND "Assignment", Harry Boyle, CBC special programs development officer, poses on the left and Sandy Stewart, producer of the program, helps to hurry along the construction of Control Centre K at the CBC, Toronto. The studio was completed on schedule for the opening show on October 1 in spite of Sandy's "help".

ALTHOUGH the new Dominion Network show, *Assignment* has only been in existence about nine weeks, it has already used tapes or live broadcasts from almost every private station on the coast-to-coast hook-up.

On the air five times a week, the hour-long program was launched by Harry Boyle, CBC special programs development officer, for the express purpose of capitalizing on the im-

mediacy and impact of sound.

"Radio," he said, "has to get out of some of the self-imposed strait-jackets of the past few years and get back to the original formula of broadcasting which was both interesting to the public and exciting for the broadcasters."

Flexibility is the keynote of *Assignment*. Boyle drew patterns and wrote formulas as preliminary yardsticks but they were also made to be broken when, as and if occasion demanded.

Basically the program draws from the co-operative resources of all the 50 private stations of which the network is comprised, as well as the BBC, CBC and the American networks.

ACCENT ON PEOPLE

Assignment specializes in topical features about people, places and events, with the accent on people. It covers an off-beat type of story which wouldn't ordinarily make the news or magazine pages but which can come alive because of the intimate nature of radio.

The weather usually takes over the first few minutes of the program, with Toronto newsman Gordon Sinclair high-spotting the weather across the country. A local announcer at each station then has a minute to tell his audience about the

weather picture in that particular district.

After that there may be a commentary from London or the United Nations and then an on-the-street reporter from some local radio station will probably interview people on a main street in Winnipeg, Campbellton, N.B., St. Catharines, Ont., Chilliwack, B.C., or any other Canadian centre, to get views on some current crisis, problem or question.

On Hallowe'en, *Assignment* went out East and Lloyd MacInnis of CJCB, Sydney, N.S., spoke from a "haunted" house. Later, one of the program's reporters interviewed children on the streets in Washington, D.C.

On another broadcast *Assignment* went to the oil boom town of Virden, Manitoba, where Warner Troyer, announcer at CKRC, Winnipeg, took over and gave the program's listeners verbal pictures of the mushrooming town's activities and crowded living conditions.

At CFQC, Saskatoon, they interviewed Betty Chan, one night last month. Betty is the 11 year old Chinese Highland dancer whose story recently appeared in the roto-gravure section of the *STAR WEEKLY*. The little dancer has won so many trophies and prizes in her brief career that they are too numerous to mention.

A sample sports editorial could be one of a few weeks ago when Ken Ellis of CFPL, London, related how his city formed the London Lords and got into pro-football.

The all-important subject of food is not neglected on *Assignment* but it gets the off-beat treatment too. For instance, one night commentator James Bannerman gave an 18th century French recipe for roast pheasant written by Louis XV's personal chef.

Anecdotes from soldiers or correspondents' reports concerning past events in some corner of the world currently back in the spotlight of the news, are often worked into the show's format.

Prominent people and celebrities tell their own stories on "Profile" which is a regular segment of *Assignment*.

—December 6, 1956

POWER TO SELL . . .

More than half of Alberta

CFRN RADIO

* Alberta leads in percentage increase of Retail Sales for 1956:

10.7%

* Dominion Bureau of Statistics

MORE POWER TO YOU IN EDMONTON:

Through RADIO REPRESENTATIVES LTD. — Montreal — Toronto — Winnipeg — Vancouver

CANADIAN STATION REPRESENTATIVES LTD. — New York — Chicago — HARLAN G. OAKES & ASSOCIATES — San Francisco — Los Angeles

IN FRENCH IT'S "Bonne Visite" . . .
IN GERMAN IT'S "Viel Vergnugen" . . .

In Any Language . . .
Radio's Dutch Twins
Hope You Will Enjoy
A Memorable Convention



Serving 75,000 Prosperous Twin City Residents With News — Sports and Music.

See Our Reps
OMER RENAUD JOSEPH MCGILLVRA

KITCHENER-WATERLOO

Music across the nation is used under the heading, "The Disc Jockey Picks The Hits". The feature spotlights a disc jockey from a different Dominion network station who picks a tune which he believes is headed for the Hit Parade. After he has given his reasons, he plays the record. CBC's Elwood Glover is featured in this department every Friday night.

Book reviews, - - mainly about books which can be bought in pocketbook form at the corner drug store, - - movies, science, letters from listeners, sounds of Canada, medicine, travel and humor are all given the *Assignment* off-beat treatment.

As Harry Boyle puts it: "We cover education, religion, business or anything that can be made interesting to the Canadian public."

The CBC pays the contributors to *Assignment* by sending cheques to the reporters or announcers in care of the stations where they work. Freelancers get their's directly.

Over-all director of *Assignment* is Harry Boyle who got his start in radio at CKNX, Wingham, where he was news and farm editor in 1936. He joined the CBC in 1942 as Ontario farm commentator and in 1945 became program director of the CBC



WHEN ASSIGNMENT went to Virden, Manitoba, on a recent broadcast to cover a typical oil boom town, it was newsman Warner Troyer of CKRC, Winnipeg, who brought the sounds and color of the scene to the program's listeners. He stressed the crowded living conditions of the mushrooming community where trailers are a common sight.

Trans-Canada network. In 1954 he was made director of programs for Ontario with supervision of both radio and TV programming. He assumed his present position as CBC special programs development officer last spring.

The program is produced by Sandy Stewart who began his broadcasting career at CFPL, London, and has been producing CJBC's three and a

half hour morning Audio show for the past year.

The show is voiced by Bill MacNeil who made his radio debut with CBI, Sydney, N.S. and was recently editor of the CBC's *News Roundup*. He is assisted on the distaff side by Maria Barrett whose real name is Hazel-dene Hall. Maria has appeared in several CBC plays and has done film and legitimate stage work as well.

Brian Swarbrick is the chief writer of *Assignment*. A former Korean war correspondent he has freelanced for the past year, writing for several national consumer publications including *LIBERTY* and the *CANADIAN HOME JOURNAL*. Latest addition to the writing staff is Frank Freedman whose most recent novel has been accepted by the British Book Service.

Technical setup is under the supervision of Bruce Armstrong and Joyce Fraser is in charge of the tapes department.

Assignment is co-ordinated from a specially-built studio at CBC, Toronto.

The program is divided into two half hour segments each independent of the other. Two spots are available for national advertisers and two are left open for the individual stations to sell locally.

"*Assignment*" Boyle says, "is a fast-paced show using subject matter as current as today's newspaper and we are winning back many old friends to radio. We're doing it without extravagance, too, by using our facilities to the best advantage."

—December 6, 1956



Betty Chan

For round the clock selling!

STEVE HOOPER
10 A.M. TO 1 P.M.

HAL BOTHAM
1 P.M. TO 4:30 P.M.

RON McKEE - 6 A.M. TO 10 A.M.

BILL FALKNER
4:30 P.M. TO 6:30 P.M.

CJET
IS FIRST BY FAR
IN EVERY TIME PERIOD
EVERY DAY IN LANARK
COUNTY AS PROVED
BY B.B.M.

You need CJET to complete your coverage of Eastern Ontario.

Representatives, LORRIE POTTS & COMPANY, TORONTO - MONTREAL

MEMO

Central Ontario's Most Powerful Station

CFOR

ORILLIA

SOON 10,000 Watts !!

reps
STEPHENS & TOWNDROW Ltd.
TORONTO

CKOV

KELOWNA, B.C.

BEST BUY BY FAR IN THE INTERIOR

See your B.B.M.

★ ★ ★ ★ ★

★

SOLD!

- ★ Shoes
- ★ Paint
- ★ Watches
- ★ Apples
- ★ Autos
- ★ Pineapples
- ★ Trip To Hawaii

EXAMPLE

Super market advertised 20 days on CKOV.

RESULT!

Increased business 21% over last year due to this EXCLUSIVE CKOV campaign!

AND

Airline Company got 26 people to go to Hawaii from CKOV valley.

An \$8,970.00 sale for them.

(We have dozens of other success stories on file)

★ ★ ★ ★ ★

CKOV

KELOWNA, B.C.

in FRONT because we have 25 years' LOYALTY behind us.

LOYALTY means SALES

Opinion

STATION FLATLY OPPOSES TRADING STAMPS

THE ANTI-TRADING stamp crusaders were joined by CKBW, Bridgewater, N.S. last month when that station aired an editorial about a dozen times, pointing out the dangers of the practice.

Station Manager James A. MacLeod reported that the message, which was also mailed out to the names on CKBW's mailing list, had the following results:

Two appliance stores in Lunenburg had purchased stamp plans but discarded the idea after hearing the editorial; a small country service station is using them; a Bridgewater hardware store is giving them out to customers who ask for them and a used car dealer in the same community is using them.

"The trading stamp salesmen are no longer in our area," MacLeod writes and submits the following editorial which he feels partly, if not directly caused their demise:

"There's an old saying that if you grab a tiger by the tail, you can't let go. Now, Mr. Merchant, that's rather true of a promotion stunt that's just beginning to hit the South Shore market - - trading stamps. They've been a big thing in the States in the past few years and caused a fair share of excitement in retail circles.

"A lot of folks trust us at CKBW for advice on various advertising and promotion schemes. We never disparage the correct use of any form of advertising - - newspaper,

TV, or what have you. But, once in a while someone comes along with a promotion stunt that we don't feel deserves our blessing - - and so it is with trading stamps.

"What happens if you take the deal? Apparently, your sales can jump as much as twenty-five per cent - - if all factors are favorable. 'Wonderful', you say - - 'where can I sign up!' But, let's stop and consider.

"You buy trading stamps. Your competitor buys trading stamps - - either from the same company or another. And, where's the gain? You're equal. You share the business with your competitor on the same ratio as you did before. And, you both have a choice - - either deduct about two per cent from your profits or else pass along a two per cent increase to your customers. It's the same as if the government had added a two per cent tax on retail sales. Your customers don't benefit - - they pay for anything they get. You can't benefit your business in the long run. The only one to profit is the company that sold you the trading stamps.

"Before you plunge, consider the matter carefully. Take time to read the article 'Trading Stamps, Bonus or Bunkum' in the October READERS DIGEST - - and look through other reputable publications for more information. Careful investigation should prove to you - - any advantage you gain by taking stamps can only be short lived and, in the long run, will be disadvantageous. CKBW cannot recommend trading stamps as a good buy to any sponsor or friend." —December 6, 1956

C J B Cues . . .

- ★ Local sponsors sign for full coverage of local political conventions.
- ★ Twenty-five special Education Week broadcasts resounding success.
- ★ City Council broadcasts have large following even with Lake seamen.
- ★ Sixteen minor hockey players urge parents attend Minor Hockey night via recorded messages.
- ★ Live weather forecasts from RCAF Aviation Office broadcast daily.
- ★ Power increase to 1,000 watts at 800 kcs.

BELLEVILLE & TRENTON



ched EDMONTON

NOW 10,000 WATTS

more selling power than any other Northern Alberta Station

The Big Swing Is To Ched

Stephens + Towndrow Ltd.

REPRESENTING MAJOR CANADIAN RADIO STATIONS

TORONTO

MONTREAL

Christmas Cheer

GAG GAME HELPS CRIPPLED KIDDS

WHEN RADIO and the press combined to form a hockey team in Trail, B.C. last month and accepted a challenge from the RCMP, over \$300 was raised for handicapped children.



SEVEN-YEAR-OLD Tony Natale officially opens the game flanked by Joe Remus of CJAT on the left and Bill McLoughlin, CJAT sportscaster. RCMP constable B. H. McNally is behind Tony.

It all started when the Kootenay Society for Handicapped Children appealed to the local radio station and newspaper for ideas to raise badly-needed funds to carry on its regular day school for the children.

Roy LaValley, of CJAT's newsroom staff, and Joe Remus, disc jockey,

were chosen to handle the organizing and when the local detachment of the RCMP issued its challenge, the "Smockey" game was scheduled. "Smockey" is defined as hockey with "our own rules", according to the game's officials.

To arouse interest, the night before the game, star player, Joe Remus was kidnapped while doing his show. On the following day 15 pairs of skates belonging to the RCMP disappeared. Shortly afterwards, the missing Joe Remus managed to contact the CJAT newsroom by beep phone and reported that although he was unable to get to the game, he did know where the skates were located.

In spite of snowy weather, 1300 fans turned out for the game, which started when seven-year-old Tony Natale, tossed the puck onto the ice from his wheelchair. The game itself featured exploding pucks, complete disregard for the referees and at times there were three or four pucks on the ice. During the first period, the much-vaunted Radio Press Power Play took place consisting of 15 men on the ice at the same time.

Penalties were handed out for "resisting an officer", "creating a disturbance", "advertising on the ice", "speeding", "skating without due care and caution" and "reckless stickhandling".

The game ended with a 4-4 tie, the winner being the Kootenay Society for Handicapped Children which received a cheque for \$309. It was presented to Clare Billingsley, president of the society. Bill McLoughlin, CJAT sportscaster called the game for the broadcast.

—December 20, 1956

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



Supply pipelines clogged . . . inventories high . . . new goods blocked. When better coordination is needed . . . PRIVATE WIRE TELETYPE IS THE ANSWER! PW Teletype cuts cost and improves operations in scores of ways.

Have our communications specialists demonstrate how PW Teletype can work for you. Call your nearest telegraph office.

CANADIAN NATIONAL PRIVATE WIRE Teletype SERVICE CANADIAN PACIFIC
 CP - CN TELECOMMUNICATIONS SERVE ALL CANADA

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



**Spring Tonic for what ails your sales
... an all-Canada Plan!***

***Programs and
availabilities
that reach
your market!**

ALL-CANADA RADIO & TELEVISION LTD.

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Congratulations CARTB on another successful Convention!

Down Under

WESTERN B'CASTERS COVER OLYMPICS



ART AND HELEN CHANDLER are seen in the top picture, embarking from Vancouver aboard the liner Arcades for Australia, where Art, who is chief engineer at CJOR, Vancouver, helped to cover the Olympic Games with Henry Viney, sports director of CFCN, Calgary, who is seen below, interviewing runner Laird Sloan of Montreal in Melbourne.

OVERSEAS radiomen seem to be getting preferential treatment at the Olympic Games in Melbourne, Art Chandler of CJOR, Vancouver and Henry Viney of CFCN, Calgary report from "down under".

Henry writes that the Radio Centre at the Melbourne Cricket Ground is "possibly the best equipped such centre that has ever been used in connection with Olympic Games".

"Two hundred tape recorders alone are in use every day," he states, "and technicians are supplied for every one of them, regardless of where the event is taking place."

Accredited radiomen can book the use of one of the 150 Studio-ettes at the Main Stadium at any time of the day or night and mailing facilities, including the wrapping and addressing of tapes, are included in the service, he reports.

"Equipped with a Mini-Tape, everywhere we go, we have been able to do interviews on the spot and record actuality broadcasts," Viney writes. "The only difficulty we've had so far is getting the tapes back to America . . . the service has not been as good as we were led to believe it would be."

For Melbourne in particular and Australia in general, the Calgary

radio man has nothing but praise, although he states that hotel rooms are not as good as those in Canada.

"By the way," he adds, "there are 15 bars selling all kinds of liquor at the Melbourne Cricket Grounds and they are packed throughout the entire day."

—December 20, 1956

CHUB GOES UP!

RATINGS* - UP Day & Night!

RADIO SETS IN USE* - UP Day & Night!

MAIL - Nearly 2-Million Label-Bearing Letters in Past Year!

CHUB — NANAIMO

THE "TRIED AND TRUE" MAIL COUNT STATION FOR THE PAST FIVE YEARS!

VANCOUVER
John N. Hunt & Assoc.
U.S.
Donald Cooke Inc.
TORONTO and MONTREAL
Stephens & Towndrow Ltd.
*Elliott-Haynes, January, 1957.

when in ROME . . .



when in

SAINT JOHN, N.B.

do as Local Advertisers do—

USE LIVELY

CFBC!

HERE'S THE STORY:

Elliott-Haynes asked Saint John Retailers, "If you were planning to use only a radio campaign over one of the local radio stations, which station would you be inclined to use?" Of those replying, it was —

CFBC
FOUR TO ONE!

We hope we see you

at the

CARTB Convention

and

We hope you see us

with our complete display

of

PRESTO
DISC and TAPE
RECORDERS and
PLAY BACK UNITS

Exclusive Canadian Distributors

INSTANTANEOUS RECORDING SERVICE

305 McIntyre Block 42 Lombard St. 1671 St. Catherine St.
Winnipeg, Man. Toronto 1, Ont. Montreal, Que.

Interested in the latest developments in FM broadcasting? Ed Piggott, President of Instantaneous Recording Service and owner of Canada's new and first exclusive FM broadcasting station in Canada — CHFI - FM — will be on hand throughout the convention to talk FM to anyone interested.

Program With A Purpose

HANDICAPPED MAN HELPS FELLOW SUFFERERS

by Geoffrey C. Lewis

SATURDAY night listeners to radio station CHML, Hamilton, recently heard an interview with singing star Jaye P. Morgan. The week before, they had heard Arthur Godfrey and next week they may hear the man who delivers their mail. Contrary to what you might expect, the emcee of the program isn't a high pressure disc jockey. It's Lew Roach, a paraplegic who does the weekly half hour as a hobby.

At home with Lew Roach is a public service feature of CHML, not because there aren't people who would like to sponsor it, but because the station wants it that way.

Lew Roach is handicapped, but if you're starting to feel sorry for him, don't. Since being struck by the spinal disease that has caused him to spend the last 24 years of his life in a wheel chair, Lew has accomplished many things.

It was in his 18th year that Lew, then a high school student in Hamilton, suffered the attack of Transverse-Myelitis that was to leave him completely paralyzed from the hips down. Doctors at first didn't expect him to live, but, after nearly a year in hospital, they considered him well enough to go home.

Six years of almost complete inactivity followed until, in 1940, he decided to study accountancy. In fourteen months of concentrated study Lew completed a three year course. Today he runs his own business, employing two full time auditors and three accountants.

Lew was married in 1946. A short time ago, he and his wife adopted a baby daughter.

In 1950, CHML's Jane Gray retained Lew to make out her income tax return. One day, when discussing business with her, Lew suggested that there should be a program for the handicapped. Mrs. Gray agreed, but being busy enough herself already, suggested to CHML manager Tom Darling that Lew could do the show himself. Darling suggested that the show should be aired for a



AMONG THE MANY celebrities interviewed by Lew Roach in recent months is vocalist Jaye P. Morgan who is seen with Lew above.

thirteen week trial period, and the program went on the air for the first time in July of 1951.

Lew and Tom Darling worked on the format together and it hasn't been changed much in its more than five years on the air.

At home with Lew Roach has a lot of general audience appeal. Each

program features four or five recordings, an interview and some special news for and about the handicapped people of the community.

To many CHML listeners, Lew Roach is "Mr. Handicapped". Through his program, many handicapped people have found jobs and many more, who are self-employed, have

been given valuable publicity free of charge. The only handicapped businessman whose business never has and never will be advertised on the show is Lew Roach himself.

Lew enjoys helping others and can cite more than one case where it took considerable persuasion to convince an employer that he should add a handicapped person to his staff, only to have the employer return shortly after, in search of another handicapped employee.

Lew will readily admit that being handicapped is a disadvantage but he believes that there is a good side to everything - - even paralysis. He freely confesses that if he is offered any special favors because of his disability, he takes them. In several instances, he managed to secure interviews with celebrities only because he was in a wheel chair.

If a handicapped person is to overcome his disability, Lew feels that he must banish from his mind any thoughts of self-pity. A handicapped person who is determined to succeed in a job will out-perform a person more fortunate.

To get interviews, Lew often goes out of town - - usually to Toronto, where he often meets artists at the Casino Theatre or to Buffalo where he tries to meet the performers playing at the Town Casino. At both these spots Lew is well received.

When doing an interview, he tries to keep away from controversial subjects that might cause embarrassment and as a result doesn't have any trouble talking to some celebrities every time they're in town.

Occasionally the station sends an operator along with him. More often than not Lew drives his own car (equipped with hand controls) and does his own recording on a portable wire recorder.

At home with Lew Roach has an opening theme, "On the Sunny Side of the Street" and closes each week with "May the Good Lord Bless and Keep You". In these two titles, a great deal of Lew's philosophy of life would seem to be summed up.

In his five years as a part-time broadcaster, Lew has had many humorous experiences. Once he wheeled his chair all around the Coliseum at Toronto's Canadian National Exhibition grounds in search of a 25 cycle outlet into which he could plug his recording equipment. His guest on this occasion was to be Bob Hope, and, while Lew looked for the proper outlet, Hope followed, lugging several dozen pounds of recording gear.

Lew Roach isn't a man who asks many favors from life. He doesn't have to. By helping others he has helped himself. In addition to running a very successful business as well as his weekly radio program, Lew found time in 1953 to form the Hamilton handicapped Club. He has refused to hold office himself, but is quite active in the organization behind the scenes.

Through his program, Lew is getting the satisfaction of accomplishing a worth-while purpose. Anyone interested in following suit, can count on Lew for his help.

—December 20, 1956

**CKSO-TV
SUDBURY**

**CKSO
RADIO**

TWIN AIRPOWERS

**of
THE NORTH**

Top U.S. Network **SMASH HITS**

with

- Top Hollywood Casts
- Proven Performance
- Established Sell

available **NOW**

(subject to prior booking)

*to local stations and
local sponsors*

AT LOCAL RATES

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

PATTI PAGE
DAMON RUNYAN
TALES of the TEXAS RANGERS
TOP PLAYS OF 1957
ALL STAR THEATRE
JET JACKSON

and many more low cost top raters

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

See Joe Dunkelman, Lloyd Burns, Red Myers or Bill Steer
at the CARTB Convention

OR WRITE, WIRE OR PHONE

SCREEN GEMS (Canada) LTD.

102 PETER STREET, TORONTO

EM. 3-4096

MONTREAL — 1224 St. Catherine W.—UN. 6-7043

VANCOUVER — 470 Granville St. — PA. 1440



Picture of a boy riding his new bike

FUNNY how pencils can turn into handlebars . . . a page of Latin into a winding road. Guess you'd call it the power of radio . . . this power that makes a fellow decide to buy a bicycle, as he listens to his favourite station . . . lets him choose even the brand and the dealer.

There are 587,197 young people (10-19 years inclusive)* in the 1,156,000 households** which make up CFRB's listening area. Their needs and desires *alone* offer golden opportunities for additional profits. In the year 1955, they and their families accounted for the amazing record of over 1 billion dollars in retail sales—84% of Ontario's total.**

* based on projection of 1951 Dominion Census figures
 **based on Sales Management's Survey of Buying Power, Canadian Edition, May, 1956

Are you getting *your* proper share of this rich, booming able-to-buy market? Why not call in a CFRB representative today, and let him show you how effective and inexpensive a well-planned radio campaign can be?

RADIO REACHES YOU EVERYWHERE

REPRESENTATIVES:

Canada:
 All-Canada Radio Facilities Limited
United States:
 Canadian Station Representatives Ltd.

CFRB
TORONTO

50,000 watts 1010 on your dial