

Canadian
BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. 16, No. 12

TORONTO

June 20th, 1957





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

RADIO SET SALES

DBS has now reported Radio Set Sales for the first quarter of 1957. They show an increase of 20.6% over the same period last year.

This is an increase on top of an increase because Set Sales for all of 1956 were 16.3% ahead of 1955.

These Set Sale figures are proof positive that more Canadians are listening more to Radio than ever before.

Reach Everyone With Radio

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.



On Our Cover

CKWS MAKES SCOUTING DOCUMENTARY

WHEN THE Scouts of the Kingston, Ont. district held a two day camp to celebrate "Baden Powell Year", the fiftieth anniversary of the Boy Scout movement, a mobile unit from CKWS, Kingston, went right along with the boys to record an on-the-spot show.

A total of 150 Scouts from the Kingston Boy Scout Association took to the woods of Grenville Park in the outskirts of the city at the beginning of May, to put into practice the lessons and skills learned during the winter months.

Announcers Floyd Patterson and Bryan Olney, with operator Ken Peebles, took the CKWS mobile unit right along to be on hand for the event. Some three hours of material

was gathered and edited to an hour long documentary called "Scouterama '57. It consisted of tape recorded interviews, actuality material and descriptive narratives. Highlights of this program included the impressive opening ceremonies which attracted wide interest in the Kingston area, and a visit to the opening night campfire which was attended by some 400 visitors. On Sunday morning a scout's own church service was held in the open air, and more visitors arrived to watch the routine of camp life and the special projects.

At the request of the Eastern Ontario Commissioner of Scouting, a specially prepared recording of Scouterama '57 was presented to the Kingston Association.



THEY'VE GOT OVER 300,000 PEOPLE BY THE EARS!

This trio of radio stations has what it takes to win and hold this vast audience. In the big, rich Northern Ontario market you can depend on them for

- High listenership — a big radio audience depends on them for news, entertainment, information.
- A captive audience — outside reception is inconsistent.
- Proven Sales — on file is a long record of sales results for local and national advertisers.

Want to latch on? Then contact our reps today
NBS in Canada — WEED in U.S.A.

Central Canada News Meeting

EDITORS STEER B'CAST NEWS SERVICE

THE ANNUAL Central Canada meeting of news editors and sports editors of radio and TV stations subscribing to Broadcast News drew 50 delegates, representing 24 stations, to Toronto's Royal York Hotel May 24. The one-day meeting produced a thorough study of BN's news, sports and features coverage.

Bert Cannings of CFCF Montreal was chairman of the seven-hour session during which suggestions for improving and altering BN's international and domestic news coverage were discussed. The meeting decided to hold the 1958 annual gathering in Toronto and chose Al Cauley of CJAD Montreal to work with BN in arranging the meeting.

In reporting BN developments for the past year, manager Charlie Edwards said that in compliance with recommendations of news editors BN had reduced its news summaries from 1,500 and 600 words to 900 and 450 words. To meet weekend requirements, the Saturday night trick was extended an hour.

Two weather features were added during the year to the regular copy schedule, one giving daily picture of Canadian weather conditions and the other temperatures and prevailing weather conditions in world capitals. Edwards also reported that BN staff had been increased.

The news editors urged increased

efforts to build up weekend news coverage and favored continuing the present BN handling of year-end news, sports and feature reviews. In response to suggestions for increased coverage of private member's speeches in the Commons, Mr. Edwards said that BN would concentrate on this phase of the parliamentary report.

Don Covey, BN executive editor, reported that news contributions to BN by client stations had reached approximately 150,000 words last year in each of Ontario, the Prairies and British Columbia. An increase on such coverage was evident in Quebec and the Maritimes.

The TV news editors and the radio and TV sports editors held separate sessions, reporting to the general meeting in the afternoon. The sports editors were unanimous in deciding that consideration be given to establishing a Canadian sports wire.

Stations contributing to BN's Tapex exchange of tape-recorded news agreed to continue the experiment.



Telephone Answering Service

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

Toronto WA. 4-4471 Montreal UN. 6-6921

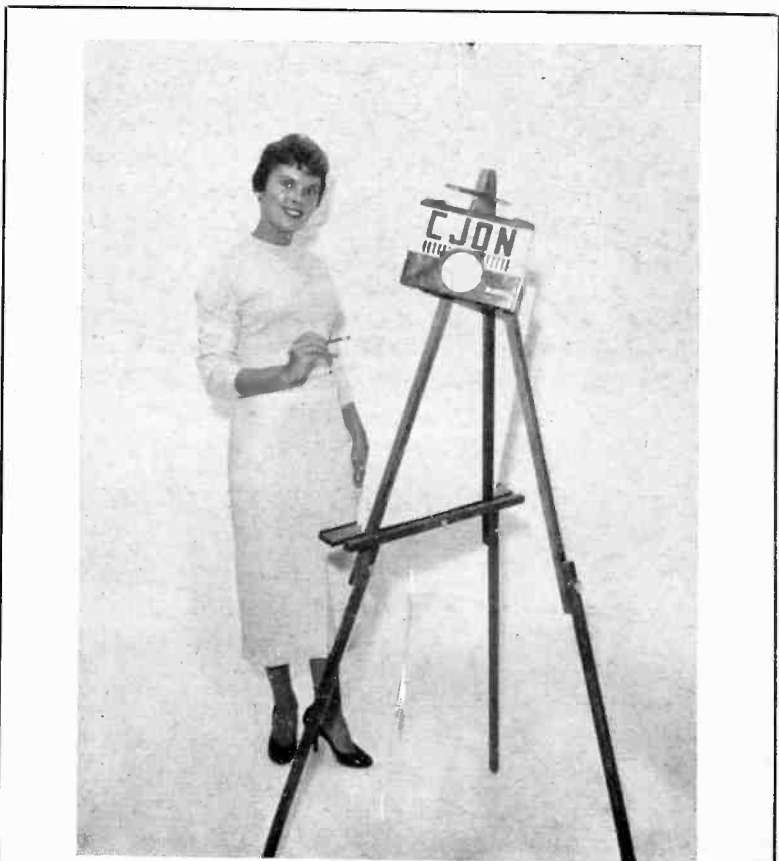


CJET
RADIO 1070 - EASTERN ONTARIO - COVERAGE FRC - WVA

PEMBROKE CARLETON PLACE PERTH OTTAWA CORNWALL SMITHS FALLS KINGSTON

G. N. MACKENZIE LIMITED HAS *the* SHOWS

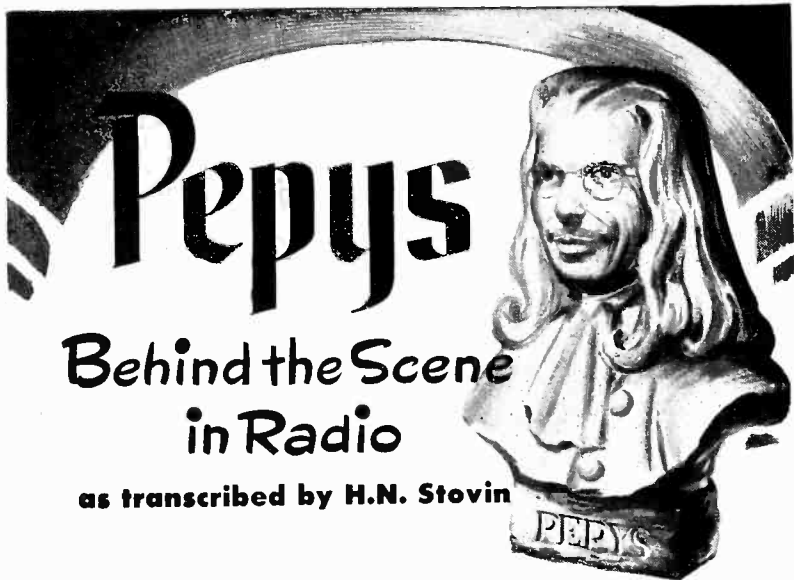
TORONTO 519 Jarvis St. • WINNIPEG 171 McDermott • VANCOUVER 804 Hornby St.



WANT TO PAINT A GOOD ADVERTISING PICTURE FOR YOUR CLIENT IN NEWFOUNDLAND? . . . its EASY . . .
SELECT CJON RADIO.

Remember: In Nfld. Radio reaches 87%.
Only 8% buy a daily newspaper.

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



Though I hold no hope that even Palmolive can now help Pepys' weather worn countenance to keep — or indeed attain — any "girlish complexion", was nevertheless much helped by a visit to Colgate-Palmolive Limited, there to meet a man who, though young in outlook, has a quarter of a century of experience in the use of Canadian Radio, which he did willingly discuss with me

● ● ● The name on the office door read "R. E. Jones, Vice-President — Advertising", but he is indeed better known as "Bob Jones" wherever radio men do gather ● ● ● Colgate-Palmolive did pioneer with such outstanding network shows as The Happy Gang and Share the Wealth, and their French counterparts Les Joyeux Troubadours and La Mine d'Or. They did again pioneer with Canadian-produced recorded programs, including Who Am I?, Peggy Brooks, and Barry & Betty. Good local live shows such as Wes McKnight's Newscast, Moose Jaw Mail Bag, and Hollywood Reporter, have also come under Colgate-Palmolive sponsorship — plus many local sportscasts, newscasts, spots, flashes and indents ● ● ● Did then inquire what thoughts Mr. Jones had on Radio as an advertising medium today, and so to quote three of his comments, which indeed do provide food for thinking ● ● ● "Radio is our most flexible medium. It is indispensable in a well balanced advertising and merchandising program — cannot be replaced by any other medium for flexibility and point-of-sale merchandising support."

● ● ● Local radio offers a variety of opportunities to advertisers who want to fill-in gaps left by television and national week-end coverage". ● ● ● "Radio helps to extend and supplement the limited number of impressions which the average advertiser can afford on network television and national weekend." ● ● ● And so home to set down these thoughts in my diary, and must add that I do find Palmolive Soap mighty refreshing.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio and Television Stations

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

Heads Toronto Ad Club

AT LAST MONTH'S annual meeting of the Advertising and Sales Club of Toronto, a former radio man, James R. Knox, of MACLEAN'S MAGAZINE was elected President for the club year 1957-8.

Others elected to the executive board were: Duncan G. Grant of the E. B. Eddy Co., 1st vice-president; G. Hector Hudson of R. L. Crain Ltd., 2nd vice-president; D. Robert Loney from Ronalds Advertising Agency Ltd., treasurer; Norman H. Clark of Rapid Grip & Batten Ltd., secretary; and the nine directors, Richard E. Canney, Vickers & Benson Ltd.; Sinclair N. Colquhoun, Continental Life Insurance Co.; Jack M. Davidson, Northern Broadcasting Ltd.; Guy H. Gislason, Gislason-Reynolds Ltd.; James C. Miller, Ford Motor Co. of Canada Ltd.; P. E. (Paddy) Priestman, American Airlines, Inc.; C. Warren Reynolds, E. W. Reynolds Ltd.; William W. Sinclair, Joseph E. Seagram & Sons Ltd.; and Graham A. Walter, The Canada Life Assurance Co.



Jim Knox

Retiring president A. W. Archibald, of Toronto Elevators Ltd., reported a successful year past with a greatly increased membership.

CKTB Will Air Golf Open

THE ONTARIO OPEN Golf Tournament is being held in St. Catharines, Ont. for the first time June 28 - 29.

CKTB in St. Catharines will run several broadcasts a day from the tournament, and will schedule one-quarter to one-half hour summaries of the day's activities at night.

The programs will also include several interviews with some of the golfers in the tournament.

Dauphin Buys Mysteries

CKDM, Dauphin, Manitoba has purchased 260 episodes of *World's Greatest Mysteries* from S. W. Caldwell Ltd. The series is the newest production of Harry Allan Towers, of London, England.

The station will run the series five times a week, and will use the episodes as a base for five separate drama series. The whole schedule will run for over a year.

London Correspondent

DONALD GORDON, 27, has been appointed London correspondent for the CBC.

Gordon was a former staff writer for the Canadian Press and THE FINANCIAL POST, and will succeed Matthew Halton, who died in London last fall. His reports will be heard on such programs as *News Roundup*; *Mid-Week Review*; *Newsmagazine* and daily TV news.



'It's terrific completely portable yet light and rugged'

SAYS Jack Oldham, News Editor Radio Station CKEY Toronto, of

THE NEW E-M-I L2 PORTABLE

TAPE RECORDER

The Model L2 is portable equipment designed for recording with high quality studio performance and it weighs only 14½ lbs. with batteries.

- Available in 3 speeds 3¾" - 7½" - 15".
- Response up to 10,000 cycles.
- Length 14" - height 8" - width 7".
- Monitoring facilities.
- Loudspeaker and phone outputs.
- Wow now better than 0.2% at 15"/sec., 0.25% at 7½"/sec. and 0.3% at 3¾"/sec.

The E-M-I L2 is sold and serviced across Canada.

Arrange for a demonstration, contact nearest sales office:

CALDWELL AV Equipment Co. Ltd., 447 Jarvis St., Toronto
MONTREAL - WINNIPEG - VANCOUVER

or write: **ASTRAL ELECTRIC CO. LTD.**

44 Danforth Road, Toronto

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

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June 20th, 1957

Let's Give John Diefenbaker A Chance

A new era opened in Canada on June 10, and it is one which should be of special interest to business. It is not so much the fact that the Conservatives won, because so far their victory has only been a partial one. But while no one actually won, the Liberals, who have been in power so long that they took it for granted that they would be returned again, were thoroughly and equivocally trounced.

Throughout the Liberals' twenty-two uninterrupted years of power, they have maintained favor with all walks of Canadian life, including business, by making everyone dependent upon them. They have carried this to the point where the public has grown to rely on the government for mortgage money, air travel, broadcasting service, ceilings on agricultural and other everyday commodities. Because, by its entry into so many lines of business, the government has also jockeyed itself into a position of being the biggest customer business has, business has not dared to buck it.

Finally, though the worm has turned, and a very tangible protest has been registered by the public.

After the war, when restrictions and controls should have been relaxed, the Liberals found themselves faced with a large problem, in the shape of the Socialists, parading under the name of the Co-operative Commonwealth Federation, or as it is known, the CCF. In brief, the situation was simply this. To prosecute the war with the maximum efficiency, the Liberals introduced a great many emergency measures, which fell very closely in

line with everyday Socialist principles. When the war ended, the Socialists found that in place of their traditional position of attackers against the normal free enterprise system, they had become defenders of the system as it already existed.

Recognizing this, the Liberals have gradually adopted more and more of the Socialists' aims to the point where, since the war, we have continued to be ruled by a government which, though it called itself Liberal, was actually an almost completely Socialist one.

The ironical thing is that John Diefenbaker, with less than an over-all majority in the House, finds himself in the same position, per force, into which the Liberals had jockeyed themselves as a political expedient. In other words, if the Conservatives take their seats on the Government side of the House, they will have to steer a middle course which will gain the support of the CCF, or face defeat on the floor of the House.

This is what may eventually happen, and, if it does, there will be another election. Until the time for this is ripe, Mr Diefenbaker will be forced to sail with the wind, because the Socialists, for the time being, will continue to be the tail that wags the dog.

People like us, who believe in the competitive system, will chafe at the bit as our party carries favor with its natural enemy. But if we stand fast, the transition which will cause the rebirth of business on a fair competitive basis, will come. So it behooves us to exercise a little patience. Let's give John Diefenbaker a chance.

News Briefs

- • • Dominion Stores have expanded their institutional spots in Toronto and Montreal to CHNS and CJCH, Halifax; CHSJ and CFBC, Saint John, N.B.; CHRC and CJQC, Quebec; CKOC and CHML, Hamilton; CKSO, Sudbury; CHVC, Niagara Falls; CKOY and CFRA, Ottawa; and CKTB, St. Catharines. Business is placed by MacLaren Advertising Co. Ltd., Toronto.
- • • National Broadcast Sales have just taken on three new stations, CKSA, Lloydminster, Alta.; CKRD, Red Deer Alta.; CKDM Dauphin, Man. They will also represent CFSL, Weyburn, Sask. when it goes on the air in July.
- • • CKQC, Quesnel, the first private radio station in the Cariboo area of BC, hopes to be in operation by mid-July. Powered at 1,000 watts, the station expects good coverage from Prince George in the North to Williams Lake in the south. Studios located in the ADVERTISER Building on Reid Street, Quesnel, are nearing completion.
- • • Early this month Grant Horsey, president of Shirriff-Horsey Corp. Ltd., confirmed reports that his company had made an offer to Salada Tea Co. of Canada Ltd., to acquire the businesses of both it and its wholly-owned subsidiary, Salada Tea Co. Inc. Mr. Horsey added however, that he was not at liberty to reveal the details of their proposal at present. A. M. Wilson, executive vice-president and general manager of Salada confirmed that the Shirriff-Horsey offer had been received.
- • • James Lovick & Co. Ltd., advertising has been enfranchised as a member of the Canadian Association of Advertising Agencies.
- • • A new representative firm, presumably succeeding Omer Renaud & Co., is starting under the name of Interprovincial Broadcast Sales. The general manager is Ken Davis, who will be general manager and have charge of the Toronto office. The Montreal manager is Lionel Morin. Operating under the slogan "Representing French Canada", stations which had lined up with IBS at press time included CKAC, Montreal; CKCH, Hull; CKCV, Quebec; CJBR, Rimouski; CJEM, Edmundston; CFBR, Sudbury (French); CFCL-Radio, Timmins.

RADIO ABC





CHWO PROGRAMS take a gentle pace in tune with the old and stately homes of Oakville and the sleek and low-slung bungalows of today.

No Crumby Programs

FOR OAKVILLE'S UPPER CRUST

"THIS IS THE White Oaks Station" is a phrase radio station CHWO, Oakville, Ontario never forgets to add when signing on or off the air. For Oakville, with its surrounding communities, is the White Oaks country, and this fact has a great deal to do with shaping the pattern of CHWO programming.

Even before Mazo de la Roche made "White Oaks" famous in her *Jalna* novels, the phrase had always figured prominently in Oakville's aristocratic, tradition-steeped past.

When the original gentry settlers purchased the townsite from the Mississauga Indians in 1805, founder Colonel William Chisholm used to ship white oak timber down a 16-mile creek and thence to England for barrel staves and ships.

This White Oaks past, with its somewhat uppity, country-squire flavor and elegance and grace of living, which were characteristic of the first settlers, also typified later arrivals. After the original settlement, the first big wave of new-

comers were multimillionaire tycoons (including a few with spanking-new British titles). They moved from nearby Toronto during the Roaring 20's and built park-like, stone-walled estates under the shade of the century-old Willow trees that lined Oakville's Lake Ontario shoreline. CHWO's working president, Howard Caine, points out that this group "has la-de-da tastes, to put it mildly".

The present post World War II decade of prosperity brought a third wave of well-heeled, sophisticated newcomers who are currently dotting the lakefront with expensive, daschhund-low ranch bungalows, complete with swimming pools and patios. This group Caine describes as "junior executive types commuting from Toronto's thriving advertising agencies, newspaper offices, broadcasting stations and industrial plants. In any case", he adds, "they just couldn't be more finicky or sophisticated in their program tastes."

TO THE CARRIAGE TRADE

To please an elegant, Westchester County type community like this, CHWO programs inevitably have to avoid much of the sensational, schmaltzy type of fare that goes over in less exacting markets. News editor Cy Young says: "That's why we stick pretty closely to three sure-fire types of programming - (1) editorialized, non-gory newscasts, (2) a constant flow of high-quality, sometimes even high-brow music and (3) fairly intellectual, 'talky' programs on topics like art, books, and theatre chatter."

CHWO programming is kept carefully general and is seldom specifically tailored to either men or women listeners. This means there are no women's show, as such. "Oakville housewives", says Jean Caine, Howard's wife and hostess on three programs a day, "bend a far more attentive ear to world affairs and local events than to household hints. Perhaps that's because so many of them leave domestic worries to their cooks."

With the one exception of a Saturday morning program, *Mainly for Men* (which is so general almost as many women as men listen to it), CHWO provides no special programs for Oakville males - who also share their wives' wide, non-specific range of interest. The station doesn't offer any quiz or variety shows either - not even any how-to shows.

Says Bob McLaughlin, chief announcer "We don't want to sound snooty, but how to fix a broken window sash is a subject most Oakville homeowners will dial away from. We leave things like that to the local carpenter. Our listeners prefer to hear about things that are more than an inch away from their own noses."

RURALS ARE REMEMBERED

McLaughlin feels that interest varies within the community itself, according to social geography. "It's a hard, cold fact", he said, "that CHWO listeners in the well-heeled lakefront area are more interested in Cy Young's news editorials than in sports news. Further inland, in the more workaday areas like Milton, Bronte and Cooksville, interest increases in sports, decreases in news."

Nevertheless CHWO is careful to give these less sophisticated listeners their fair share of program attention. A highlight of the recent Milton Centennial was Cy Young's interview with a 70-year-old blacksmith, one of the few remaining full-time blacksmiths in Ontario, and the last of a family that has shod Oakville's horses for four generations.

Also tailored for "average" listening is Curly Slater's twice-a-week binge of western music. Curly also runs the snack bar downstairs. Again with a slightly patronizing eye on what it calls its "minority groups", night-time announcer Garry Ferrier interrupts his Monday-through-Friday stretch of egghead-type programs with a once-a-week hour "devoted to minority groups with special interests like jazz."

(Continued on page 8)

MORE POWER COVERAGE LISTENERS

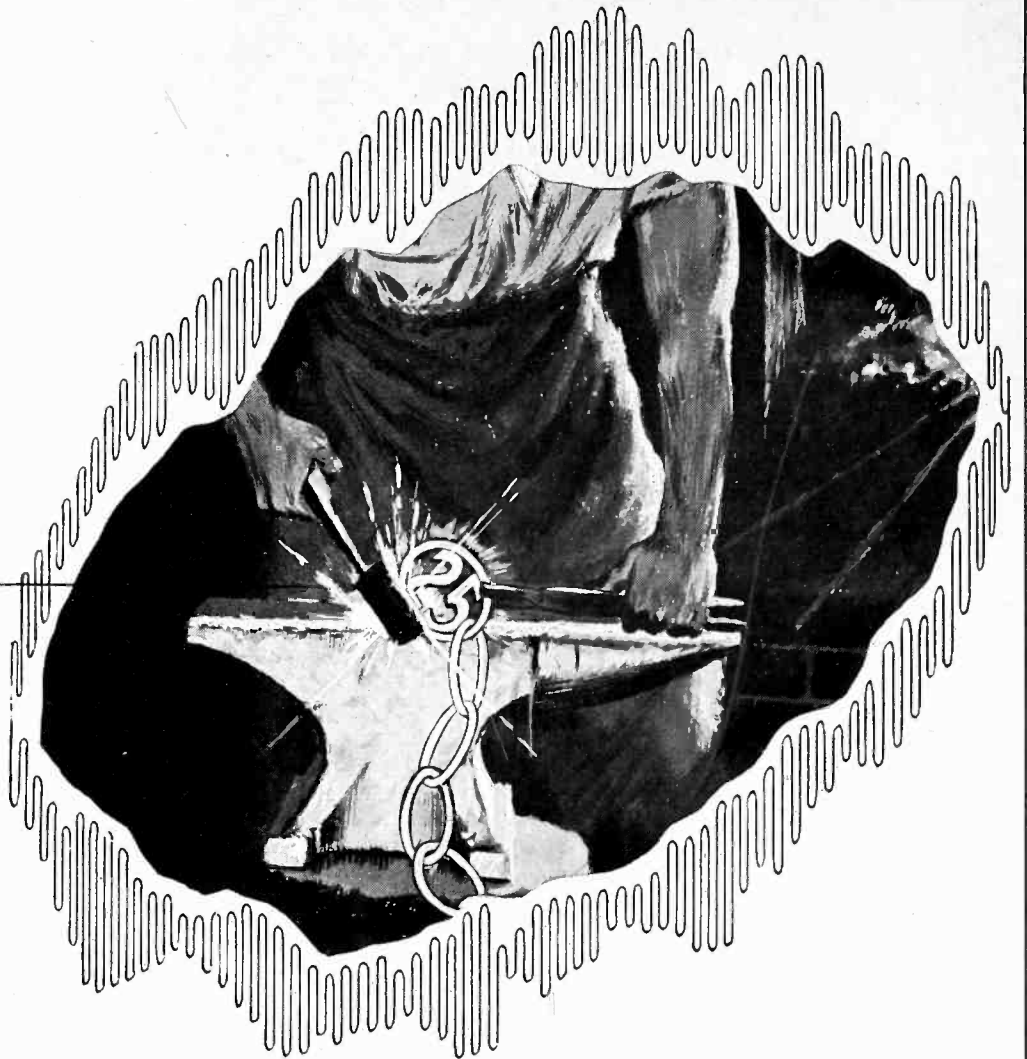
SOON 5000 watts

The station that means more business for you

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

CIKOVY
QUEBEC CITY

**FORGING
THE SILVER
LINK
IN OUR
CHAIN
OF YEARS!**



YESTERDAY the properties of our existence were essentially the same as they had been for over a decade. The microphone, the transmitter, the talent, the programming . . . everything was there as always before. Only their size and shapes and scope had been changed over the years. And yet, in a scant few hours, all of this has passed into a new era at CKLW. The silver year of our first quarter century of broadcasting service to the Windsor-Detroit region has arrived. We greet this milestone with the mixed emotions of youth, yet with a solemn pledge for the continuation of the causes, the virtues that have been responsible for this station's growth. Our great pride in fashioning this man-made chain of business events in such a successful manner is best exemplified by the blacksmith who hand-fashioned, determined always to create a finer product. Today we pledge again to stay young eternally and search always for new and modern ways to be of more and more service to the advertisers of Canada.

**TODAY
THE FINEST IN
RADIO ENTERTAINMENT**

CKLW and the MUTUAL network now bring listeners the most informative and entertaining news and music line-up in their history.

MUTUAL network world news every half hour during CKLW's broadcast day.

You'll hear these reporters:
FULTON LEWIS, JR. LES HIGBIE
GABRIEL HEATTER WALTER COMPTON
CEDRIC FOSTER SAM HAYES
CHARLES WARREN MATTHEW WARREN
STEVE McCORMICK JOHN SCOTT
HOLLAND ENGLE ED PETTIT

CKLW local news every hour on the hour brought by
AUSTIN GRANT TERENCE O'DELL
JIM VAN KUREN DICK SMYTH

MUSIC round the clock from Mutual and CKLW's own
TOBY DAVID BUD DAVIES
EDDIE CHASE RON KNOWLES
SLEEP WALKER SERENADE

— with fashion, beauty and household news for ladies by
MARY MORGAN MYRTLE LABBITT

50,000 WATTS
CKLW
800 ON YOUR RADIO DIAL

J. E. CAMPEAU, President and General Manager

"Advertising has to be as brief and unobtrusive as possible"

(Continued from page 6)

For the most part, however, CHWO music runs strictly from hi-fi to hi-brow. In fact "quality music", morning, noon and evening, takes up a bigger chunk of air time than anything else.

Caine feels that the constant flow of serious music is responsible for a large number of listeners, outside CHWO's own bailliwick, who switch their dials to Oakville, including a great number from multi-stationed Toronto. When he first told some radio friends how he planned to start up a station specializing in high-buttoned music, they told him he was crazy, that it "wouldn't go over, and that the old cornball routine of quiz and variety shows, jukebox music and give-away programs was the only sure-fire pattern for success." Grinning complacently, Howard points to his daily mail bags of praise.



Howard and Jean Caine

NEWS FOR BLUE-BLOODS

CHWO news coverage receives almost as lofty an accent as its music. Cy Young, interviewed across the roar of the Broadcast News teletype machine that fills the CHWO newsroom, said "I deliver news that interests responsible, thinking people, and only that kind of news. To the best of my ability I ignore everything else."

Cy's principal newscast is *Your World Today*, at dinner time. Usually he begins it with the highlights on world news and ends up with an editorial-type commentary.

Queried on his editorial policies, Cy stressed the fact that he will "avoid no subject regardless of how controversial, as long as the thinking behind the editorializing can be kept non-partisan and objective." Recently he tangled with two powerful oil refineries that have just set up shop in Oakville. Cy loudly opposed their intention of upsetting previously established zoning regulations by building in residential areas.

Whenever there's no big fighting question like the battle of the zones on Cy's horizon, he gets restless and uses his standard store of controver-

sial small-talk to rile listeners into a mood of healthy indignation. One of his pet ways or rubbing salt into community wounds is to twit Oakville about its pro-British bias, comparing the town with Victoria's "long - stocking" community. So seldom does this fail to jack up Oakville's red-white-and-blue blood pressure that Cy is surprised and hurt when he doesn't get a letter threatening to "kick him out of the British Empire".

But not all of Cy's misbehavior over the air is intentional. Like all veteran newscasters he has some radio "fluffs" to his credit. He once excitedly informed listeners that a local hockey player has "scored his third girl in the season."

CAINE'S WIFE IS ABLE

Suave and poised Jean Caine does three programs a day. *Second Cup* (breakfast chatter and music), *Radio Close-Up* (midmorning celebrity interviews) and *Showcase* (afternoon show music and theatre talk-about-town).

Jean's programs usually proceed with a smooth serenity and absence of "goofs". When Mazo de la Roche's

autobiography, *Ringin' The Changes* recently came off the press, Jean felt that Oakville's historian was a natural choice for an interview on *Radio Close-Up*, but got turned down. Eventually she consented to have her cousin and lifelong intimate, Caroline Clement, appear on the program. Also present during this memorable Jean Caine interview was Jack Stoddard, sales manager for MacMillan's, her publishers. He told Jean's listeners that the White Oaks novels are responsible for the picture most Europeans have of Canada.

Three times a week Jean's *Radio Close-Up* interviews come transcribed from New York, hosted by Jinx Falkenburg and her husband Tex McCrary. These New York-originating programs interview such celebrities as Lawrence Olivier and Joe Louis. On the other two days of the week Jean interviews local personalities from Oakville and vicinity, plays records and discusses topics like the royal family and theatre news.

With all these Jean's goofs are rare. Once though she told her listeners that a Miss Joy Parsons, administrative supervisor of Oakville

Memorial Hospital, is "the only non-religious lady hospital administrator in this country." As a result she somewhat upset the "non-religious" Miss Parsons' cousin, who happens to be the Bishop of Winnipeg.

WHEEL CHAIR SPORTSCASTER

Johnny Black, a paraplegic who broadcasts CHWO sportscasts from his hospital room, is former rising Oakville athlete, who became paralyzed from the neck down as a result of a football tackle. Every night the station rushes BN teletype releases to Johnny by taxi. However, much of the material for his sportscasts come from local listeners of all kinds who make a habit of phoning him. He talks with them by means of a specially constructed telephone attachment that fits over his shoulder.

However, Johnny is far from being a shut-in. The local Rotary Club has provided him with a special truck and driver permanently at his disposal. He also runs a ticket agency in downtown Oakville.

Another CHWO personality is Garry Ferrier who does the two-hour, sign-off-time *Night Party*, sponsored by Port Credit Motors. It is on *Night Party* that CHWO makes its most significant departure from its high-brow musical norm. Garry plays what he calls "crazy music and off-beat tapes".

In mock interviews on *Night Party*, Garry assumes strange voices and aliases like "Gilbert Guggenhoffer". Somewhat in the manner of Max ("Rawhide") Ferguson, he pokes fun at personalities in the news, at other programs and at commercial messages. Recently he posed as an "express abstractionalist" and interviewed himself, much of his own audible hilarity, on the subject of the *Prelude To The Afternoon Of a Green Bull Moose*.

When Garry is not spoofing commercials, once in a while he actually delivers one. The phrase "once in a while" can be applied to CHWO's overall policy on commercials. Naturally they would like more, but Caine points out that next to comments from listeners on the station's high-calibre music, they receive most comments about the restraint and infrequency of commercials. "We're still new", Howard mused whimsically, "and the restraint may let up a bit - - I hope - - but Oakville people simply wouldn't tolerate being persecuted by radio commercials."

"Advertising has to be as brief and unobtrusive as possible," he said, "but that doesn't mean that we don't believe in giving our sponsors a fair shake. What happens is that many of our local sponsors have the same restraint and discriminating good taste that characterizes the whole community. This means they're often quite content with a brief public-service type announcement."

Of course some CHWO sponsors insist on a full-length commercial, but even these are chaste and free of bombast as possible. Sponsors are beginning to go along with the station's advertising policy. Even the Shell Oil Company, which Cy recently blasted on his editorial on zone regulations, just last month bought a healthy chunk of CHWO air time.

FALL IS HERE

Well, maybe the calendar says "no".
But, Fall booking time at CFNB
is now!

CFNB IS YOUR BEST BUY IN
NEW BRUNSWICK.

CFNB IS THE NUMBER ONE
STATION IN NEW BRUNSWICK.

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.



HOW TO CASH IN ON A SHOESTRING BUDGET!

Alice Dunham, famous New York model, poses prettily with a shoestring in one hand and the trademark of the NEW radio station CHUM Toronto in the other. She points out that you can produce an effective spot campaign on a shoestring in the Toronto market, and reach ANY time segment of your market desired, since station CHUM has now (May 27) gone to 24 hours a day broadcasting at a power of 2500 watts. That's a mighty sexy shoestring, we'd like to add. Al Waters has all the facts on the NEW and exciting CHUM. Call him at EMpire 4-4271.

Canadian Radio Week

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CJGX Yorkton SASKATCHEWAN

is now

10,000 WATTS

(daytime)

1,000 (night)

GREATER IMPACT on the PRAIRIES

For reach, response, results use CJGX — your 10,000 watt station for power in the prosperous mixed farming areas of Manitoba and Saskatchewan.

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C K B W

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A Growing Market

Proven by Royal Bank of Canada Director's Report

FORTY PERCENT INCREASE IN RURAL POPULATION IN 1956 over 1955

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

THREE OF RADIO'S SIX CANDIDATES WIN

THREE OF THE six men connected with the radio industry, who were candidates in the Federal Election, have won seats in the House of Commons.

The two Halifax ridings were won for the PC's by Bob McCleve and Eddie Morris. Morris and McCleve were news editors at CJCH radio in Halifax and resigned to contest the election.

The former sports director at CHAB, Moose Jaw, Louis Lewry, retained the Moose Jaw-Lake Centre seat for the CCF party. Lewry also is a former mayor of Moose Jaw, and a former radio news editor and newspaper reporter. Among his three

opponents was the Liberal candidate Richard Lillico, chief announcer at CHAB.

Leo Hachey, president of CKBC, Bathurst, N.B., was defeated in the riding of Gloucester by the Liberal H. J. Robichaud. Hachey was the PC candidate.

The news director at CJAT, Trail, B.C. Bill McLoughlin was defeated in his bid to win the riding of West Kootenay for the Liberals. The seat was retained by H. W. Herridge of the CCF party.

CBC Appointments

CHARLES JENNINGS has been appointed CBC controller of broadcasting. He has been in broadcasting since 1928 when he was an announcer for CKGW in Toronto. In 1953 he became CBC director of programs and, in 1955, assistant controller of broadcasting.

His former position is now being filled by Marcel Ouimet, who has been with the CBC since 1939, was a war correspondent and since 1949 has been CBC assistant controller of broadcasting.

Direction of radio network programming has been taken over by Eugene Hallman and Peter McDonald is now director of television network programming.

Hardy Appointments

GUY DAVIAULT, manager of the Montreal radio department of Jos. A. Hardy & Co. Ltd., radio and TV reps, and a veteran of twelve years in the business of broadcasting, has been appointed supervisor of radio and television sales in the same office. Guy started in radio at CKAC, Montreal as a sports announcer.

Gilles Loslier, manager of the Montreal TV division for the past four years, will carry on with national advertising sales in the Montreal TV division.

Jean Rousseau has joined the Montreal radio division and Bill Bartlett, from Ministar Film Productions, Toronto, has joined the TV division in Toronto.

Named Ad Director

DONALD M. E. HAMILTON has been appointed director of advertising and sales for CKOY, Ottawa.

Hamilton first joined the staff of CKOY in 1952, and became re-associated with the company in 1956 after a year's leave of absence. He is a graduate of Radio and Television Arts at Ryerson, and has eight years experience in the radio and television industry.

Obituary

THE sympathy of the industry goes out to Horace Stovin, Horace N. Stovin & Co. and J. Arthur Dupont, CJAD, Montreal, both of whom recently lost their mothers.

AROUND THE WORLD!

YES — CHUB SPONSORS Are sending two listeners on expense-free trips "Around the World" every two months!

Ask our reps about this educational program.

On Canada's West Coast

IT'S

RADIO CHUB

NANAIMO, B.C.

OVER *3 TONS* OF MAIL



858,700 Letters . . .

for CHED's "Most Popular Announcer" Contest, received in the FIRST MONTH after CHED increased power to 10,000 watts on March 3rd, 1957.

26,000 LETTERS EVERY DAY . . . convincing proof that CHED is Edmonton's most popular . . . most powerful . . . most progressive Radio Station.

Photo shows Jackie Parker, famous star of the Edmonton Eskimos, who picked the winning letter in the draw for a car . . . and CHED personality John Barton, later named the station's "Most Popular Announcer".

1956 BEAVER AWARD FOR CHED

. . . "for its stimulation of constructive thinking about the Church through its weekly program 'In the Pastor's Study', produced by Jerry Forbes." Award was made by Canadian Broadcaster and Telescreen Magazine.

REPS: Stephens & Towndrow Ltd., Toronto - Montreal
A. J. Messner & Co., Winnipeg
John N. Hunt & Associates Vancouver
Forjoe & Co. Inc., U.S.A.



This way to Montreal



Pa
Pa

CKSL

In celebrating its First Anniversary

SAYS THANKS

To all who helped make our First Year

SUCH A BIG SUCCESS!

We look back with pride on the thousands of friends we have made amongst listeners and advertisers since we went on the air on

JUNE 24, 1956

and we look with confidence to even greater achievements in our second year as the dominant voice in

LONDON and WESTERN ONTARIO

CKSL

5000 WATTS

24 HOURS

Influence of Advertising

Even Their Best Friends Say It With Flowers

By BART GARDINER,
CB & T Staff Writer

“NOT all of the impact of advertising copy on 20th-century English has been good, but most of it has been positive. Even the people who make with the bitterest ‘nyahs’ when the subject of advertising is introduced are often the people whose vocabularies have been most affected by it.”

Bob Amos, radio and TV director of F. H. Hayhurst Co., Ltd., went on to say that “a good deal of advertising, especially in broadcasting, is effective because of its nuisance value, and this accounts for a great many angry people. Whether this is a good thing or not, it’s the people who carp loudest of all who go right out and buy the product. What’s more, it’s these very people whose everyday conversations fairly bristle with advertising slogans and catchphrases.”

This is so because “these anti-advertising people get into the habit of using well-known advertising slogans sarcastically, to poke fun at advertising”, he said. “Soon the slogans turn into stock jokes, and eventually become so deep-rooted in their speech that their origin in advertising is all but forgotten.”

He was referring to catchphrases like: “They laughed when I sat down to play”. Originally coined by some inspired copywriter to trigger a do-it-yourself correspondence course in piano playing, the phrase has become part and parcel of everyday speech.

Other examples of the same sort of thing are: “His Master’s Voice”; “She’s lovely, she’s engaged, she uses Ponds”; and “The skin you love to touch”. For many decades to come many a “Man of Distinction” will still use the slogan “So round, so firm, so fully packed”, to show that he “Never underestimates the power of a woman.” Certainly many a would-be beach Adonis will still flex his lack of biceps with the quip: “I used to be a 97-lb weakling.”

“PEOPLE” EVERYONE KNOWS

“Advertising has also added many ‘fictional characters’ to our language, in the shape of cartoon figures used as trade marks.” Toronto advertising executive John Straiton of Young & Rubicam listed “Aunt Jemima”, “Wildroot Cream Oil Charlie”, the “Good Humor Man”, the “Old Dutch Girl”, “Johnnie Walker”, and the “Campbell Kids,” all of which have become thoroughly familiar to us. (Readers of this paper will add CKCW’s familiar “Lionel the Lobster.”)

“Also long-familiar are many animal ‘people’ advertising has created for us”, Straiton added. “Who, but Mother Goose and company, are more familiar to our children than Elsie, the Borden Cow; Smokie, the forest conservation bear; and Leo, the Metro-Goldwyn-Mayer lion?”, he asked.

“Then, too, advertising has also given us a whole shelf-full of trade names that have turned into “common nouns describing the entire commodity field rather than any one specific brand”, Straiton said. Out-



Michael Burns Photography

GOING ON RECORD for this article are, left to right, George Forster and Ross MacRae of Cockfield, Brown & Company Ltd.; Alec Phare, R. C. Smith & Son Ltd.; Bob Amos, F. H. Hayhurst & Co. Ltd.; and CB & T staff writer Bart Gardiner, who did the article. Unavoidably absent from the picture was John Straiton, Young & Rubicam Ltd.

standing examples are percolator, vacuum, thermos, victrola, aspirin, eversharp, kleenex, kotex, kodak, cellophane, carborundum, limousine and bikini.

He pointed out that “one gimmick commonly used by copywriters to add colorful new trade names to our language is onomatopoeia - - coining words like ‘zipper’, ‘Cheese-Wiz’, and ‘snap, crackle, pop’, names which sound like the functions of the product they describe.”

Many trade names like Socony (The Standard Oil Company of New York); Ampico (American Piano Company); and Nabisco (National Biscuit Company) are made up of initials and parts of company names. Slogans like “Schweppervescence” use the company name combined with some suggested quality of the product. As the result of a recent brainstorming session, the US brewer, Schlitz, came up with no less than 7 or 8 thousand “word abortions” or puns on the word “Schlitz”, including “Schlitzfest”, “Schlitz-ecue”, “Schlitzhappy” and even “Schlitzclear”.

Still another way of arriving at a new trade name is to alter the name of the ingredients composing the product, said US wordmaster, H. L. Mencken, in his book *The American Language*. For example, bromide and seltzer were combined, for euphony, into Bromo-Seltzer and many trade names like Chiclet are diminutives of product components. Others, like Spearmint and Palmolive, are simple compounds of product ingredients. Still others like Oldsmobile blend proper names with ingredient components.

The word “hamburger” is a good example of how advertising has sometimes become a little confused in making up a product name from its ingredients, says Eric Partridge

in *More About Words*. Though “hamburger” was originally derived from the name of the German city, Hamburg, North Americans managed to confuse the “ham” part of the word with ham, meaning meat and thus eventually came to regard “burger” as meaning bun. Consequently “hamburger” has since sired such astonishing offspring as “turkey-burger”, “chickenburger”, “cheese-burger” and even “oysterburger”.

Many product names tend towards the monosyllabic, on the theory that the shorter the name, the more easily it will come to consumer lips. “That’s the reason for names like Lux, Duz, and Vel”, John Straiton said.

CURE FIRST — DISEASE LATER

Of course, not all of the new words are good words. As Alec Phare, of R. C. Smith and Son, Ltd., puts it, “not only has advertising brought to light some of the most horrible diseases known to man, but it has also thought up their cures. Often the cure is found first and the disease invented later. Take for example, that ominous-sounding Greek-derived word, ‘Halitosis’. Even the Greeks didn’t know they had it - - certainly, their best friends wouldn’t tell them - - until advertising brought the terrible truth to light. Now people in droves go about curing themselves of it, even people with breaths like lily-of-the-valley.”

Then there was Gingivitis. “The ad man who ferreted that one out of a dark corner of the dictionary must have contracted inflammation of the gums even trying to say it”, he said. “Bute of course, tooth paste advertisements lost no time in making this particular ‘disease’ sound far worse than mere inflamed gums. The word alone is enough to conjure up a horrible picture in the consumer’s

(Continued on page 18)

POINTS OF SALE

CJCH

is big in

SPORT

with regular

- FOOTBALL
- HOCKEY
- BASEBALL
- BASKETBALL
- BOXING
- HARNESS RACING
- CURLING
- TRACK

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



THESE MEN KNOW THE KINGSTON MARKET!

On Two Surveys these men who know chose CKLC. In July, 1956 and in Feb., 1957 we asked 100 Kingston Retailers which Kingston radio station they would use if planning a radio campaign.

ANSWER	July %	Feb. %
CKLC	28	33
CKWS	14	18
Both Stations	12	15
Would not use radio	8	7
No opinion	38	27

(Elliott-Haynes Surveys)

BUY CKLC

CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

Contact:

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

"I'm Feeling Mighty Proud"

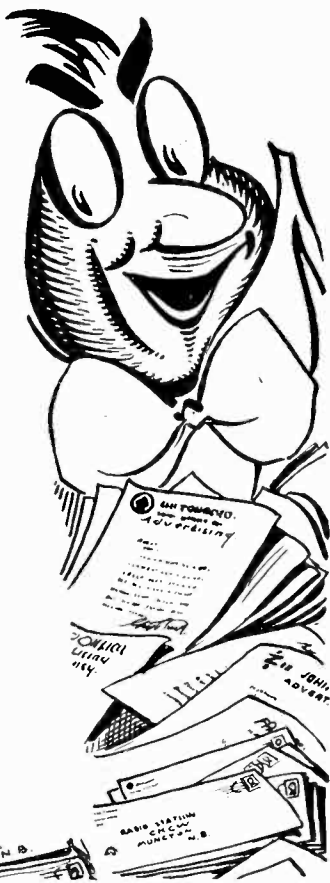
... Says Lionel

"Our listeners threw us all sorts of nice bouquets for our efforts during Radio Week.

"That's the wonderful thing about CKCW-Radio listeners — all one hundred and fifty-six thousand of them — they never miss a trick.

"You'll find they catch every pitch too. Let CKCW-Radio do the pitching."

SEE THE STOVIN BOYS



CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
 REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.



Over the Desk

CANADIAN RADIO Week is over and so is CB & T's idea contest. We offered a cheque for \$100 to the station staffer - - not manager - - who produced the best promotional idea for The Week. Judges were the members of the Radio Week committee, viz and to wit, Denis Whitaker, CHML, Hamilton (chairman); Allan Waters, CHUM, Toronto; and Charlie Fenton. They came up with a unanimous decision and the prize has gone out to Richard T. Maxwell of the Radio Sales Department at CFRS, Simcoe. Here is the prize-winning submission.

A simple station break, "Dial 1560, CFRS Radio Week", was the key to the whole thing, but who said it was the important thing. The contest went under the banner of "Know Your Voice" and consisted of the transcribing of people's voices giving the Radio Week Station break. For a three week period, April 22 to May 11, these were used on the air in place of regular identifications, at the rate of approximately 25 per day.

The recordings were made by a special contest team in supermarkets, in stores, on the street and at large meetings - - wherever a large number of people might happen to be.

Over three thousand voices were transcribed during the three week period, and the four hundred and fifty used on the air resulted in close to 700 phone calls. When the break was used an announcer would tell the listener to call in if he or she could identify the voice as their's - - if they were right they would win a prize.

Only twenty-eight of the seven hundred who called won a prize, and they were presented with radios and other appliances on a special show on Saturday evening, May 11 as a wind up to Radio Week.

It was a fun campaign throughout with a lot of good side effects. The

crew in the field were in contact with many more than the people they recorded; those who did transcribe their voices were directly exposed to radio and it's personnel; and the ones who called to do the identifying were further exposed. Local appliance dealers called the station to congratulate them on the fine promotion, and the word of mouth promotion the contest started throughout the area was way beyond expectation. "Know Your Voice" sold Canadian Radio Week and CFRS Radio.

MICKEY MOUSE IS PRESENTED

ALEX METCALFE asked me to drop over to Sovereign Films (with which is incorporated Motion Pictures for Television) in the Film Exchange Building to hear about Mickey Mouse. I knew about him already, but it was a warm afternoon so I went anyhow and was glad I did.

What Alex was busting to get into these columns was the fact that Sovereign Film Distributors Ltd. have been appointed Canadian representatives for the Walt Disney television programs.

The Disney TV package includes the *Mickey Mouse Club* and a brand new half-hour adventure series, *Zorro*. *Disneyland* has been on Canadian TV since its inception in 1954 and from now on Sovereign will maintain liaison with the sponsors of this show as well. These are Swifts, Kodak, Procter & Gamble with a fourth in the offing. Incidentally a French version of this show has been used in France over the past 25 years, and is now being made available in Quebec and other French language markets.

The *Mickey Mouse Club* is new to Canada, and is being offered on a national or regional basis.

Zorro is a completely new show calculated to appeal to adventure lovers. It is based on John Culley's *Zorro* books about Spanish Colonial California around 1815. Alex describes it as "adventure story romance on an important historical background." He also hoped I'd mention that two US sponsors, Seven Up and General Motors AC Spark Plugs, bought the series before it was made.

I didn't get very far in my efforts to probe into the mechanics and chemistry that go to make Walt Disney. I did get the impression though that he is a man with a strong commercial sense, not for the fast buck but for doing worth while things well, even at great immediate cost. I got the idea that this was not so much altruism as a conviction that this is the system that pays off in the long run.

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



800 kcs.

THE RADIO SELLING POWER OF QUEBEC CITY

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

CJEM reports

What with new industry — Great capital investment — Huge retail outlets newly opened — Highest per capita income in the MARI-TIMES — EDMUNDSTON, N.B., is by far the fastest-growing market in the Atlantic Provinces.

CJEM...

a "JEM" of a buy!!!



JACK CANNON, promotion manager at CKBI, Prince Albert, Sask. is resting on a pile of over 100,000 letters the station received when it went to 10,000 watts. Listeners were asked to write in if they heard the new signal, and apparently they did.

Silvikrim, and H. F. Ritchie - - will be available only to these companies. However, Schwerin's Canadian TV research director, Griffin Thompson, said that, in a Schwerin Research Bulletin to be released shortly, some interesting generalizations will be made available to the public on the following main questions dealt with by the survey: (1) To what extent do entertainment appeals to French and English - speaking audiences differ? (2) Are the same selling themes influential in both markets? (3) What types of personalities and presentations are most acceptable to both?

MIA ALKA SELTZA

CALDWELL'S Queensway studios in Toronto report they are now at work adapting an Italian TV commercial for Alka-Seltzer into an English language one for Canadian use. In the Italian version, the commercial opens with a big, fat man sitting down in a colorful Italian kitchen and doing more than justice to a huge dinner.

Disaster strikes as the camera

dissolves to an animated sequence taking place inside the fat man's stomach. There Mickey Mouse type "stomach disturbances" are causing general havoc.

Help comes in the shape of an animated Alka-Seltzer bottle which assumes a triumphant Superman pose as the camera dissolves back to the now happily smiling fat man.

NEW STYLE IN JINGLES

"IF YOU WANT a good old-fashioned jingle - - don't come to us" is the trade-song of Music-Sell, Inc., a new jingle-manufacturing New York outfit recently organized by Murray Ross, composer-organist with ABC. Music-Sell Inc. promises a "new and distinctive approach to selling products via music."

OH BOY!

YES, HERE we are at the foot of the column, so-o-o I'm going to do a dissolve too until next issue, so buzz me if you hear anything, won't you?

ENGLISH - FRENCH REACTIONS

TO EXPLORE the subtle distinctions between French language and English language TV, the Canadian unit of the Schwerin Research Corporation recently conducted a 4-day survey to test the reactions of 500 people gathered in Montreal's Théâtre Jésus to typical Canadian program fare (including 15 commercials).

Detailed survey findings pertaining to the sponsoring companies - - Imperial Tobacco, Lever Bros., RCA,

BABIES!

Just one Product

of

Industrial

OSHAWA

The Maternity Department of the New Wing at the Oshawa General Hospital Reports Over 200 Births per Month.

Yes, Oshawa and District is Growing . . . And You Can Reach This Growing Market Best By Radio.

CKLB

5000 Watts

Day & Night

Lorrie Potts & Co. - Toronto & Montreal
John N. Hunt - Vancouver
Jos. Hershey McGillivra - U.S.A.

Here's the HOT NEWS from CKRC

WHO SAYS NIGHTTIME RADIO IS DEAD IN WINNIPEG

On Wed. May 22 on
JOHNNY ESAW'S "SPORTS FINAL"
11:10 p.m. MON. thru FRI. . . .

Johnny mentioned a brand new fishing lure that had been developed to take the place of live bait (the use of live bait having been banned in Manitoba). In spite of the fact that Johnny mentioned the lure was not as yet on the market, his sponsor, "Curly Haas Sports Center", received 43 enquiries the following morning for the lure and further information.

Another fine example of the
CKRC SELLING FORCE
at the advertisers disposal in Manitoba

REPS: ALL-CANADA RADIO FACILITIES
Weed and Co. in U.S.A.

CKRC

BROADCASTING TO ALL OF **Manitoba**
FROM THE **Red River Valley**

RESPONSE!

• CHEX's "Party Line" (aired Monday through Friday — 9:05 to 10:00 a.m.) has listeners telephone in their household problems and other listeners telephone in the answers. The show has been featured five times a week for over two years, yet every morning for almost the entire fifty-five minutes all four CHEX lines are completely plugged!

• CHEX's "Saturday Night Jamboree", heard every week from 8:00 to 10:00 p.m., accepts telephone calls for dedications on the occasion of birthdays, weddings, anniversaries, etc. On a typical Saturday night, a careful check was made of the number of calls received. In the two hours, four hundred and fifty calls were received!

When you want *response* to your advertising message in the wealthy Peterborough district — put it on CHEX-Radio. CHEX delivers a rich, responsive audience in over 40,000 radio homes daily.

CHEX-RADIO

PETERBOROUGH

Reps: N.B.S. in Canada

Weed & Co. in U.S.A.

BEAUTIFUL SASKATOON



The Bessborough Hotel, one of Saskatoon's landmarks.

For SASKATCHEWAN COVERAGE
CFQC can reach ANY POINT in the
Province.

CONTACT OUR REPS

Radio Reps - Canada
Canadian Station Reps - U.S.A.



THE RADIO HUB OF SASKATCHEWAN



(Continued from page 15)

mind of gums snapping away by themselves like a pair of activated ginger snaps."

Pink Tooth Brush, on the other hand, he went on, "may not sound so dire, but in the hands of skilled copywriters it has inspired so much dread that nowadays you can't buy a tooth brush with a pink handle to save your soul.

"Other grisly human afflictions invented by advertising include B.O.; housemaid's knee; five-o'clock shadow; dishpan hands; middle-age sag and your hidden beard", he said.

FREQUENCY BREEDS CONTEMPT

"One negative impact of advertising on 20th-century English is its destruction of the meaning of many perfectly good words." This came from Ross MacRae of the Cockfield Brown agency who drove his point home with the reflection that "nowadays, regular means small, large means regular, and giant means merely large."

Making the same point as MacRae, John Straiton referred to a recently printed survey in *FORTUNE* which listed the frequency of stock expressions in advertising copy, based on incidence per 10,000 words. "New!" occurred 28 times; "World's greatest, fastest etc.", 12 times; and "Easy", 10 times. It showed, he felt, that the frequent use of hackneyed adjectives like wonderful, safe, famous, clean, beautiful, smooth, delicious, mild, natural, magic, pure and gentle was a good index to the meaninglessness they had to the consumer. "Certainly", he pointed out, "amazing!", 'sensational', 'revolutionary', and 'fabulous' scarcely register on the modern consumer's mind at all any more, they've been so abused."

Another Cockfield Brown man, George Forster, joined Straiton and MacRae in condemning advertising for its tendency to "make useful words useless. "Once," he said, "I tried to write copy for a new car I myself was completely sold on. I really did think it was 'new', 'sensational', 'revolutionary' and all the rest of it. Regardless of how hard I tried, I couldn't get my point across without using words advertising had rendered meaningless ages ago."

MacRae, however, pointed out that advertising has gained complete acceptance for many colloquialisms and grammatically incorrect phrases. "Purists might wince at the statement: "Winstons taste good like a cigarette should!" and rush to substitute the grammatically correct 'as'. However, in cases like these, advertising supports Rudolph Flesch's theory that, in general, living usage, not dead rules, should be today's criterion of good grammar. Perhaps advertising sometimes goes afoul in endorsing the use of phrases like: "This soap is terrific", when, according to the dictionary, 'terrific' means 'terrible' and 'terrifying', but on the whole it usually affirms many good colloquialisms that deserve to live."

NEW WORDS FROM AD COPY

Advertising is not only making use of psychological tools to increase the impact of its copy, but it is also

making psychological terminology familiar to the public. "How many times have we seen ads in recent years which tell people they have 'inferiority complexes'; 'split personalities' or 'delusions of grandeur' because they don't use the right kind of tooth paste, automobile or pajamas?", MacRae asked.

Other areas of unfamiliar terminology advertising has made known to the general public are technical or scientific words like chlorophyll, transistor, and dehydration. "Nearly every day, broadcast or printed commercials give us some fancy new word for the innards of our car, the chemical composition of our tooth paste, or the dietetic content of the new frozen food we're eating", MacRae said.

Nor are all the unfamiliar words advertising makes familiar of a technical nature. The homely word "O.K.", which most people nowadays use many times a day, has come to us via advertising - - if one of the several disputed derivations H. L. Mencken gives for the word is correct. Mencken contends that "O.K." may very well have derived from the initials Orrins-Kendall, the US biscuit manufacturer, used to stamp on each carton to signify company approval and inspection.

"Advertising also keeps elegant words alive, words like priceless, delicate, radiant, jewelled and the whole gamut of Tennysonian poeticism, - - a king-sized dose of which can be seen in the following ad for diamonds." MacRae pointed out.

MAJESTY OF LOVE TOLD IN STARLIGHT

"In flaming glory, kingly Leo stands exalted in the sky, a star-bright monarch lover's look to as they dream. Even before men first sighted this royal symbol, one proud-blazing star was formed in the earth to someday shine for you. Your engagement diamond, with noble fire, reflects the greatness of your love in all its majesty. For you and for those who come after you, it tells forever how one man and one woman once gave a solemn promise, and shared, 'neath love's sweet sovereignty, their very special destiny."

MacRae added that it is easy for people in "a normal state of mind" to pooh-pooh ads like this and forget the overwhelming impact they might have on people "in the lunatic state of love" - - to whom, after all, the above ad was specifically directed. "Ads like this", he said, "have a potent, - - if stealthy - - influence over the love-talk of today's man-on-the-street, almost as much, perhaps, as poetry had in other eras."

For that matter, because it is stealthy and unseen, advertising's impact over all aspects of 20th-century English is too great to be measured, MacRae felt. "Someday", he said, "advertising catchphrases like "Say it with flowers" and "I wonder where the yellow went", which have crept unnoticed into our everyday way of speaking, may take up a whole chapter of Bartlett's *Familiar Quotations* alongside Ibsen and Shakespeare."

G. N. MACKENZIE LIMITED HAS the SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

Effective Immediately
We Now Represent
These Additional
Stations

CKSA LLOYDMINSTER, SASK.-ALTA.

CKRD RED DEER, ALTA.

***CFSL** WEYBURN, SASK.

CKDM DAUPHIN, MAN.

IN
TORONTO
AND
MONTREAL

* CFSL Will Commence Commercial Broadcasting on or About July 1st.

Your National Broadcast Sales Representative Will Supply You With Up To Date Information On The Following Stations:

CFUN
 — Vancouver, B.C.

CKRD
 — Red Deer, Alta.

CKSA
 — Lloydminster, Sask.-Alta.

CFSL
 — Weyburn, Sask.

CKDM
 — Dauphin, Man.

CFCH
 — North Bay, Ont.

CJKL
 — Kirkland Lake, Ont.

CKGB
 — Timmins, Ont.

*CKEY
 — Toronto, Ont.

*CHML
 — Hamilton, Ont.

CKSL
 — London, Ont.

CHEX
 — Peterborough, Ont.

CKWS
 — Kingston, Ont.

CKOY
 — Ottawa, Ont.

CFBC
 — Saint John, N.B.


**Represented in Montreal only.*

NATIONAL BROADCAST SALES

TORONTO

MONTREAL

ONLY CHNS OFFERS T.B.T.B*



*** Terrific Bonus to Time Buyers!**

CHNS not only gives outstanding audience leadership in the Halifax Metropolitan area—it also gives you a bonus of thousands of listeners *outside* this Halifax area as shown in BBM Time Period Audience Survey figures.

This City leadership plus the outside area listenership is available at one cost — making CHNS definitely your best radio buy in Halifax.



THE VOICE AND CHOICE OF HALIFAX

CKLW's Quarter Century

FIFTEEN STAFFERS COUNT A SCORE OR MORE OF YEARS OF SERVICE



EMPLOYEES WHO HAVE BEEN WITH CKLW 20 years or more gather in the CKLW-TV studio kitchen for the cutting of CKLW Radio's Silver Anniversary cake, made in a replica of the station. The employees are, from left to right: (Front row) Alger Durham (1934), transmitter caretaker; Cam Ritchie (1936), Radio and TV operations manager; Bruce Chick (1936), TV traffic manager; J. E. Campeau, president (1932); Frank Merrifield (1937), engineer; Mary Morgan (1937), special features editor; Rev. M. C. Davies; Gordon Fleming (1932), organist; Margaret Marshall (1936), radio traffic manager; and W. H. Gaffield (1932), treasurer. (Back row) Stewart Clark (1937), TV engineering director; Walter Townsend (1935), pianist; Walter Collins (1932), engineer; and John Gordon (1935), radio program director. Myrtle Labbitt (1935), Women's Editor, is on holiday in Europe.

STATION CKLW, with its studios located in Windsor, Ontario and business offices in Detroit, Michigan, is celebrating its twenty-fifth anni-

versary all this month. Both radio and television are in the act, carrying congratulatory messages from high-placed Canadians and Americans who both regard it as a living example of the friendship which exists between the two countries.

Founded in the heart of the depression June 2, 1932, CKLW has been functioning at the international border ever since.

Assigned the frequency of 540 kc, the new station was originally licensed to the Western Ontario Broadcasting Co. Ltd., as CKOK, a Canadian corporation headed by Malcolm Campbell. Frequency was changed in 1933 to 840 kc, then to 1030 in 1934, and in 1941 to its present spot at 800 kc.

In 1938 J. E. (Ted) Campeau, who had been station manager, was made vice-president and general manager. Call letters had by then been changed from CKOK to CKLW. Originally, in 1932, a basic station for CBS, the station was the area's outlet for the network until 1935. In October of that year in conjunction with WOR New York and WGN, Chicago, CKLW became one of the Mutual Broadcasting System's stations, and it has continued this association ever since.

During 1948, they added a 250 watt FM station, and then, on September 7, 1949 CKLW-Radio

emerged with its present power of 50,000 watts. Five years later, on September 16, 1954, CKLW-Television was born.

DUAL INTERNATIONAL SERVICE

Because of the international aspect of CKLW, the station since its inception has been called upon to perform a dual public service, and has been commended by both American and Canadian authorities for its co-operation. CKLW allocates equal air time for both American and Canadian Red Cross Drives, United Foundation and other drives.

In August of 1951, CKLW took a prominent place in a co-operative campaign among AM radio stations in the Detroit area to promote car radio. The plans called for a pooling of ideas, effort and money. It was voluntarily supported by the stations and believed to be the first effort of its kind. Participating stations were: CKLW, WXYZ, WJR, WJBK, WEXL, WWJ, and WKMJ.

A comprehensive advertising and promotional campaign was developed, using a positive approach for the promotion of radio. Focal point of the drive was the slogan: "Wherever you go . . . there's Radio!" which was conceived by CKLW Publicity and Promotion Director Art Gloster. The slogan was used by the radio outlets on station breaks, in spot announcements and by disc jockeys. The slogan spread coast to coast in two weeks throughout both countries. The slogan was incorporated in all co-op advertising. Transcribed spots, station breaks, car cards and newspaper ads were used. No station call letters were used in any of the advertising.

Each station could incorporate the slogan and trade-mark in its regular newspaper and trade advertising, direct mail pieces and whatever other media the outlet could use.

TOP CALGARY RADIO STATION

Has opening for competent news announcer—Editor. Full employee benefits, excellent working conditions. Reply stating age, experience, salary expected and please include taped air presentation.

Apply Box A315, CB & T
54 Wellington St. W., Toronto

Virtue
is its own
REWARD

•

CJOR
is now
B.C.'s SECOND STATION
6 a.m. to 7 p.m. daily *

•

LOWEST COST PER
THOUSAND CIRCULATION * *

•

CJOR
Vancouver, B.C.

•

reps. H. N. STOVIN

* BBM time period audience survey November '56
* * E-H circulation report — November '56



ROLLING HOME

No wonder it's virtually impossible to get plane space west, what with all the Liberal cabinet ministers flying home from Ottawa.

. . .

THEY'RE OFF!

The horse racing season must be a big thing for the shirt industry.

. . .

POLITICAL REFLECTION

Wouldn't it be wonderful to control a large corporation with just one share of stock?

. . .

SINGING IN THE DARK

Having editorially congratulated the Liberals on their victory after their defeat, the editor of MACLEAN'S MAGAZINE might decide to slow down to a trot from his gallup.

. . .

TOO CLEAN

We apologize for using the above gag, because it really is not dirty enough as judged by our usual standards.

. . .

ONE WHO KNOWS

Radio station could use retired Liberal cabinet minister to handle editorial program *What's Wrong With Ottawa?*

. . .

AUDREY STUFF

Then there's the girl who was so dumb she thought the High Sierras were a drunken Mexican dance team.

. . .

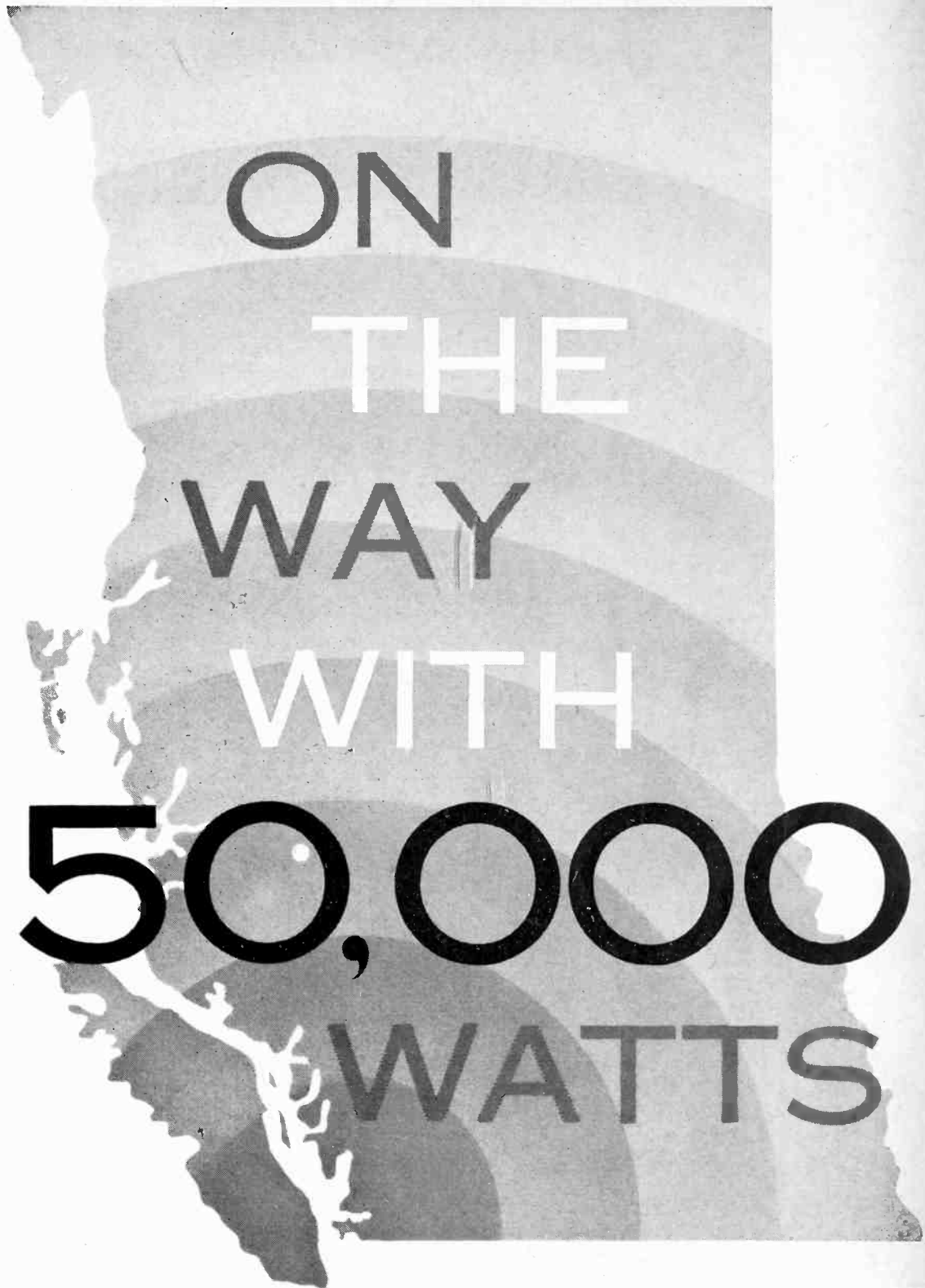
ONE MAN'S MEAT

Isn't it strange that the winning candidate in one constituency said TV won the election for him while his adversary said that the same medium was what cost him his seat?

. . .

LIGHTS OUT

My horse was so far behind in the Queen's Plate he had to tiptoe back to the stables.



Radio British Columbia

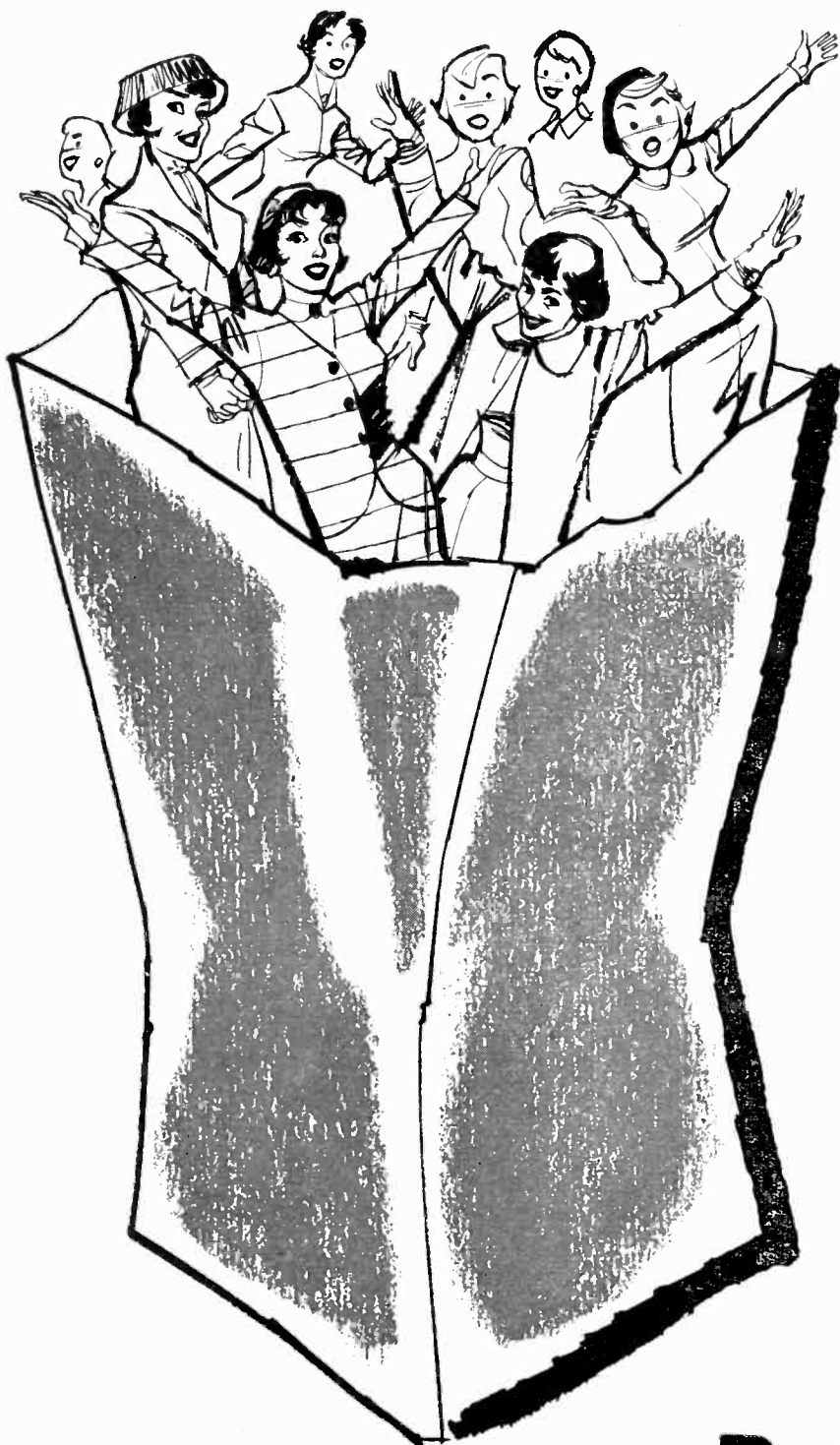
CKWX

Vancouver

the ONLY advertising medium that covers ALL British Columbia

Reps Canada: All Canada Radio Facilities Ltd.

Reps United States: 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

*Cross Canada Hit Parade***THEY JIVE AND HARMONIZE IN CLOSE QUARTERS**

THEY'RE TAKING THEIR BOW in the final number of a Hit Parade show. Left to right they are: guest pianist Roger Williams; guest vocalist Andy Williams; Joyce Hahn; Wally Koster; and three of the four Diamonds who were the guest vocal quartet. In the background, Bert Niosi leads the orchestra while the Hit Parade singers and dancers finish their number overhead.

AFTER ITS second season of 39 weeks, *Cross Canada Hit Parade* left the air June 19 for a 13-week holiday. One of its present alternate producer-directors, Stan Harris, told CB & T some of the technicalities of the show in an interview.

"I have always aimed my shows at an audience of the average age of seventeen," he said. "This puts it in a different category from *Showtime* which is meant for a 35-year old audience."

Sponsorship has been by Standard Brands Ltd. through MacLaren Advertising Co. Ltd., and Procter & Gamble Ltd. through Benton & Bowles Inc. for the past two seasons, and the same sponsors have renewed for a third term, starting next fall.

Normally, *Cross Canada Hit Parade* is produced by the CBC for the TV network from Studio 4 on Toronto's Yonge Street. The production floor in this studio measures only 35 feet wide and 110 feet long. In this space,

while a show is on the air, two pedestal cameras and a Houston crane camera crane their lenses around innumerable obstructions including: 8 dancers; 4 principles; 10 extras; 2 announcers; 9 stagehands; 5 audio men; 3 camera men; 2 dolly

pushers; 2 follow spot men (cable carriers); 3 extra lighting men; 2 prop men; 3 costume men; and 3 make-up artists. The studio by this time is so jammed, only one boom mike can be used because there is
(Continued on page 24)

Calgary & Edmonton Join Link In Sept.

COMPLETION DATES for the final stages of the Trans-Canada microwave telephone system were announced earlier this month by H. G. Young, vice-chairman of the Trans-Canada telephone system.

Speaking at a convention in Victoria, Mr. Young said that Calgary, Edmonton and Lethbridge will join the network in November this year.

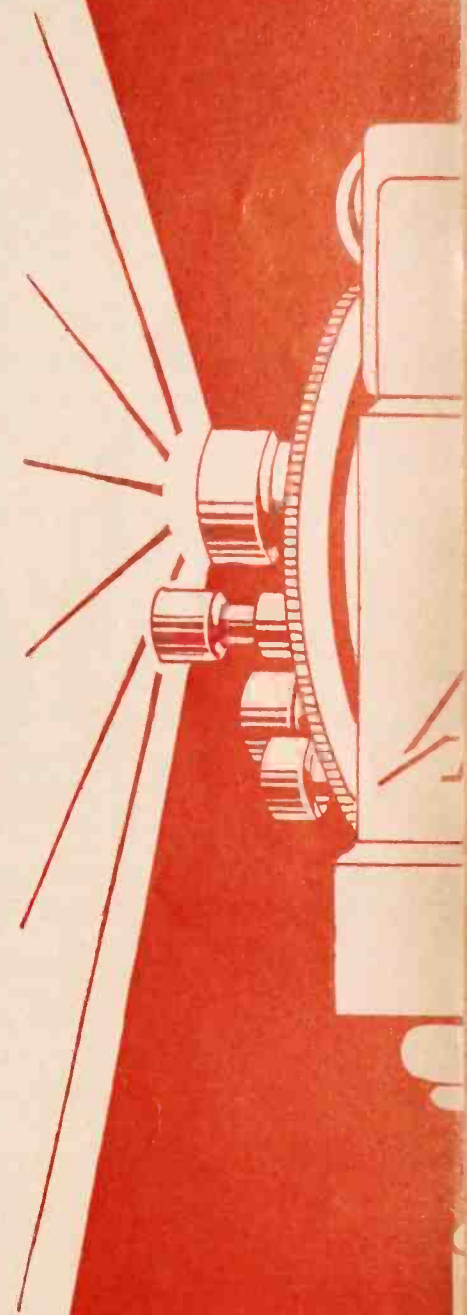
The final link from Calgary to the West coast, through the most difficult terrain in the country will be completed in June 1958.

In the East, the Montreal-Saint

John link is scheduled for January of 1958.

When completed the coast-to-coast microwave relay system will be the longest in the world. Mr. Young said that of the 150 relay points only two remained at which tower footings and buildings for the equipment are still to be erected. These sites are on Dog Mountain, near Hope, BC, and Crowsnest, Alberta.

Besides the major route which will carry hundreds of telephone message circuits and TV transmission facilities, there will be spur links to cities not on the main route.



HIT PARADE

(Continued from page 23)

not enough space for the usual two. In addition to these 56 people on the floor, a 30-piece orchestra plays for the show from another studio. Its sound is given to the performers by two large speaker boxes in the main studio.

In the control room, another 15 people, including producers, directors and scrip assistants, brings the total staff of the show to over 100, excluding imported stars.

Each show uses nine sets. Normally three are permanent and six are strikable. This means that on the average, the same floor space is used five times on camera. The cameras are all on the same floor level as the sets, so no matter how low a camera is, it still has a large portion of its picture made up of floor. Consequently, the floors bear painted designs which must be created to look different each time the same space is used.

"Only once", said Harris, "have we originated the show elsewhere. That was several months ago when it was done from the studio in the Winnipeg Auditorium. We drew an audience of over 4,000 that slightly unnerved our performers, but proved to us the show has drawing power and audience appeal."

The May 29 show also had a live audience of 350, but this one was made up of teen-agers, mostly members of fan clubs.

Each show has a budget of \$18,000 which is split three ways. Talent gets \$9,000; technical costs are \$2,000; and scenery and props cost \$7,000.

"One of the main reasons our scenery cost is so high", Harris went on, "is because it is all constructed in another part of the city and must be brought to the studio by truck."

Over the 39-week period, less than a dozen imported stars have been used, and they accounted for only \$15,000 out of the year's total talent budget of \$350,000.

PRODUCERS ALTERNATE

At the present time, *Cross Canada Hit Parade* is produced and directed by Harris one week, and Drew Crossan the next, because it takes eleven working days to put a show together. It is written by John Aylesworth, Bernard Slade and Harris.

Said Harris, "sometimes we get into a jackpot when the ratings of the top ten tunes change after the show has been written, but we wouldn't dare change our listing; our teen-age audience would put their finger on the difference right away."

Opening Ceremony

VIP'S OPEN ST. JOHN'S SATELLITE



THE RIGHT HONORABLE LOUIS ST. LAURENT is seen congratulating CJON's president, Geoff Stirling, on the opening of the first television satellite in Canada, CJOX-TV. J. W. Pickersgill, then Minister of Citizenship and Immigration, joined Mr. St. Laurent in the congratulations, while CJON chief engineer Oscar Hierlihy looks on.

THE FIRST satellite television station in Canada CJOX-TV, Argentia, Nfld. went on the air May 29 after carrying test patterns for several days. Its parent station, CJON-TV, St. John's, is located approximately ninety miles away on the other side of a mountain range.

Opening ceremonies took place in CJON's main studio where Geoff Stirling president of CJON Radio and TV, pulled the switch officially putting CJOX on the air.

Amongst those present for the ceremonies were The Right Honorable Louis St. Laurent; J. W. Pickersgill then Minister of Citizenship and Immigration; Newfoundland Premier J. R. Smallwood; G. R. Mews, mayor of St. John's; commanding officers of

the American bases at Argentia and Pepperrell; plus many ethnic, civic and church leaders.

The official opening consisted of a two hour live program produced in CJON's own studios, and in addition to greetings from dignitaries, presented a full line-up of local entertainment which had been in rehearsal for several weeks under the direction of CJON Vice-President Don Jamieson.

Stirling stated that CJON would endeavor to increase its live programs, and would now add additional special programming of a specific interest to residents in the Argentia area, together with the full CBC network schedule.

Some 45,000 new viewers are now exposed to the twin coverage of CJON-TV and CJOX-TV, bringing television within range of over 65% of the total population of Newfoundland, or approximately 279,586 people.

The construction of the CJOX satellite required a total of five towers. Four towers are used to pick up the CJON signal and an RCA Channel 10 wavestack is used on the fifth to re-transmit the signal.

The Newfoundland Broadcasting Co., owners of both stations, used its own construction crew to build the transmitter building and put in tower foundations. The tower itself was erected by Montreal engineers, and the final installation of the television transmitter was carried out under the supervision of Ed Danowski, an RCA engineer and CJON's Chief Engineer, Oscar Hierlihy.

POINTS OF SALE

SOON!

Canada's Greatest Coverage

with

1.8 MILLION VIEWERS

in the

A & B Coverage Areas

over the new

CKVR-TV Channel 3

PAUL MULVIHILL & Co. Ltd.

CKVR-TV Channel 3

CKGN-TV North Bay

TORONTO 77 York St. EM. 8-6554

MONTREAL 1543 Crescent St. MURRAY MacIVOR PL. 1097



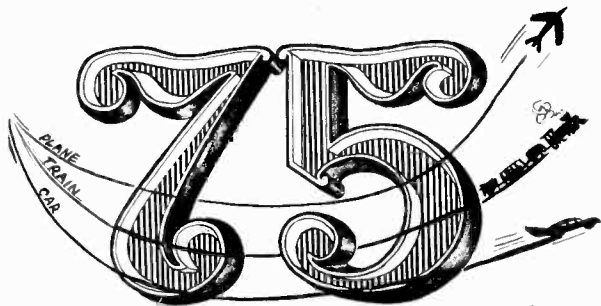
G. N. MACKENZIE LIMITED HAS the SHOWS

TORONTO 519 Jarvis St.

WINNIPEG 171 McDermott

VANCOUVER 804 Hornby St.

They're coming by . . .



and even by bicycle . . .

CKX-TV

Channel 5 BRANDON

Is right in line with the times providing complete coverage and special features for these important events.

70

BRANDON

The Agricultural Capital of Manitoba.

— For —

The 75th Provincial Exhibition of Manitoba July 1-5, 1957.

& The 75th Anniversary of the City of Brandon June-July, 1957.

SAY YOU SAW IT IN CB & T

LATE VIEWERS LIKE WRESTLING AND DANCING



CKGN-TV, NORTH BAY, is using live shows in place of old movies to hold late night audiences — and selling them too.

One show is *Studio Wrestling*, sponsored by MacDonald Beverages Ltd., makers of Temagami Dry Ginger Ale. A special portable ring, 20 feet square was built, and the 90-minute show went on the air May 15. CKGN-TV promotion director Barry Penhale, wrestler-turned-broadcaster, handles the commentary. The entire program varies in length depending on how long the bouts last, but the usual length is 90 minutes. It is produced by CKGN-TV production manager Bill Hart and is covered by cameraman Hans Hugo.

The studio audience, who are the guests of the station and the sponsor, occasionally get so enthused during a bout they have to be escorted

outside to cool off.

THEN THEY HAVE MUSIC

They also developed *In Town Tonight*, a show starting at 11:15 p.m. designed around a cabaret set, with a small dance band, cabaret style tables, and a visiting participating audience. One of the original sponsors was a ginger ale manufacturer, so it was not hard to provide atmosphere. It went on the air March 7 with six local sponsors.

Then there is *Midnight Jamboree* which is on from 11:25 to 12:30 p.m. and is currently carrying seven sponsors. The show features a western type orchestra and singers who take a serious approach towards the standard western tunes, à la *Sons of the Pioneers*.

Viewers keep writing and sponsors are more than a little pleased.



CKWS-TV KINGSTON

is like a circus clown

It captures audiences through showmanship.

CKWS-TV

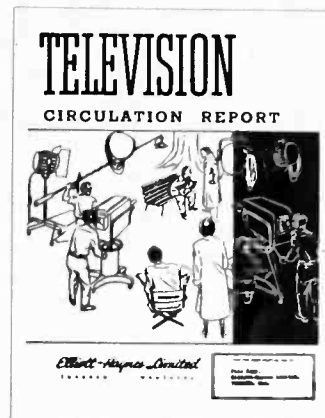
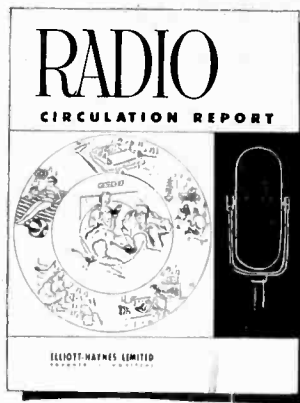
The only Canadian TV station reaching the wealthy market between Brighton and Brockville — over 68,000 sets in the area.

REPS:

All-Canada TV in Canada
Canadian Station
Representatives in U.S.A.

JUST RELEASED . . . 1957 RADIO-TELEVISION CIRCULATION REPORTS

(Ontario and Maritimes editions)



ORDER YOUR COPIES NOW

Here are the facts you need to evaluate individual radio and television stations. Showing coverage by county these reports portray the listening and viewing habits of your potential customers. Each report is projected from a minimum of 400 personal interviews in each county, to present an accurate picture of the entire area.

ELLIOTT-HAYNES LTD. PROVIDES COMPLETE
RADIO AND TELEVISION RESEARCH SERVICES

- Continuous Monthly Radio Rating Reports
- Sets-in-Use & Share of Audience Reports
 - Early Morning & Late Evening Radio Listening
 - Sunday Afternoon & Late Evening Radio Listening
 - Thrice Yearly Area Studies
 - Out-of-Home Listening Trends
 - Car Radio Reports
 - Radio Circulation Reports
- Monthly City Telerating Reports
- Monthly National Telerating Reports
- Late Evening TV Audience Reports
- Television Circulation Reports

Elliott-Haynes Limited

TORONTO
515 Broadview Avenue
HO. 3-1144

MONTREAL
1500 St. Catherine St. W.
WI. 1913

New General Electric Modular Television

**costs less to buy,
less to expand . . .
saves up to 50% in space,
and cuts tube inventory
in half**

Here is the new General Electric 1500-watt Modular Television Transmitter, Type TTC-92-A. Visual and aural transmitters are complete in one cabinet. Speedy bench servicing of transmitter sub-assemblies is made possible with the plug-in unified harness assemblies.

The latest in the "new look" line of lower cost television equipment from the Canadian General Electric Company is the revolutionary all-Canadian G-E Modular TV Transmitter — the only complete line which can be built up from 15 watts to maximum power on all channels — for main station or satellite operation.

To provide easy service access there is a hinged exciter panel (at the bottom of cabinet) on the new G-E 1500-watt Modular TV Transmitter — shown above during prototype testing. Aural and visual modulators are also shown. The sub-assemblies above are 15-watt aural/visual amplifier and left, a germanium rectifier plate and bias power supply.

CHECK THE SEVEN UNIQUE ECONOMY FEATURES . . .

- ✓ In power and range expansion G-E Modular Television really pays off. The modular method of construction of these new TV Transmitters lets you build up a complete transmitter from low power to maximum power for both high and low channels, with no obsolescence of any unit.
- ✓ Up to 50% less floor space than conventional space-saving equipment reduces your initial investment and housing costs . . . simplifies and saves on installation.
- ✓ Up to 50% less tubes and fewer tube types than conventional equipment cuts your tube inventory in half . . . lowers maintenance and operational costs . . . as well as substantially reducing sources of transmission failure.
- ✓ Better pictures . . . improved, constant coverage . . . no more maintenance of regulated power

- supplies . . . because r.f. carrier output is maintained at a pre-set, pre-determined level automatically. These transmitters can be operated unattended for satellite operation.
- ✓ You get faster servicing with plug-in unified harness assemblies, as well as provision for extra standby facilities due to interchangeability of aural and visual transmitters sub-units.
- ✓ A built-in, reliable, specially designed sweep generator is included with each transmitter.
- ✓ G-E Modular Television costs less, dollar for dollar, model for model, both in original cost and operation.

Be sure to contact your local C-G-E broadcast representative today, or write for specification bulletin to: Canadian General Electric Co. Ltd., Electronic Equipment and Tube Department, 830 Lansdowne Ave., Toronto 4, Ont.



GENERAL ELECTRIC BROADCAST EQUIPMENT

Electronic Equipment and Tube Department

Progress is our most important product

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Simulcast Experiment

New Dimension Brings New Audience To Saskatoon's CFQC



CFQC Photo by Johnny Lumby.

THE SASKATOON SIMULCAST of "Town & Country", presented over CFQC-TV and CFQC-Radio, is shown on the air with the last show of this season. The Harris Glee Club, finalists in the ACT-CFQC Amateur Contest are performing before the cameras and the studio audience of 300. As a sidelight to the show, over \$15,000 was raised through the amateur contests which will be used to fight Tuberculosis.

"TOWN AND Country", telecast regularly for the past two years over CFQC-TV, Saskatoon, has been given an added dimension. It is now simulcast over CFQC radio and television.

The two-hour show is broadcast every Saturday at 3:00 p.m.

At first, station officials thought one or the other of the media would suffer, but through careful programming, Producer Reed Brown, together with emcees Mel Mills and Frank Callaghan, has managed to keep the show moving with a snappy pace on both radio and television.

One of the most successful afternoons was the performance of the

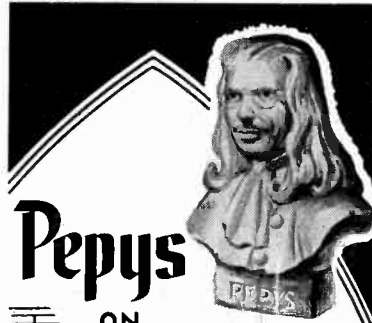
finalists of the ACT-CFQC Amateur Contests. Two hundred groups, and individuals from 65 Saskatchewan towns had competed in thirteen regional semi-finals. Thirteen winners then won the right to appear on the final show. An estimated audience of 120,000 viewed or listened that afternoon.

One of the most interesting aspects of the simulcast is the reaction of advertisers. Several firms are considering contracts in the fall, since the *Town and Country Show* offers a single medium for reaching the large rural, as well as the urban population.

Television viewing is good for a

radius of 110 miles from Saskatoon, but beyond that, radio must take over. By combining both media, blanket coverage of central Saskatchewan is achieved, it is felt.

CFQC feels that already there are indications that in the prairies, where distances are great, the combination of radio and television gives penetration and saturation as does no other medium.



Pepys ON TELEVISION

A Stovin TV Salesman is fully qualified to discuss TELEVISION with you helpfully and intelligently — with market data and station facts to meet your sales problems. Consult any of our FOUR offices across Canada.

HORACE N. STOVIN & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representing

KVOS-TV Bellingham-Vancouver
CJBR-TV Rimouski, P.Q.
CKCW-TV Moncton, N.B.

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

CFCM-TV, QUEBEC,

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

338,800 per day

Representative:

JOS. A. HARDY & CO. LTD.
TORONTO and MONTREAL

CBC WINS PLAUDITS FOR ELECTION COVERAGE

LISTENERS and viewers from St. John's, Nfld., to Vancouver Island, found added excitement in election day this year, thanks to the two five-hour "spectaculars" CBC radio and TV devoted to covering the event.

Election results moment-by-moment sped from The Canadian Press and British United Press wires. On TV, continuous use was made of visual gimmicks like maps, charts and film inserts. Viewers were even able to watch the IBM "Thinking Machine" compute results for Norman DePoe to proclaim gloat-



TRENDS WERE PREDICTED on the IBM Computing Machine from progressive returns by ex-newsman Norman DePoe of the CBC, who was brought into the TV act at regular intervals from the IBM plant in Suburban Toronto.

ing the trends.

CBC International radio beamed the news to such points as Britain, Australia, New Zealand, the West Indies, South America, Europe and Canada's own North West Territories.

In radio, CBC's coverage was made available to all 164 English-language as well as to all 20 French-language stations in Canada. All connected TV stations were offered the CBC service as well. Among the independent radio and TV stations which contributed to the broadcasts were CKCK-TV, Regina, from where PC Leader John Diefenbaker was seen and heard by both TV and radio networks and CFCP, Grande Prairie where Sacred Leader Solon Low spoke for both radio and television. In addition, various stations came in on a regional basis.

SUSPENSE WAS KILLING

More than 800 telephone calls poured into the CBC information Bureau in Toronto alone from listeners and viewers, many of whom claimed that the suspense was killing them. One listener reported that he was perspiring so heavily that he had to take a 2 a.m. bath.

At CBC Central in Toronto, radio anchor man Lamont Tilden held fort for seven hours straight, tying in additional results as well as local reckonings. At 2 a.m. with only two or three of the 263 seats uncertain, he called it a day, saying everyone was exhausted.

ingly. Commentaries, discussions, analyses and party leader statements left no dull moments between readings of results, and complete coverage was given in both English and French. Pickup points for TV were Toronto, Winnipeg, Ottawa, Quebec, Montreal and Regina. Unlike the 1953 elections which were covered by a radio-television simulcast, special and distinct arrangements were made for each medium.

About two hundred CBC news staffers and outside commentators had a share in The Night. Charles Lynch of the CBC and Blair Fraser, of MACLEAN'S MAGAZINE carried the ball with their comments and flashbacks as it was thrown to them by Bruce Marsh.

On radio, CBC's James M. Minife, Hamish McGeachy of THE FINANCIAL POST and Paul Fox of the University of Toronto were hard at it interpret-

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

TELEVISION DECIDES ELECTION!

"Perhaps I have reached an age when I should have retired without trying for a sixth time."

It was Clarence Decatur Howe speaking, and he had just conceded the Port Arthur federal government seat he held for 22 years to Douglas M. Fisher, CCF candidate, last night.

Trade minister, deputy prime minister, and the man who was acknowledged to be the most influential in the country, had been defeated in his sixth and what he said would be his last federal election.

He was beaten by a young, vigorous CCF'er who entered politics actively a mere nine months ago.

For Doug Fisher, 38, teacher at the Port Arthur Col-

In one of the big upsets of the national election, Rt. Hon. C. D. Howe, trade and commerce minister and member for Port Arthur for 22 consecutive years, was defeated by 38-year-old CCF candidate Douglas Fisher.

Fisher admits that TV played a large part in the success of his campaign, having made 11 appearances altogether.

To his supporters later, the defeated 71-year-old minister, oft-times referred to as "Mr. Canada" blamed the new medium, television and "some kind of disease that's sweeping the country and touched Port Arthur," for his and fellow-Liberals' downfall.

While Mr. Howe campaigned in the country and district by personal visits and meeting with smaller groups, Douglas Fisher concentrated on getting his message over on TV casts. He won in the urban centres while Mr. Howe's gains were at points outside TV range.

Back To See Boys

Asked if he had any plans, Mr. Howe shrugged.

"I don't know — when you are 71 what are you going to do?"

He grinned and added: "Well I'm going back tomorrow (to Ottawa) to see the boys and find out how we stand. Right now I'm going to go up to the TV station and congratulate my opponent. Then I'm going to bed."

"TV has made the difference and my opponent carried on a very good TV campaign through this medium at which I do not excel."

...at the Lakehead

CFPA-TV
SELLS PEOPLE

See the All-Canada Man

Another Important **HARDY** TV Station

CKCO-TV KITCHENER

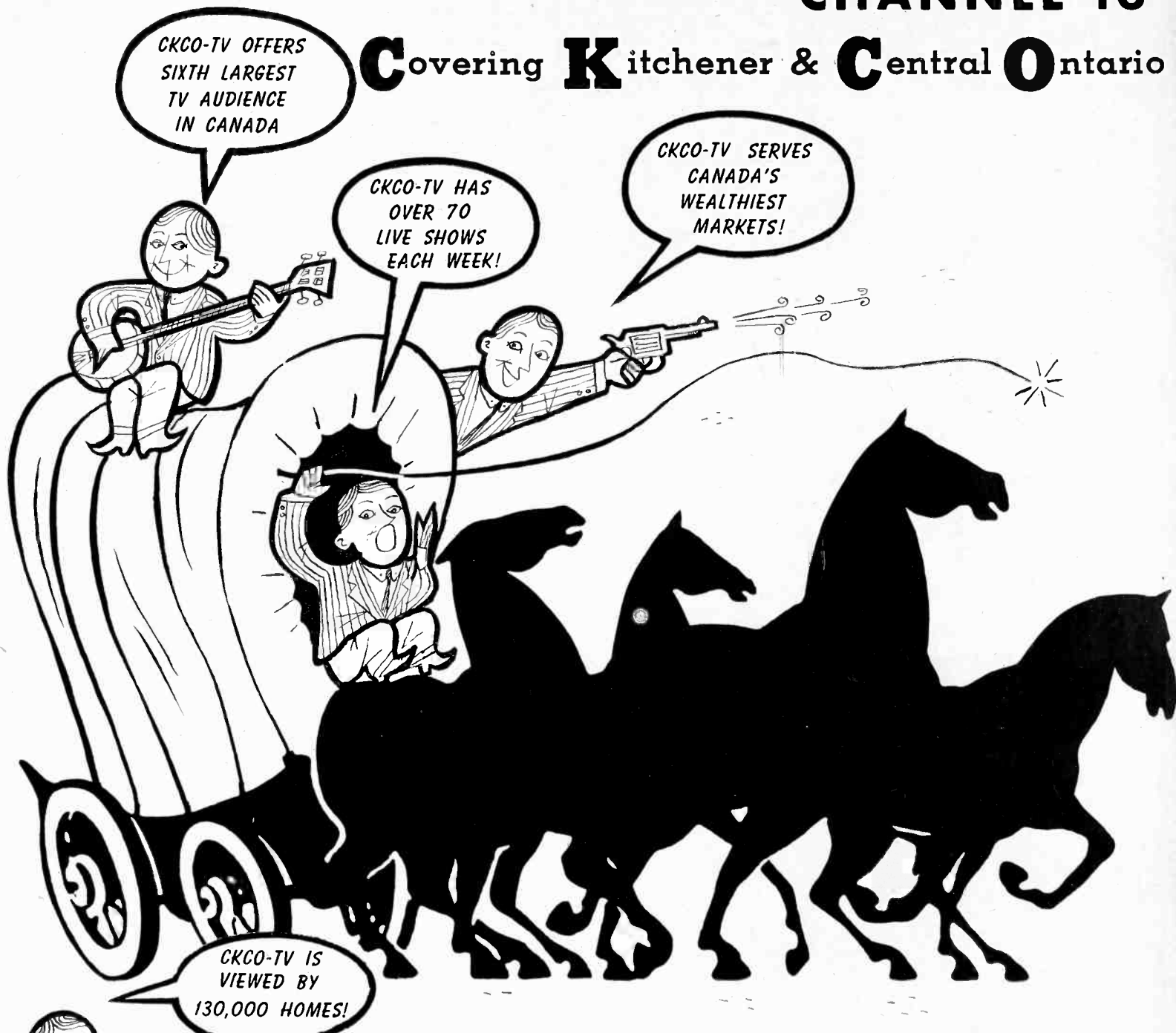
CHANNEL 13

Covering **K**itchener & **C**entral **O**ntario

CKCO-TV OFFERS
SIXTH LARGEST
TV AUDIENCE
IN CANADA

CKCO-TV HAS
OVER 70
LIVE SHOWS
EACH WEEK!

CKCO-TV SERVES
CANADA'S
WEALTHIEST
MARKETS!



CKCO-TV IS
VIEWED BY
130,000 HOMES!



Hardy men make it their business to know the CKCO-TV market . . . as well as they know their own names.

Your Hardy representative can tell you everything about CKCO-TV viewing habits . . . and live CKCO-TV programs. Right now, for example, participations are available on "Come Into The Kitchen" an ideal vehicle for so many sponsors.

Hardy men can tell you about commercial kinescope facilities at CKCO-TV - and how you can use them to cut costs. Live commercials

and "Billboards" are also CKCO-TV features. For data on TV coverage in Kitchener and Central Ontario, call your Hardy man. He's ready to serve you for

ONTARIO CKCO-TV - Kitchener

QUEBEC CKRS-TV - Jonquiere CKRN-TV - Rouyn
CHLT-TV - Sherbrooke CFCM-TV - Quebec City

JOS. A. **HARDY** & CO. LTD.



Montreal
PL 1101

Toronto
EM 3-9433

Ed James'

TELE-TATTLE

A PROMINENT Northern Ontario businessman, Ced Price has been appointed managing director of CKGN-TV, North Bay.



Ced Price

A native and former mayor of North Bay, Price has owned and operated his own sign company for the past 28 years.

To gain practical experience in the field of television, Price toured Europe working in the production departments of

stations in England, France and Germany. He has also had experience working in color television with

NBC and CBS in New York, Chicago, Washington, Detroit and Jacksonville, Florida.

In addition to television, Price has had experience as a performer in show business; as a photoengraver with the DETROIT FREE PRESS; in merchandising display with the Robert Simpson Co. and the T. Eaton Co.; as operator of an automobile agency; in the dealer promotion and service fields with Dunlop Rubber Co., Beach Foundry Ltd., and the Neilson Chocolate Co. At the present time, his company has concentrated on television graphics and complete promotion campaigns.

S PANISH-DUBBED versions of *Cisco Kid*, *Stage 7*, *Man Called X*, *Rin Tin Tin* and other syndicated TV

films are proving popular in Puerto Rico, reports the ABC Film Syndication, Inc.

THE BANK OF CANADA has contracted with the CBC for a series of four one-a-week spectacular-type shows tied in with the savings bond campaign. Dates are October 3, 10, 17 and 24. Walsh Advertising Co. Ltd. is the agency.

NO LESS THAN 25 new community antenna systems were installed in US suburban fringe areas during the year ending Feb. 28, 1957, said the Jerrold Electronics Corporation, Philadelphia, in its recently issued annual report. Areas once considered in the "black-out"

regions of North America are now "seeing the light" of the TV screen for the first time, thanks to these new community antennas.

J. RICHARD "DICK" Genin, who graduated from the University of Montreal with a Bachelor of Commerce degree in 1951, has joined



Dick Genin

Horace N. Stovir & Co., to take charge of the TV time sales in Montreal. Genin is bi-lingual and his previous sales experience was gained at B. F. Goodrich and Time Incorporated, where he handled sales promotion, circulation management and magazine merchandising.

He also spent two years with Maclean Hunter Publishing Co. Ltd., in the Advertising Representative-Merchandising Group.

Attention . . . All Gossip Editors !!

Monarch Broadcasting Company is definitely pregnant!

And so . . . come Labor Day (fitting, isn't it?)

CHAT-TV will rear his lovely head 403 feet above average terrain

Although advertising will be his lifeblood,

CHAT-TV will be giving the transfusions at birth . . .

So . . . if your product needs a shot in the sales-arm

Call Doctors Stovin, Byles and Raeburn in Canada

Or Drs. Weed and Company, Stateside Reps.

For bookings on CHAT-TV, MEDICINE HAT,

The only TV station in Alberta with SIX APPEAL . . .

CHANNEL SIX, that is.

Hop Yuill and Bob Buss, foster parents . . .

EFFECTIVE JULY 1, CFCL-TV will be represented in Toronto and Montreal by Paul Mulvihill & Company Ltd. CBC's recommendation of this station's application for a satellite station in Kapuskasing has been ratified by the department, and Conrad Lavigne expects to be on the air with it by October. This, he said, will bring another 20,000 viewers within range of his signal.

SIX FILMS totalling 100 minutes of finished film are currently being produced by Crawley Films Ltd. for McGraw-Hill of New York. These films are parts of two series, one dealing with *Adolescent Development*, the other with *Marriage and Family Living*.

The three films of the *Adolescent Development* series are, *Social Acceptability*, *Emotional Maturity* and *Discipline of the Teenager*.

The three films of the marriage series are, *When Shall I Marry*, *How Much Affection* and *Is This Love*.

Purpose of the films is primarily non-theatrical, with possible TV use in the future.

Crawley's are shooting the films in the indoor rink in Ottawa and expect to take six weeks completing the job.

McGraw-Hill films are distributed in Canada by Fremantle of Canada Ltd., Toronto.

AS A SPECIAL branch of its commercial division, the CBC is setting up an export department that will develop the sale of CBC program material outside of Canada.

Gunnar Rugheimer, a special assistant in the commercial division, will be responsible for the operation.

During the past year, the Corporation has sold more than 20 film recordings of television dramas to the BBC for telecast in the United Kingdom, including five, hour-long productions and 15 half-hour plays.

BRAND NEW!

5 MINUTE ANIMATED CARTOONS

produced especially for TV!



THE ADVENTURES OF
**POW
WOW**

**HEAP BIG FUN
FOR
SMALL FRY!**

SCREEN GEMS (Canada) LTD.

102 PETER STREET, TORONTO

EM. 3-4096

MONTREAL — 1224 St. Catherine W. — UN. 6-7043

VANCOUVER — 470 Granville Street — PA. 1440



Picture of a man building a garage

RADIO is his companion . . . as he plans his new garage. Beside him is one of the quarter-million portables sold in Canada during 1949-55, and a friendly voice has just reminded him of a builders' supply sale. In 1955 no less than \$116,500,000* was spent on retail builders' supplies in the CFRB market.

This man is just one of the 1,156,000 householders who live in the CFRB listening area, where 84% of Ontario's retail sales are made.** CFRB reaches "the spending third" of Canada's population.

When people leave their homes they take CFRB with them. In the heart of CFRB's market 6 out of 10 automobiles

are radio equipped.*** This means 224,220 car radios in the Toronto area alone. Of all new cars sold 63% have radios.

Let CFRB help you increase your share of the more than 4 billion dollar retail business done annually within the 44 counties served.**

RADIO REACHES YOU EVERYWHERE

CFRB

TORONTO

REPRESENTATIVES

Canada:
All-Canada Radio Facilities Limited
United States:
Canadian Station Representatives Ltd.

50,000 watts
1010 on your dial

*based on Annual Statistical Supplement of Canadian Broadcaster & Telescreen, 1955-56.
**based on Sales Management's Survey of Buying Power, Canadian Edition, May 1956.
***based on Elliott-Haynes figures.