



Canadian
BROADCASTER

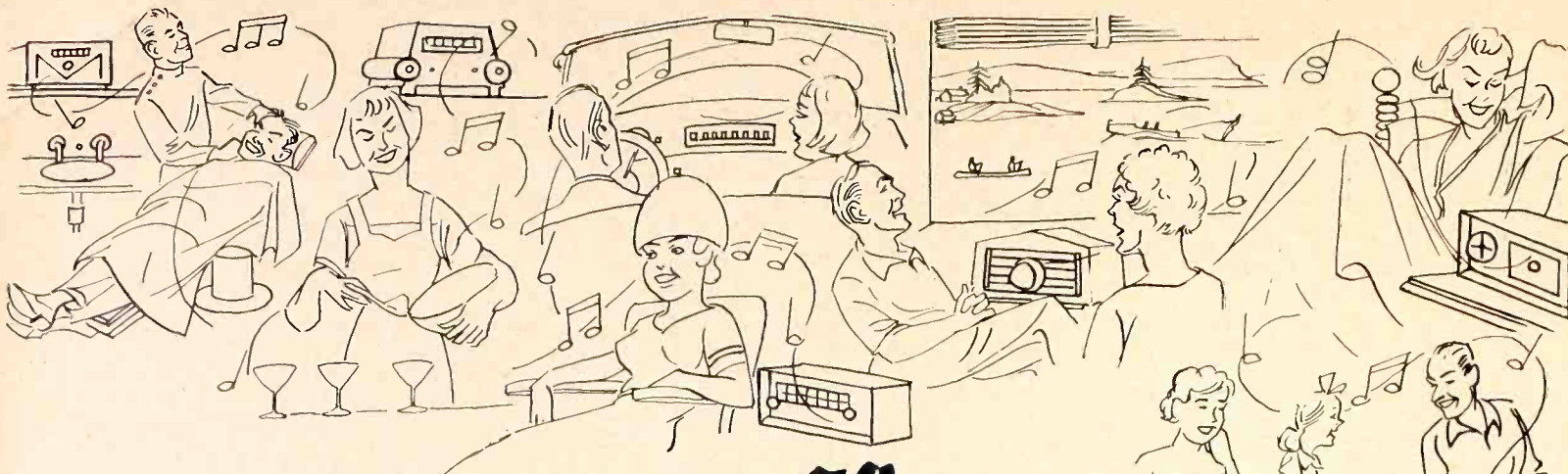
Vol. 17, No. 3

TORONTO

February 13th, 1958

NINE CANADIANS HAD A HAND in launching ZBM-TV, Bermuda. Here is an informal shot of eight of them, taken by Gene Ray of the Bermuda News Bureau.

- USE OF MUSIC IS TO BE INVESTIGATED 3
- RADIO REPORTS LIBERAL CONVENTION 6
- COLOR IS READY. WHY WAIT? 14
- THE CLERGY VIEWS TV THRILLERS 20



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

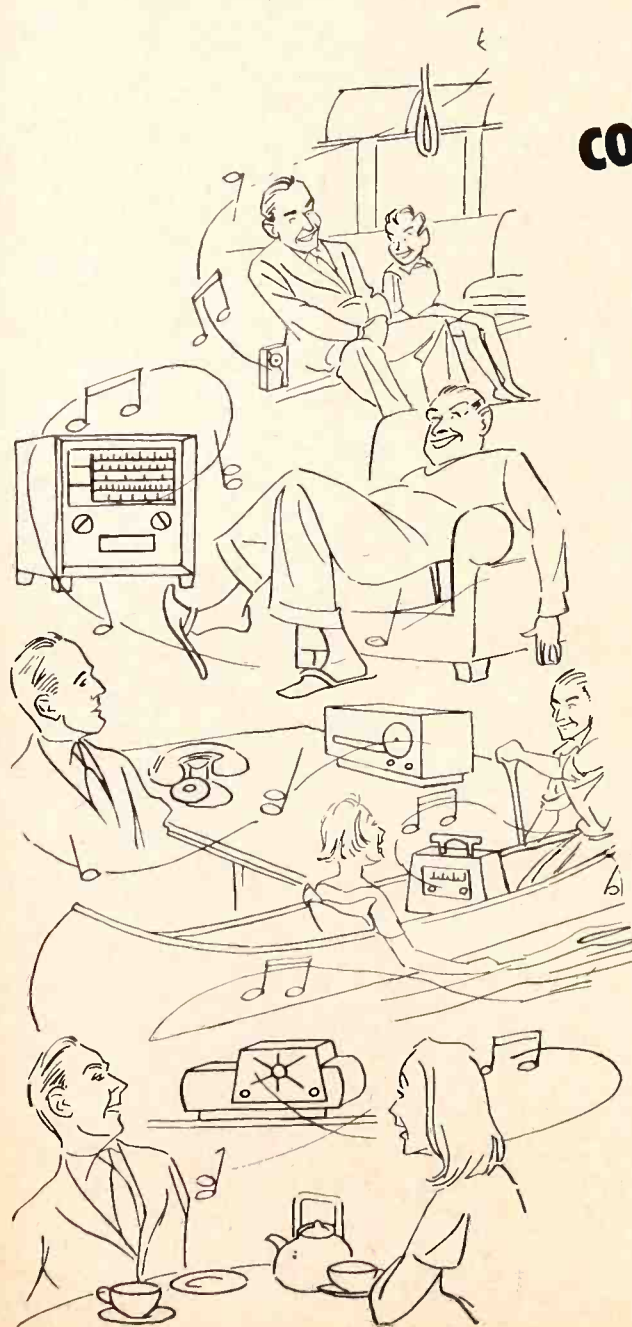


**RADIO COVERAGE
IS
CONTINUALLY GROWING!**

As Canada's population rises rapidly to a reported 16,887,000* as of January 1st, Radio continues to reach more Canadians than any other advertising medium.

With the present-day household figure at 4,102,100** and radio being present in more than 96% of all these households, the advertiser needing COMPLETE coverage is wise to use Radio!

* Dominion Bureau of Statistics
** B.B.M. Fall Estimates



BROADCAST ADVERTISING BUREAU
Radio Division

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

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

Copyright Appeal Board

SET TV MUSIC FEES — DEFER RADIO

THREE MAIN POINTS were considered by the Copyright Appeal Board in Ottawa late last month in its hearings on tariffs to be paid the Composers, Authors and Publishers Association of Canada for use of its musical repertoire by private radio and TV broadcasters. Here are the decisions:

(1) That the 34 private television stations in operation at the end of 1957 pay a tariff, to be divided among them, of \$165,000, an increase of \$24,000 over the fees paid in 1957. Seven other licensed stations, expected to start up this year will be assessed an additional fee to be determined after they begin broadcasting.

(2) That the Board's decision be reserved on a CAPAC application to boost the fees charged private radio stations from 1 3/4 per cent to two per cent of a station's gross revenues.

(3) That W. W. Buchanan, a member of the federal Tariff Board and a member of the Ilsley Royal Commission on Copyrights, be recommended as an independent party to investigate the revenues of, and the use of music by private television stations. This recommendation has been forwarded to Hon. Ellen Fairclough, Secretary of State, from a joint proposal made by Harold Manning, counsel for CAPAC, and W. Z. Estey, representing the CARTB.

The parties reached an agreement for a flat fee for 1958 use of CAPAC music on TV after Mr. Justice J. T. Thorson, chairman of the Appeal Board, stated he would like to see a "gradual approach" to finally determining a fee-levying system for private television. Mr. Buchanan's findings are expected to provide a basis for setting up such a system for 1959.

RADIO JUDGMENT IS RESERVED

The Board reserved judgment on the CAPAC application for higher radio fees after Mr. Estey said CAPAC had demonstrated no reason for an increase "except to say that we should pay more because American stations pay higher fees to ASCAP."

Earlier, Mr. Manning had asked, in addition to the flat increase for radio, for removal of certain deductions from station revenues on which fees are based. Mr. Estey raised strong objection that this would have the effect of increasing revenue figures and boosting fees.

Mr. Estey pointed out that private radio stations recently received a directive from the CBC to increase their content of Canadian talent. Approval of the CAPAC proposal would mean these stations could not deduct expenditures for talent from revenues, and would end up paying fees on the expenditures they made.

The more active a station was in discharging its duty to Canadian talent, he said, "the more this proposal will penalize them."

The CAPAC proposal, he added, would also mean that a station's revenues would be increased by providing free air time to churches and other community organizations, since the proposal asked that revenues should be considered as the amount of money a station would have received if it had sold the donated time.

"CAPAC," said Mr. Estey, "is over-grasping."

CAPAC MUST GROW UP

During the final argument by Mr. Manning, on CAPAC's behalf, Mr. Justice Thorson suggested that CAPAC "grow up" in its business relations with radio and TV stations.

Mr. Justice Thorson suggested that there would be an advantage in CAPAC computing the revenues of stations subject to the three deductions as is practiced by ASCAP in the US. This system, he said, had proven effective and had proven that ASCAP had "grown up." He suggested to W. S. Low, General Manager of CAPAC, that the Canadian body should do the same.

During the final day of the hearing, CAPAC, CARTB and Mr. Justice Thorson reached agreement that the government should appoint a tariff expert to study the revenues and use of music by private TV stations as a first step in setting up a fee system. After the study is completed, it is hoped that the method can be settled on for 1959. No further details were given as to how the investigation by Mr. Buchanan would be carried out.

In the meantime, the private TV stations will pay a flat fee averaging just under \$5,000 apiece through 1958. CAPAC had originally asked that the stations pay the same fee proposed for private radio stations, two per cent of gross revenues. This proposal was withdrawn after the Board decided on the flat payment.

Old Movies Are Returning

BOSLEY CROWTHER, movie critic of THE NEW YORK TIMES, says old movies are coming back to haunt their creators with the prospect of financial collapse. He says that if the public's interest in old movies on television continues to increase, most of the movie theatre and film makers in the US face financial failure.

Almost one-fourth of the television-viewing time since last September, he reports, is now devoted to old movies. According to his figures, the public spends four times as many hours a week looking at old movies on TV than it does on new films in the theatres.

NOTE THE NEW DATE
CARTB CONVENTION
QUEEN ELIZABETH HOTEL,
MONTREAL MAY 11-14

Newfoundland
IS A GROWING Radio MARKET



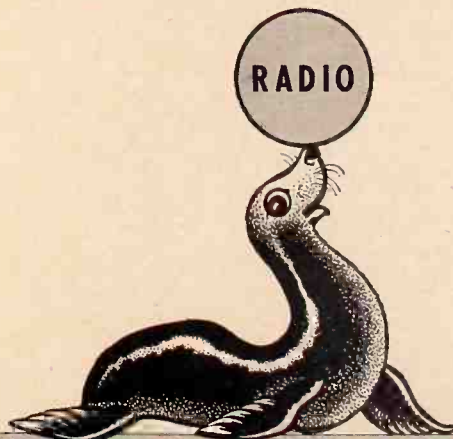
Cabot Tower is the birthplace of Canadian Radio. Here Marconi received the very first message transmitted by wireless.

NEWFOUNDLAND NOTEBOOK

Radio Sets in Use in St. John's, Newfoundland, are the highest of any city in Canada. 87.7% of all homes in the Province have Radio (D.B.S.). Average "Sets-in-Use" is 53.9 (Elliott-Haynes Report). By comparison, Toronto shows 18.3, Montreal (Eng.) 22.6, and Vancouver 22.8.

Since 1949, Newfoundland families have had more money to spend than ever before. The buying population of St. John's is some 300,000, making it a market considerably higher than Halifax, and Sydney combined; and larger than London, Ont.

News — of weather, current events and marine happenings — is the most important single factor in the lives of Newfoundlanders. Less than 8% of the population buys any newspaper. But . . . at any time of the day . . . there is an average of 53.9% of all radio sets turned on.



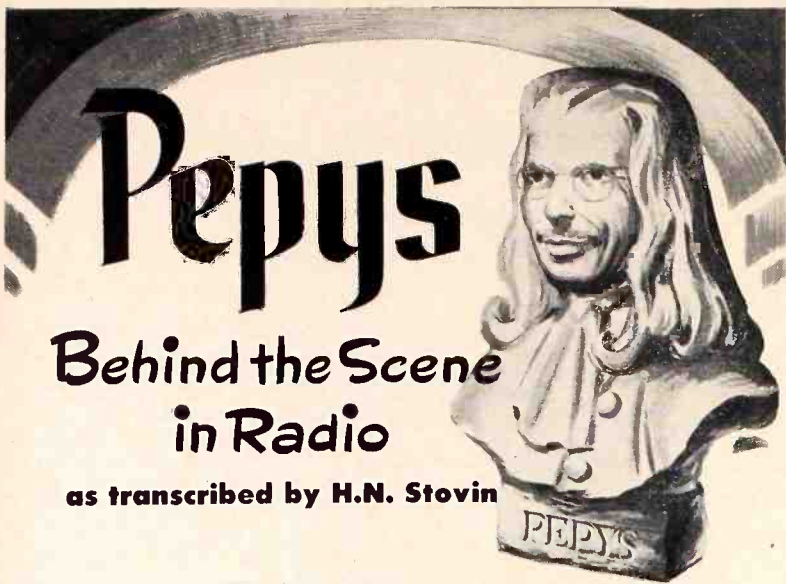
Represented in CANADA by STOVIN-BYLES LTD.

CJON
RADIO — NEWFOUNDLAND

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

G. N. MACKENZIE LIMITED HAS (the) SHOWS

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



Not being minded to stir abroad this night, did sit by the fireside, enjoying a bottle of Canada Dry, and reading aloud to my wife such pieces from the publick journals as would interest us both. Did chuckle over an item stating that Jack Benny — who has been 39 longer than Pepys does remember — is now thinking of becoming 40. Whereon my wife did remind me that Jack Benny did get his start in Radio under the sponsorship of Canada Dry, when he was known as “Nickel-Back-on-the-Bottle Benny”, as I do well recall ● ● ● Did then remind her of another great Canada Dry program, in that they were the sponsors of the first popular quiz show “Information Please”, and indeed was the original on which many later quiz shows were patterned. Do myself wish “Information Please” could be with us as before, for the sharp wit of Franklin P. Adams, the humor of John Kieran, and the fantastic musical knowledge of Oscar Levant, together with the good oversight of Clifton Fadiman as moderator, would, I am sure, gain the same top ratings today as then ● ● ● Canada Dry has since delighted the publick with the popular Meredith Wilson Show, and more recently has co-sponsored the games of the Toronto Argonauts and the Ottawa Rough Riders in the Big Four Football League. With these broadcasts, consumer contests do provide, for the lucky winners, tickets to the Home Games and for the fabulous Grey Cup Game ● ● ● Throughout Canada, there are innumerable local spot announcements sponsored jointly by Canada Dry Limited, and their Franchise Operators from coast to coast ● ● ● To a great and healthful beverage, and to a great and long-time sponsor of Radio, Pepys does pen this sincere appreciation of both.

Sounding Board

ALLEGES CBC-LIBERAL COLLUSION

The following is an editorial, broadcast January 17 over CHWO-Radio, Oakville, Ont., on the program. “This is Your World Today,” by CHWO news editor Cy Young.

GILLIS PURCELL, the general manager of The Canadian Press news association, and one of his chief lieutenants, John Dauphinee, were engaged until midnight last night in protests and representations over what appears to have been the collusion between the management of the Liberal convention and that of the Canadian Broadcasting Corporation in withholding for better than a half hour the news of Mike Pearson's victory in the Liberal leadership race.

This was done, on the admission of Charles Stenning, in charge of publicity and communications for the convention, to time the announcement of the result of the first ballot with the start of CBC-TV coverage of the final hour of the convention. Mr. Purcell and Mr. Dauphinee are not to let the matter drop. They were back at it again today and they should not let the matter drop until they have determined that no such occurrence will be repeated in the future.

And in this undertaking, they merit the whole-hearted support of every communications media in Canada; the Canadian Daily Newspaper Association, the Canadian Association of Radio and Television Broadcasters and, although they are not involved, except in a point of principle, the Canadian Weekly Newspapers Association.

In 1948, there was held at Geneva an international conference on the freedom of information under the auspices of the United Nations. This was a session of men in the business of gathering and distributing news, not a striped pants conclave.

Despite the attendance of representatives of the Communist world, where it is argued that that press is free which is under government control, the conference achieved quite a lot. It reaffirmed the principles of the freedom of the press. It managed to break through the European news agency cartel. And perhaps most important of all, the conference secured agreement that

news sources and transmission facilities, would be open to all on a competitive basis. Even the Russians, like the Americans and the Canadians, agreed on this significant clause.

It did not then, and does not today, preclude a reporter from digging up a story that nobody else might get until his news agency carries it or his radio station broadcasts it or his newspaper publishes it.

But the agreement did ban just the sort of thing that happened at Ottawa last night. And it did so because over the years independents in the news gathering field have had to compete against official and semi-official agencies for example, Reuters and the BBC, the old French Havas Agency, the Japanese Agency Domei, Antara and Tass. All these and many others have been guilty of conspiracies with their national governments and semi-official organizations in the gathering and distribution of news that would be withheld from all others.

The Newspapermen's Conference at Geneva sent three draft agreements to the United Nations Economic and Social Council at Paris. Here they developed, as might be expected, an ideological conflict. But in the end the member nations, Canada is one of them, were able to ratify a document of surprising strength.

NEWS CANNOT BE FETTERED

Now, I don't think it matters a whit that the Liberals may be assigned the major responsibility in the violation of the international agreement. The CBC is still a semi-official agency of the Canadian government which has no right to enter into a cartel arrangement.

And neither does it matter that the Liberals are not any longer the government. They are still the official opposition in the Canadian parliament and, as such, the election of their leader is a subject of free and unfettered public information. It is also worth observing that it was this same Liberal party which, while forming the government of Canada, appointed a Canadian representative to UNESCO which ratified the draft agreements of the international conference on the freedom of information.

And it was interesting to note that the Liberal attitude toward much in the public domain remains unchanged despite June the 10th.

Sounding something like C. D. Howe in the Commons, Publicity Director Charles Stenning answered press and radio protests this way: “Why shouldn't we withhold the results? We're aiming at a television audience of 5 million.”

In a nation of 12 million people, exclusive of children, this leaves 7 million unaccounted for. It also leaves unexplained what right the CBC has, in the face of international agreements to the contrary, to enter into an agreement to withhold news that should have been released to all communications media in Canada at one and the same time, not held up for better than half an hour so that it may be released by the CBC ahead of all others.

STOVIN-BYLES Limited
 MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

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

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

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

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Vol. 17, No. 3

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February 13th, 1958

Democracy Is Our Most Important Product

News that the Diefenbaker government is about to make its bid for a working majority should be greeted by business as welcome tidings.

During their eight months in power, the Progressive Conservatives have increased old age and veterans' pensions; they have made an initial reduction in income tax; they have relieved the housing shortage by relaxing the tight money restrictions; they have cemented strained relations between Ottawa and the provinces by tax sharing.

From the start, they have been hampered by the vocal hostility which has been voiced by the opposition from the floor of the house. They have been embarrassed by the tactics of the Liberals who, as soon as the division bell rang, changed their colors and voted against their own arguments.

The government felt its position to be untenable, and decided to go back to the people on the strength of the start it had made in implementing its election promises.

Last June, a great many of us decided to give John Diefenbaker a chance. In that election, many of us did not vote for any specific party. We voted for the restoration of the parliamentary system of government, as opposed to government by order in council and civil service.

What can we do besides voting for the P. C.'s?

One of the weaknesses of the democratic system is the fact that while the reins of government go to the party which racks up the most votes, the actual balance of power can, and sometimes does, rest with the alleged citizen who is too cock-sure, too apathetic or just too damn lazy to go to the polls. Not only does this citizen's failure to

vote constitute a vote against the party he or she would have supported. Of even greater importance, his lack of interest in the affairs of his country is directly responsible for the inroads of dictatorship and mandatory government we have suffered. Those who are elected, finding that the public could not care less, have seen no alternative but to go ahead in their own sweet ways with results which came close to ravishing our whole democratic system.



Readers of this paper are, in one way or another, trained persuaders. Whether they are media men, advertising agency people or advertisers, they make their livings persuading people to buy this brand or that brand of goods. At election time, their mental and physical resources are recruited by political organizations to help them persuade people to follow their political banners.

These same people, trained as they are in the persuasive art, are equipped to insure the return of a government which is as truly representative as possible, by persuading every eligible voter of his or her bounden duty to vote as he thinks, but vote. This is the task which we of the advertising fraternity are best qualified to perform. And the restoration of a truly democratic form of government depends entirely on its fulfilment.

When a charitable organization needs publicity, we bend every effort to help bring comfort to handicapped people and other unfortunates. Here is our chance to be of use, not just to derelicts and indigents, but to every citizen of our country, by bringing all our resources to bear on insuring him the election of a government which is truly representative, because it is his.

News Briefs

A REGULATION TO prohibit gifts and most contests in connection with broadcasting will be considered by the Board of Governors of the CBC at their meeting in Ottawa, February 14. The board defines such broadcasts as "the broadcasting of any offer of any prize, gifts or bonuses or any contest except a contest involving skill only, provided that:

"(a) all the participants are present in the broadcasting studio and take part in the broadcast concerned, or

"(b) entries are made in writing and the award or size of all prizes depends on the examination and judging on their merit of all such entries."

The board's release goes on to say that: "in conformity with Section 21 (8) of the Canadian Broadcasting Act, notice is hereby given that representations in this matter will be received at the public session on February 14."

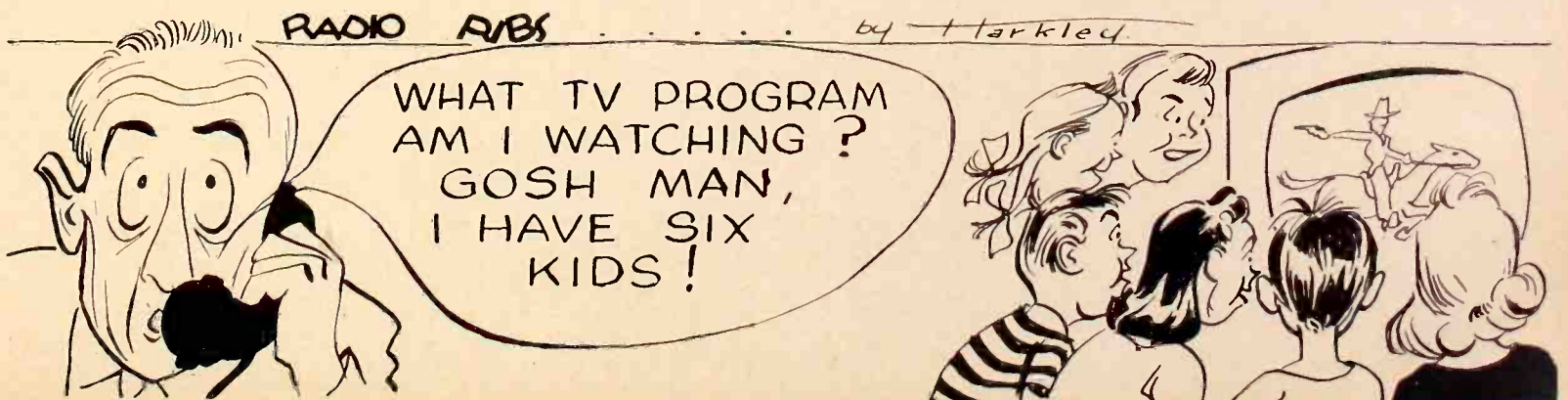
The remainder of the agenda for this meeting appeared in the January 9 issue of this paper, except for an application for a stock transfer which has been filed by Radio Station CHOK, Sarnia.



DU-ART FILM Laboratories Inc. has bought the physical assets of Associated Screen News Ltd. of Canada for the formation of a new subsidiary, Associated Screen Industries Ltd.

Associated Screen News, founded in 1920, specializes in theatrical release printing for most of the major American producers and in industrial and television work for Canadian and American producers.

President of the new company, located at 2000 Northcliffe Ave., Montreal is Al Young.



CARTB Convention

ELECTION FORCES POSTPONEMENT OF MEETING

THE 1958 ANNUAL meeting of the Canadian Association of Radio & Television Broadcasters has been postponed until May 11-14. It will be held at the Queen Elizabeth Hotel, Montreal. The reason for the change is the fact that the country goes to the polls March 31, and station managers will want to be on hand for the event.

This year, the annual meeting of the broadcasters has been planned as largely a discussion affair. Delegates at regional and other meetings have expressed themselves quite emphatically in favor of this type of meeting, so the directors have decided to accede to popular demand, and to devote all but one of the four

days to the discussion of operational and policy problems. This applies to Sunday May 11, Tuesday May 13 and Wednesday May 14. The one exception will be Monday May 12, when advertisers and their agencies are invited to attend, without charge, special workshops for radio and television.

The annual dinner is scheduled for that evening. There will be no speech, but a wide variety of entertainment, with a traditional Quebec flavor, is being arranged by Phil Lalonde of CKAC, Montreal. Following the dinner the annual John J. Gillin Memorial Award for community service and the Colonel Keith S. Rogers Memorial Award for engineering will be presented to winning stations.

A cordial invitation has been issued to advertisers, agencies and other friends of the industry to attend the dinner. The price is \$7.50 in advance or \$10.00 at the desk.

There is one other meeting which should be of interest to guests and this is an address on "Communications" scheduled for Wednesday morning, May 14. The speaker is Dr. Marshall McLuhan, of the Social

Sciences department of the University of Toronto, where he specializes in communications.

COMMITTEES WILL REPORT

The first day of the meeting, Sunday May 11, reports will be heard from a round dozen committees and about the same number of resolutions will be presented to the meeting for consideration. Among committees and their chairmen to be heard from are: the Resolutions Committee, Sam Ross, CKWX, Vancouver; the Constitutional Committee, Ed Rawlinson, CKBI, Prince Albert; Program Sources Committee (Television), Ken Soble, CHCH-TV, Hamilton; Program Sources Committee (Radio), Stuart MacKay Smith, Corporation House Ltd.; Public Relations Committee,

J. M. Davidson, CKY, Winnipeg; Code of Ethics Committee (Television), Herb Stewart, CHCT-TV, Calgary; Code of Ethics Committee (Radio), the CARTB directors; president's Special Policy Advisory Committee, Sam Ross, CKWX, Vancouver.

Committee chairmen will present their reports and recommendations for action. The matters will then be set over until the Wednesday meeting when they will be brought up again for final discussion and action by the membership.

Tuesday May 13, there will be separate and concurrent meetings of the radio and TV sections to brainstorm operational problems. These will be conducted by Les Chitty and Jack Bedford, both of Batten, Barton, Durstine & Osborn Inc., Toronto.

Did you know that . . .

CKVL Montreal

reaches a total of 607,239* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS **the** SHOWS

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

NTA SUES ASSOCIATED ARTISTS FOR \$18 MILLION

NATIONAL TELEFILM Associates in New York has filed suit against Associated Artists Production Corporation, an agency handling a backlog of Warner Brothers films, charging that Associated reneged on an alleged agreement for the sale of a majority share of its stock.

Telefilm Associates said it had agreed to purchase 820,000 shares of Associated Artists for \$3,587,500 cash, plus 82,000 shares of its own company. It charges that on the date set

for the transaction, last Dec. 4, Associated Artists representatives failed to appear.

Associated Artists is charged with selling its controlling stock to United Artists Corporation and its subsidiary Gotham Television Film Corporation, in a deal financed through the Chemical Corn Exchange Bank. Charges are laid against all of these firms.

Value of the transaction is said to amount to about \$18,000,000.

Μονωδία εν ὅμοις
ἐστὶ πηλὴ καὶ
ἀπόρρητος, ἢ δὲ
ποικιλία γερῶν.
ΠΥΡΑΝΧΙ (CIRC. 53 Α.Β.)

translation: Monotony is in everything
Tiresome and Repellent, but Variety
is agreeable.

... and coupled with imagination
as it is at CFQC-TV
it really sells!

SERVING 45,000 CAPTIVATED TV HOMES

CHANNEL 8
SASKATOON SASKATCHEWAN
CFQC-TV



WE'RE ALL FIRED UP ABOUT THE NEW SOUND ON CFCN CALGARY

CHECK B.B.M. . . . SEE THE "NEW LOOK" IN OUR LISTENERSHIP RATING!

CFCN

CALGARY

Advertising & Sales Club

THE WHOLE AGENCY MUST GET INTO THE ACT

"ARE WE IN CANADIAN advertising selling the proven benefits of advertising strongly enough? Are we giving business just enough advertising, just enough merchandising to maintain position in the parade?" This was the question that Ernest A. Jones, president, MacManus, John & Adams Inc., asked members of the Toronto Advertising and Sales Club last month in his talk "Integrated Advertising - - More Bang for the Buck."

Jones started by pointing out the following facts:

- (1) In the last ten years the Canadian population has risen 31%.
- (2) The disposable income before taxes is up 61%.
- (3) Between 1946-56 the gross national product increased from 12 billion to 29 billion 900 million, an increase of 148 index points.
- (4) Canada spent 600 million or two per cent of the gross national product in 1956 on advertising.
- (5) In the United States over the

same period 11 billion or 3.2 per cent of the gross national product were spent on advertising.

COLD SCRUTINY

"Whatever part we play in the movement of goods," he said, "the efficiency of the job we do is under cold scrutiny today.



Ernest A. Jones

"Business says to us: Give us merchandising research plus high creativity. Bring us a track record that shows you know what you're doing and are geared

to do even better. Before we allow you to spend a single one of our hard-earned dollars, be prepared to demonstrate that you are on target, that you are talking to the right people at the right time and in the right place, and that you have the ear of these people. Give us your Sunday punch!

"What is a Sunday punch in advertising and merchandising? I believe it means integration - - and integration, if you will pardon the slang, means more bang for the buck!

"I define integrated advertising as the ability of an advertising agency to bring its entire brain power and

experience to bear on the specific problems of any account - - large or small.

"Integration means delivering the utmost impact for every dollar entrusted to us by business. This is true because of the fact that advertising today is its own toughest competition for the attention and action of the consumer.

"The consumer is running out of time and patience. The big trick today is not to make a sales impression but to engage (any of) his attention at all. Today it is possible for a company with unintegrated advertising to hide from its public, despite a multi-million dollar budget.

"And the distractions grow as more and more advertising dollars are poured into the total market, competing not only with other leisure hour activities, but most strongly and disastrously with itself. Advertising tramples advertising in a desperate effort to get itself read, listened to or looked at, let alone acted upon.

"Next year", Jones said, "there will be nearly 11 billion dollars spent on advertising and an unfortunate percentage will be cannibalistic - - feeding upon itself.

"The public doesn't care. They are rightly concerned with themselves and their families. They have only so many minutes to give to you and only if your message promises a personal benefit. If your advertising is lost in the stampede it has lost even that thin chance.

"Beating this log jam and giving you a clear channel to the prospective customer calls for one-target advertising, the complete integration of all elements of every campaign, the surgical evaluation of every means of communication. It calls for pay-off research rather than academic exercises. It calls for merchandising of the highest order. It calls for professional advertising ser-

VICES and a constant and unimpeded flow of creative ideas.

"When all the requirements are met and when creative media research lands it on target, then you have advertising that first will have an excellent chance of gaining the consumer's eye or ear and of moving him into action.

"Today, merely to be heard, not to mention the movement of products, we must go all out on every advertisement, every media evaluation and merchandising research technique, every aspect of marketing and public relations. We can no longer take anything for granted."

A GUIDE NOT A GIMMICK

"I have no quarrel with motivational research. It is a basic tool of good advertising. But it is not a magic button; it is a guide and not a gimmick."

Referring to the book "The Hidden Persuaders," by Vance Packard, Jones pointed out that there were two dangers in such a book.

"First", he said, "is the creation of a public image of the advertising profession as a group of malicious witch doctors and secondly, there is the exposure of the younger members of the profession to the ancient and discredited theory that there exists an average man.

"Would any of you call yourself average?"

"You are wearing different clothes, you were educated in different schools and you pray in different churches. Your reading varies, your eating varies and the cars you drive vary.

"People certainly are not average. For right or wrong they are individuals save in love of country and family and in the instinct to protect both."

SUBLIMINAL MOTIVATION—"I have tried to find out exactly what laboratory work has been done on it beyond the publicity department and I always find myself back at the New Jersey theatre where subliminal projection was used and the sales of a soft drink went up.

"Motivational research is certainly a valuable tool in our advertising kit but never an end in itself or a substitute for the hardest job in the world - - creative effort. Good advertisements are not made by pushing buttons. They are made by pushing the brain. They are unhidden persuaders."

Brave Bomb Scare

RON ELLIS, assistant news editor of CHCH-TV, Hamilton, picked up the phone one night recently to receive the curt announcement that a bomb had been placed in the building and was due to go off at any moment.

A sceptical team of newsmen and cameramen decided to stick it out anyway, passing the call off as the work of a crank.

They were right. Police searched the building and found nothing. The two-story CHCH building is still standing.

Did you know that . . .

CKCH Hull, Que.

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

*ELLIOTT-HAYNES
CIRCULATION REPORTS

COVER WESTERN ONTARIO

from **CFCO CHATHAM**

1000 WATTS on 630

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

AN IMPRESSION

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

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

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

They last and last!

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

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

CFNB

This way to Montreal



Marconi announces the

ALL-NEW GATES BC-1T

1000 WATT
BROADCAST TRANSMITTER

GATES BC-1T...

ENTIRELY NEW in electrical design . . .

ALL NEW in functional design and styling . . .

A NEW HIGH in performance standards with the big plus of extra features found only in Gates. This is **YOUR** transmitter, because many of the exclusive features come from your suggestions.

The Inbuilt Dummy Antenna was suggested by many broadcast men. "We want to do off-the-air testing that is positive, reliable, accurate and quick," they said. Now, for the first time, comes a transmitter, the Gates BC-1T, which offers this important exclusive.

That Bothersome Back Door consumes wasted floor space. "Let us have a transmitter 100% serviceable from the front," was a repeated suggestion. First again, comes a transmitter fully accessible from the front.

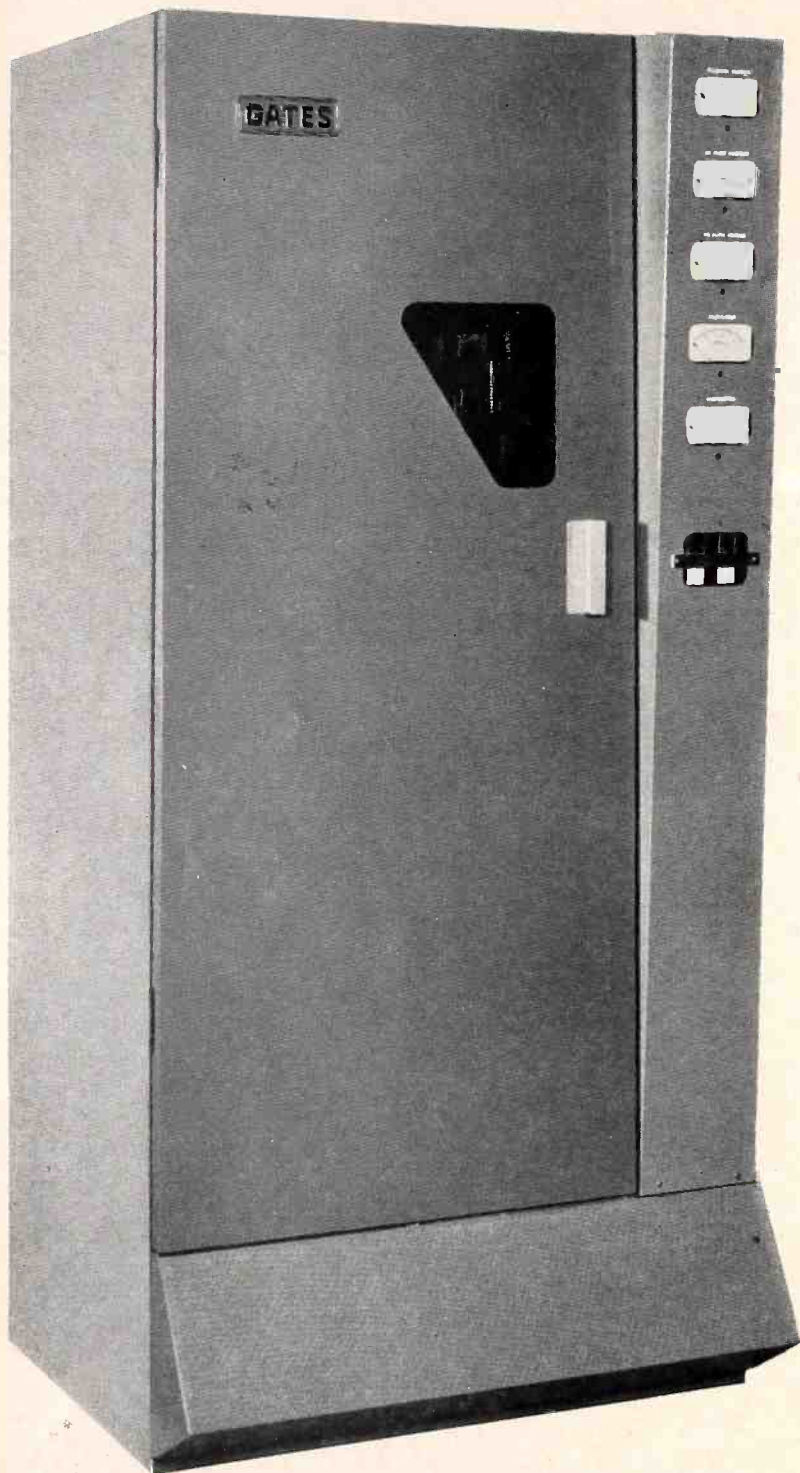
"Frequency Stability must certainly be possible," broadcasters said, "without the crystal oven, thermostats and thermometers." BC-1T has dual vacuum type crystal units with pin-point stability and without ovens, thermostats and thermometers.

First Again is a broadcast transmitter with the uniformity and positive results of printed wiring. Here results are always the same. This tremendous plus tells the maintenance engineer his work is easier and management the initial cost is lower through technological progress.

Little Things are important too. The tilted vertical meter panel, illuminated bar type Off-On controls, magnetic front door catches and concealed tuning controls to mention a few. But big performance is BC-1T's claim to fame. Like the many one kilowatt predecessors of the Gates line, BC-1T is certainly the engineer's transmitter.

*An eight page color brochure
describing each exclusive feature in
detail is yours on request.*

MAKING DELIVERIES NOW!



CANADIAN MARCONI COMPANY



MONTREAL 16, QUEBEC

Broadcast & TV Station Equipment Sales

International

ANNOUNCERS MUST SCRIPT AD LIBS IN SOUTH AFRICA

by GERRY MYERS

The author, a South African, has been in Canadian radio for six years with CKOY - Radio, Ottawa, and CKEY - Radio, Toronto. The following report is the result of a Christmas-New Year's visit to South Africa.

LIKE CANADA, South Africa has two languages, and the problem of bilingual broadcasting is overcome by two separate non-commercial networks, one completely English-speaking, the other completely Afrikaans. They cover the country in its entirety and also boom over the entire length and breadth of Africa via shortwave.

Programs are very reminiscent of the long-hair *Third Program* as presented by the BBC, and one is quite liable to hear a talk on "The Love Life of the Aspidistra". However, occasionally somebody slips on a disc of Elvis, whooping it up. The commercial side of South African radio is called Springbok Radio, and like the other two networks, it is also owned by the government.

The announcers have very little control over what they say, because there is no ad-libbing. Each announcer has to submit a script before his show goes on the air, usually a week or so in advance. Their commercial content is three minutes out of every 15, and the musical content is very unusual. They are not allowed

to play more than four records in that period, because the network has to pay performing rights of \$2.80 for every record played! With recording time getting down to the two-minute mark, an announcer has to do a great deal of talking. And for anyone used to the axiom, "If you have nothing to say, don't say it," this is very disconcerting.

Announcers do not work for the network, but rather they submit an audition program to an agency. If the agency decides to sponsor it with a specific product, the package deal is submitted to the network, which usually takes it, if it fits in with their general policy. Hence, some announcers are on from nine o'clock in the morning through the entire day, bobbing up in a dozen different time segments.

HAPPY XMAS IN JANUARY

A fad in South Africa right now is the telephone gimmick for requests or greetings. People call in and request tunes a week ahead of time, and their conversations are recorded for playback some time in the future. The greeting gimmick is worked in much the same way - - and it's quite funny to hear Christmas greetings being broadcast during the first week of January.

Most of the announcers down there are on a rock 'n roll kick, and of

course the commercial network, which plays this music, has taken practically all of the teenage listeners and a percentage of the adults.

All three networks operate from 6 am to 11 pm, with the result that most people have shortwave radio and tune to the Portuguese station across the border, after hours.

NO TV IN SIGHT

The commercial station in South Africa is bilingually operated, announcing its programs in both languages. But since most sponsors do not want their products advertised in Afrikaans, English-speaking commercial announcers have an edge.

Television is non-existent, with no sign that it will ever come to South Africa. There was hope that it would arrive in about ten years, but distances are too great and the population too small to make this hope more than wishful thinking.

For a Canadian it was quite a kick for me to be able to tune in to CFRB Toronto's shortwave station, CFRX, when the South African Broadcasting Corporation went off the air. CFRX came in loud and clear, and was a constant reminder that while South African radio is growing up, it still has a long way to go to approach anything like the radio we have in Canada today.



MR. TIME BUYER —
FACTS DO NOT LIE

... and the facts are these: The 1957 Elliott-Haynes Circulation Report shows 143,703 households tuned in to CHNS and 99,302 to Station B. There's no disputing a majority audience of almost 1/3 more for CHNS. And there's no disputing this veritable goldmine... ready and waiting for your use Mr. Time Buyer.

Check these facts then.

NO MATTER WHAT
YARDSTICK YOU
USE...

CHNS
is the station to
buy in Metropolitan
HALIFAX

CHEX Goes To 5000 Watts

CHEX-RADIO IN Peterborough, Ont., reports it is on the last leg of technical preparations which will increase its power to 5000 watts and move the frequency to 980 kilocycles.

All of the equipment has been installed, and engineers are now aligning, tuning and testing. About

a curse has turned, happily, into a blessing.

One of the locations of the four antenna towers turned out to be quicksand, and with the other three towers placed, it was impossible to relocate from the bog. So they decided to dig down below the swamp and had to move in heavy pile-driving equipment. A concrete caisson was sunk to a depth of 30 feet, where the quicksand ended, and the troublesome tower was installed.

While the job was certainly made more difficult by the swamp, at some times miring the construction equipment so badly it had to be winched bodily out of the mire, the end result was a happy one. "Because of the swampy ground," says Bert, "we now have a ground system for CHEX which is next to perfect."

He expects the listening radius will now extend about 100 miles, to Kingston in the East and to Barrie in the West.



All This Mud Makes A Wonderful Ground For CHEX.

another week or two are expected to be needed before the more powerful station hits the air.

Chief engineer Bert Crump, detailing some of the technical aspects of the increase, says what started off as

Did you know that . . .
CHCH-TV Hamilton reaches a total of 498,701* adult viewers every day
*ELLIOTT-HAYNES CIRCULATION REPORTS



Car Registrations in 1956

9256

(Nearly Double the Alberta Peace River Block)

75,000 Tourists
Visited Dawson Creek in 1956
in 22,000 cars.

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

through

CJDC

DAWSON CREEK, B.C.

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

Television

MANUFACTURERS ONLY AWAIT PROGRAMS TO START COLOR

IF THE CBC would revise its policy on color TV in Canada, the Canadian television stations could be adapted overnight to handle color programs at a cost of thirty to forty thousand dollars per station.

Stuart D. Brownlee, executive vice-president of the Canadian Admiral Corporation told a district meeting of the Ontario Association of Radio, Television & Appliance Dealers in Hamilton last month that at Canadian Admiral they feel that color

television receivers have now reached a sufficient state of perfection that they can be safely sold to the public without fear of giving our industry a bad name.

"I feel that after many false starts color TV is now really getting off the ground in the US and several hundred thousand sets will be sold this year," he said. "Some 300 American TV stations are now equipped to broadcast network color programs. More than half of these are also equipped to originate color slides and films and over 100 have their own color cameras for originating live local telecasts. More color

equipment is being installed every day and the hours of color programs are increasing. We, in Canada, are limited by the fact that color is available only to those within reach of the US border city stations.

"Many of you are located beyond the range of the US border stations and what you are interested in is when you will have an opportunity to offer this new product to your customers.

"Obviously there must be color programming before you can sell color television to your customers. Those who carry the responsibility for originating color programming in Canada do not want to make their investments in studios and cameras too in advance of when the public will actively purchase color receivers.

"But there is a way", he continued, "that color programs can be brought along in an orderly manner without heavy expense to the Canadian broadcasters or the public.

"At the present time, about forty hours a week of color programs are available on the US networks and most of these are being shown on the Canadian TV network in black and white. Only minor modifications are required, in most instances, to show the present US-originated network shows in color from the Canadian TV stations.

"Our industry's submissions to both the Gordon Royal Commission

on Canada's Economic Prospects and the Fowler Royal Commission on Broadcasting have pointed out that a great many of the shows now being seen over the Canadian network can come through in color and that the cost of modifying individual stations so that the shows will be shown in color in Canada as well as black and white is comparatively negligible. At the outside it would cost about 30 to 40 thousand dollars per station.

"This cost is peanuts when one considers that the discriminatory excise tax on black and white television receivers and replacement tubes has provided the CBC with revenue of over \$20 million per year for the past several years.

REMOVE THE ROADBLOCK

"Do you know that at least one of the independent TV stations in Canada has its color telecasting equipment, but is blocked from broadcasting in color because it is told by those in control of Canadian broadcasting policies that its TV license was granted for black and white only? We must do everything to remove this roadblock.

"We all know that the present color television standards are compatible with those of black and white so that those people with black and white receivers will continue to receive the programs as they do now, but simply letting signals out in color will give an opportunity for an orderly introduction of color TV in Canada by at least making it available so that you dealers can show it to your customers and your service technicians can have actual color programs to work with in adjusting color receivers and installing them in the consumers' homes.

"This is the logical way to get color off the ground and there will then be a ready-made audience when the Canadian broadcasters are ready to originate programs in color.

DOGS-IN-THE-MANGER

"It is a fundamental that we must have volume markets to accomplish further price reductions in color television receivers and we are going to be under a terrible handicap if we sit back and let those responsible for broadcasting policies take a dog-in-the-manger attitude that they will not allow any color TV in Canada until they are ready and willing to produce Canadian-originated color shows.

"Sure we all like Canadian talent and Canadian television, but why should the people remote from US border stations be deprived of color television now when it is available on the network, and when we have TV stations that can make it available to 80% of the Canadian public overnight?

"You will probably hear all sorts of reasons why we shouldn't have color TV, from those people that do not want to have it just now and unfortunately there are even some within our own industry who would like you to think that color television is not here, technically or program-wise. This is the usual sour grapes from those who like to sit in the sidelines and let someone else do all the pioneering while they

prepare to jump in at the time that they consider most opportune for themselves profit-wise.

PROGRAMS MUST COME FIRST

"Then we get the bright statement from a spokesman of the broadcasters that they will consider broadcasting color only when the price of the receivers to the Canadian public is under \$500.

"If this isn't the most negative type of thinking that can be imagined I don't know what is!

"It simply means that the Canadian manufacturers would have to produce and you dealers would have to sell, a sufficient number of receivers to permit production costs to be reduced to the point that we could provide a unit selling for less than \$500. All this, mind you, before there are any color TV programs for the customer to view!

"The price to the Canadian consumer is at the moment higher than to the US consumer, but given a reasonable chance to get economical production volumes we can do just as good a job, price-wise, for the Canadian consumer as the United States TV industry. And this has been proved in black and white television.

"We know that Canadians will want color TV, and they will buy it when they see it. In merchandising color TV we will not be trying to introduce an entirely new product to the market. We will merely be selling the customer an improved or more desirable article than the one he already has.

"The magic price of \$500 is simply a myth. How does anyone know what the public will pay for color television? You don't hear the automobile dealers say they can't sell cars above the price of the low-priced big three.

"Sure it would be nice to have color television for \$500, but so would \$99 be a nice price for black and white and we certainly didn't wait for that before we got into the black and white television business.

"We can sell good quality, good appearance, good names and good value just as long as we deliver good performance and to do that we need a reasonable amount of good programming.

"You, the dealers, will have to have your service and installation men properly trained in color techniques, because color TV will mean new knowledge and new skills on the part of the service men.

"You know that a color set is in effect four sets in one. It combines the circuitry of black and white plus circuits to bring in signals in each of the three basic colors, red, green and blue.

"To merchandise color you will have to go back to the same techniques used in merchandising black and white receivers.

"Color television receivers are now technically ready - several hours of excellent color programs are now available on the network every day. When you will get color television from your local stations rests entirely in the hands of those responsible for establishing Canada's telecasting policies."



Stuart D. Brownlee

ALWAYS FIRST!



On-the-Spot coverage for news and special events as they happen.

CKSL's new portable transistorized two-way transmitter-receiver gives better faster more colourful reporting.

There's no waiting with

CKSL

LEADING THE WAY
ALL WAYS
IN

LONDON AND WESTERN ONTARIO



The
R19400A & B
**VIDEO
MONITORS**

utility monitors
with master monitor
performance

BRIGHT HIGH CONTRAST PICTURE from 17" Aluminized Tube.

SIZE SWITCH with preset height & width controls permits full screen picture or all four edges showing with no change in linearity or aspect ratio.

600 LINE RESOLUTION is obtained by wide bandwidth video amplifier & excellent beam focus. No focus control is required.

AUTOMATIC SYNC SWITCHING. A front panel switch permits use with composite or non-composite signals manually, or in the remote position, automatic control from video switching facilities.

PERFECT INTERLACE without fine adjustment of vertical hold control.

REGULATED POWER SUPPLY provides steady plate supply voltage and prevents changes in picture size with power line changes.

HIGH GAIN AMPLIFIER will produce full contrast picture with composite signals as low as $\frac{1}{2}$ volt peak to peak.

KEYED CLAMP CIRCUIT Maintains stable black level independent of picture or sync. signal amplitude.

The R19400A & B Video Monitor is designed for use in TV Studios, control rooms, line company control centres, closed loop systems and in any other application where a high quality 17" video monitor is required.

The R19400A Monitor is complete with cabinet and may be mounted on a table or suspended by cables from a ceiling mount.

The R19400B Monitor (as shown above) is supplied less the cabinet for rack mounting installations.

A slide kit (R19400-140) is available as an accessory item to permit easy access for maintenance in rack mounted installations.

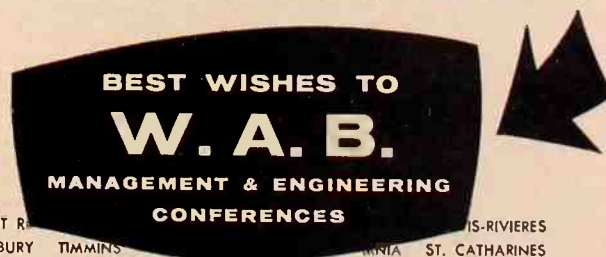
SPECIFICATIONS

Input Signal:	.5 to .20 volts peak to peak composite signal.
Video Response:	Within 3 db to 8 mc.
Resolution:	Better than 600 lines.
Internal High Voltage:	14 KV
Picture Size:	10 $\frac{3}{8}$ x 13 $\frac{3}{4}$
Power Input:	105 to 125V, 60 cps, 2 amps.
Size, Including Cabinet:	17" H x 17 $\frac{1}{8}$ " W x 20 $\frac{1}{2}$ " D Requires 16 $\frac{1}{2}$ " behind rack mounting surface.
Weight, Including Cabinet:	97 lbs.

Northern Electric
COMPANY LIMITED

HALIFAX MONCTON ST. JOHN'S, Nfld. SAINT JOHN, N.B. MONTREAL ROSEMONT MOUNT R
VAL D'OR OTTAWA TORONTO HAMILTON KINGSTON KIRKLAND LAKE LONDON SUDBURY TIMMINS
WINNIPEG FORT WILLIAM REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER VICTORIA VERNON NEW WESTMINSTER

057-6



Cover Story

CANADIANS TAKE A HAND IN LAUNCHING BERMUDA TV

THE SOUND went off and the audio went dead; people poured in their letters to the local newspapers; management had kittens; artists, announcers and a whole host of ultra-VIP's, from the Governor down, had blood, sweat, tears and butterflies all over the studio; phone wires hummed with praise and blame; the tower fell down; in fact, all in all, ZBM-TV, Bermuda's first commercial television station, went on the air at 6 pm Monday, January 18, with a smoothness that verged on monotony.

It was a tremendous undertaking for a private company to launch TV on a privately-owned basis in this Island Colony. It came in the wake of a film TV service which has been successfully supplied for the past eighteen months from the United States Air Base at Kindley Field, whose personnel and their families create a market of around 42,000 people, two-thirds of whom are colored and one-third white.

Bermuda is a market whose retail spending power, bolstered by an annual influx of around 120,000 money-happy tourists, mostly from the United States, is estimated at a yearly \$68,000,000. It is also a reflection, not without interest to advertisers and merchandisers, that as there is virtually no manufacturing undertaken on the Island, virtually everything these tourists buy to eat, drink, wear or take home, must necessarily be supplied by manufacturers from the States, the United Kingdom or Canada.

INUNDATED WITH MAIL

The clearest indication of the importance with which the Bermudians view the coming of commercial TV is to be found in the newspapers, which as soon as the station went on the air, found themselves inundated with a flow of letters to the editor which exceeded belief.

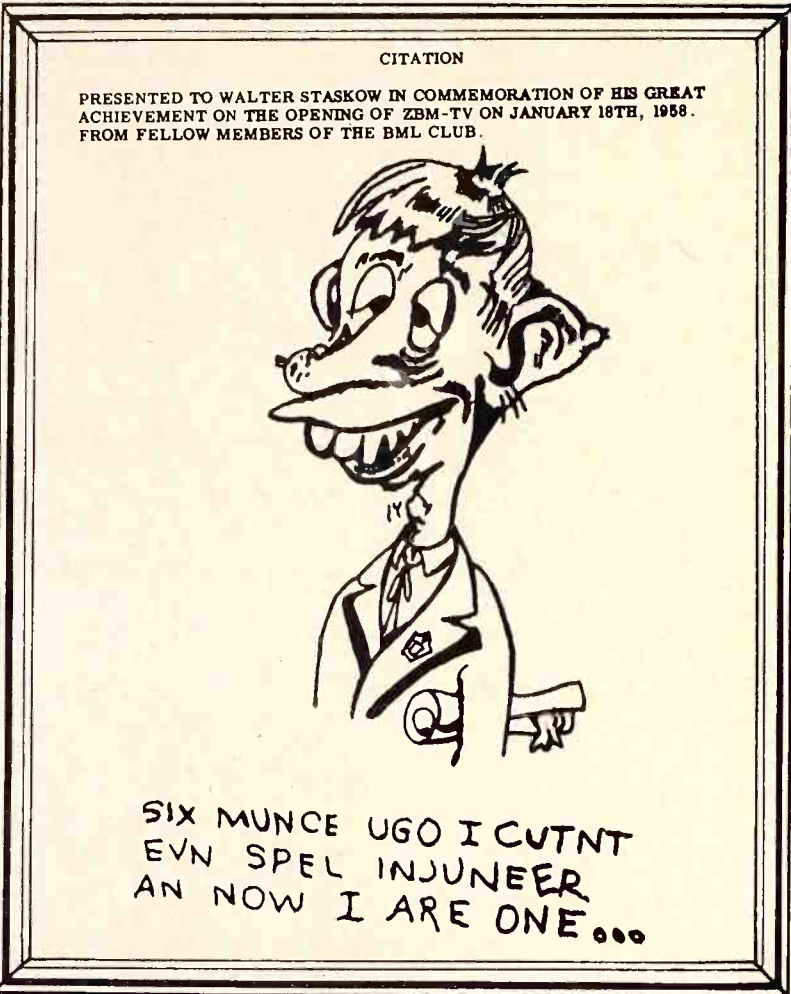
There were commendatory letters of course, but naturally the other variety got the big play. The new station is on the same channel(10) as the Air Force one, and it is broadcasting on double the power. Strangely though a number of viewers who had enjoyed good reception on

ZBK suddenly found themselves shut off when ZBM came on. It was only a case of the usual preliminary bugs, but before they could be straightened out, one viewer wrote to the

rabbits' ears had previously sufficed. This she said, she could not afford. They told her at the station to tie a clothes hanger to the lead and throw it out the window. "What?" she

AN ON-THE-SPOT REPORT

By Dick Lewis



paper that every night she prayed that they would give it back to Kindley. (By this time the station had been on the air for two evenings!) Because of her location on the island, another viewer found she would need an outside aerial, where

cried, "the TV set?". A politician, obsessed with the idea of protecting his electors against anything, even if he had to invent it, charged the new company with vandalizing the public air ways and depriving the people of film programs they wanted to see in favor of the "flat voices of Bermudians" and the "often effeminate accents of Englishmen". A fellow member of the House commented that his five year old grandson had the same complaint, but hoped they would both find a solution.

As the editor of one of the local papers commented wryly over lunch one day, "we are getting the same letters and the same comments from the same people who complained so bitterly when the Kindley station was opened."

Meanwhile, up and down Front Street, people - - just ordinary people - - were stopping each other on the street, exchanging interested and even proud comments on the new station, in which they were beginning to take a proprietary interest. Local sponsors were piling on the bandwagon, with surprising

speed, and the national business was beginning to flow in, mainly from New York. An amusing sidelight was the story of four local merchants, all competitors, who agreed they would none of them touch TV. Then two of them went in the other door and grabbed off shows for themselves. Another merchant refused to touch TV until they brought in the fights and the wrestling. His 80-year old parents love them.

CANADA GETS INTO THE ACT

Canadians played a major part in getting ZBM onto the air. The eight on our front cover and one more come from all parts of the country.

In the front row, standing, they are, from left to right: Joe Irvine, program director of CKCW-TV, Moncton, N.B. who came to the opening as the station's special guest; Bette Morrison, from Winnipeg, who used to freelance musically around the CBC and elsewhere in Toronto, and who joined ZBM-Radio in 1948 - - Bette runs traffic, writes commercials and makes herself generally and eternally useful under the broad title of advertising manager; Walt Staskow, 36-year old former Torontonian and CJCS, Stratford, announcer, who came to ZBM in 1948 and took over management from Gerry Wilmot in 1955 - - Walt is managing director of the new concern; Gerry Wilmot, who originated at CJOR, Vancouver, served with the CBC in Montreal, and was their first overseas war correspondent and is now a freelance writer-producer in London, England - - Gerry flew over to emcee the opening; announcer Ken Ludwig from Vancouver, who once announced at C-FUN in that city and CKPG, Prince George and was also on sales at CHCH-TV, Hamilton. Standing to the rear, from left to right, are: Gerry Paley, a Bermudian who spent two years with the CBC in Toronto as film assistant and is ZBM film editor; Jack Dodge, from Saint John, N.B., who used to announce on VPCM, St. John's, Newfoundland and is now radio program director and TV chief announcer at ZBM; Bill Holmes, from



Walt Staskow and Gerry Wilmot

Truro, N.S., a former CHNO, Sudbury and CKCR, Kitchener sports-caster, who went to CHSJ-TV, Saint John as announcer-producer and has dug in at ZBM-TV as program direc-

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

DON WRIGHT Productions

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

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

Station links with two newspapers



Gene Ray — Bermuda News Service

RIGHT WORSHIPFUL E. RODERICK WILLIAMS, M. C. P., mayor of Hamilton, led Hubert Smith and his Coral Islanders, as they sang together the calypso, "Bermuda", written and composed by the same "Roddie" Williams.

tor. Missing from the picture is announcer Greg Poole, a native of Pembroke, Ontario, who used to be at CKWS-TV, Kingston and CKOC, Hamilton.

PRESS AND RADIO ARE PARTNERS

ZBM-TV operates independently from its radio counterpart, although that organization, owned by Bermuda Broadcasting Company Ltd., one of the partners in the TV venture, runs it, with radio and TV each occupying a floor in the same building. It's TV partners are Bermuda Press Ltd. and Mid-Ocean News Ltd., the two last-named partners being the local newspaper interests.

Besides Staskow and Holmes - - two of the Canadians who have been mentioned - - key people are Robert Harbin, a professional magician from London, England, who is production director and does weather and other on-camera jobs himself; and Aubrey Harris, from British Marconi, who is chief engineer.

ZBM-TV started in operation with an estimated 4,000 sets in the Island. It operates on a power of 250 watts

audio and 500 watts video on Channel 10. Canadian Reps are Stovin-Byles Ltd.; US sales are handled by Intercontinental Services Ltd.

CJAV RADIO

Port Alberni — B.C.

is the most!

over

90%

of the early morning audience

Contact

VANCOUVER
John N. Hunt
& Associates

TORONTO &
MONTREAL
Stephens &
Towndrow

U.S.A.

Donald Cooke

• Elliott-Haynes

These 3 "Track Down" Sales in Northern Ontario



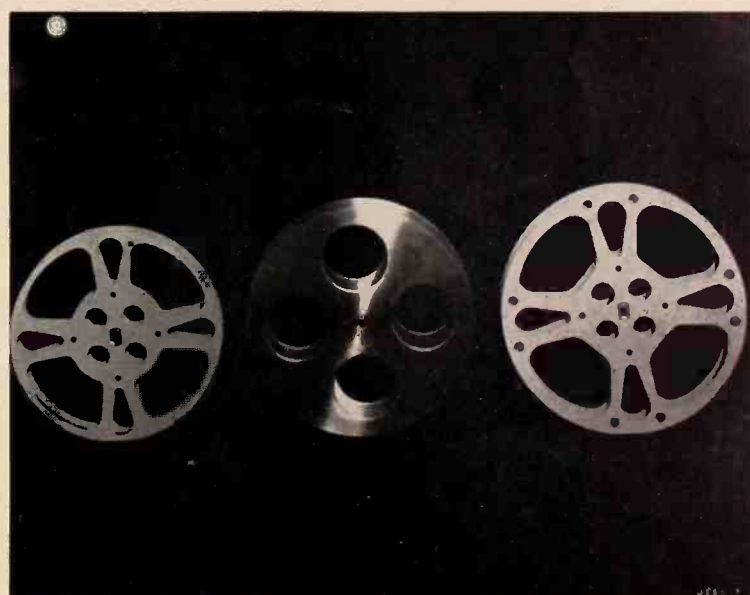
To get complete coverage in the rapidly-growing Northern Ontario market, you need all three of the popular Northland radio stations. Each one gives you top listenership in its own captive area. Yet combined, the "Three Bears of Northern Radio" give you the complete Northern Ontario market — over 300,000 listeners every day.

CFCH NORTH BAY **CKGB** TIMMINS **CJKL** KIRKLAND LAKE
REPS:

TORONTO & MONTREAL, NBS • WESTERN CANADA, ALL CANADA • U.S.A., WEED & CO.

Three more of the effective "Northern Group"

CKWS • CKWS-TV • CFCH • CKGB • CJKL • CHEX • CHEX-TV



GOLDBERG Film Reels and Cans

"For those who want the Best"

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

Alex L. Clark

LIMITED

Budget Plans available for Your convenience.

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BRANDON

NOW 5000 WATTS!

SERVING

WESTERN
MANITOBA

and

EASTERN
SASKATCHEWAN

FROM "THE WHEAT CITY"

“NOTE THAT



CJAD dominates

Give your product the preferred

CJAD

is the most popular station for all types of programmes and enjoys a wide superiority in news and music (the two most important features in radio)"

*Listener Survey, Jan., 1958 . . .
International Surveys Limited, Montreal.*

all five programme categories

	News 100%	Music 100%	Sports 100%	Quiz 100%	Plays 100%
<u>CJAD</u>	53	35	46	63	41
<u>Station "B"</u>	31	21	39	28	31
<u>Station "C"</u>	11	16	10	7	22

throughout the listening day

% of those listening	CJAD	Station "B"	Station "C"
<u>before breakfast</u>	53	38	7
<u>during breakfast</u>	57	35	7
<u>after breakfast</u>	56	37	4
<u>afternoon</u>	52	26	11
<u>evening</u>	39	29	11
<u>in car</u>	34	31	6

FLASH!

Latest B.B.M. Survey
(Nov., 1957)

CJAD
207,100 households

Station "B"
137,700 households

spot on the Montreal dial

Representatives: RADIO TIME SALES, Montreal, Toronto;
LONG CANADIAN STATION REPRESENTATIVES, New York, Chicago



Opinion

CLERGY IS DIVIDED ON TV THRILLERS

by BRIAN SWARBRICK

DOES THE HEAVY diet of blood-and-thunder westerns and other crime shows have an unhealthy effect on younger viewers?

This question, asked of representatives of Canada's major religious faiths, drew the unanimous reply that television has an enormous power to debase or to elevate public understanding and public taste, but whether it is doing either is a matter of personal opinion.

One clergyman stated that crime shows were "most objectionable"; another that the situation would deteriorate to the point where the industry would have to set up a board of censors; others felt the blood-and-thunder westerns had no dangerous effect except upon the most impressionable children.

The question rose from a London report in which a group of British parents were reported to have claimed that television, and American western films in particular, was "ruining their children's eyesight, slowing their speech, and turning them into neurotic idiots."

None of the Canadian churchmen agreed with these charges. But Dr. J. R. Mutchmor, secretary of the Board of Evangelism and Social Service of the United Church of Canada, said "violence, infidelity, deceit and theft seen on US television programs coming into Canada

are helping to increase juvenile delinquency."

It was Dr. Mutchmor who predicted the establishment of a voluntary censors' office, along the lines of the moving picture censorship system. He added: "If they are concerned in the UK, we should be even more so in Canada, since the situation is much more serious here. We are in a vulnerable position, being so close to the US. We just have to take it as it comes pouring in."

Dr. Mutchmor said he had little personal contact with American westerns on television. "However, a man I know tells me his youngster has learned all about how to handle a gun, from lessons he learned on TV. What good can come from that?"

WHY CAN'T THE INDIANS WIN?

Dr. J. A. Munro, in charge of Visual Education for the Presbyterian Church in Canada, had no complaints about television, although he said he was appalled by the rising delinquency rate in the US. "However," he said, "I find nothing particularly reprehensible about TV as it is made available to children. In other words, that part of television which might be described as "adult" entertainment, unsuitable for children, appears at an adult time, in the late evening, when children should be asleep.

"As far as westerns are concerned, I've been going to see movies, westerns included, since 1912. I don't think even the blood-and-thunder aspects of them do any harm.

"My only argument is that the poor Indians never seem to win. But I do a lot of work with our northern missions, and I must admit that the Indian children there seem to cheer on the cowboys, at the expense of the Indians, as much as the white children do."

Rabbi Abraham L. Feinberg, of Holy Blossom Temple in Toronto, who makes frequent TV appearances himself on various panel shows, commented:

CHILDREN FORGET TO READ

"I do not think that TV programs inevitably channel a child's mind toward violence, although some instances have been discovered of especially-impressionable kids imitating the crimes viewed on television. The programs, however, can become a dreadful drain on a child's time and interest. The hours spent before a TV screen by millions of youngsters have only one value: they keep the kids quiet, and out of their parents' hair.

"We are panicky about education in the western world, after sputnik

revealed how hard, tough educational methods are giving scientific superiority to the Soviet Union, in an age when fact and knowledge will decide the winner of a cold and a hot war.

"Yet television drugs our kids with escapist "entertainment"; clogs their craniums with so much unreal stuff that they often forget how to read; conditions them to being observers of action rather than participants; and habituates them to the assumption that life's crowning achievement is to sit, sip and succumb to the blandishments of a sweet-voiced, smiling sales talk.

"Teenagers learned how to study while they listened to the radio, I am told. Whatever may be the results, in educational terms, of such mental gymnastics, no one has yet come up with a device which will enable kids to cram geometry while they gaze entranced at gun-men on television.

"Personally, I find TV relaxing. I like the panels and sports events, especially football and hockey. Even one Western - - adult! - - is dear to me. Television can be truly helpful and educational, as some special productions prove. Eventually it will be an important instrument of teaching. And many of the programs originating in Canada, such as original dramas, skits, documentaries and Shakespearean plays, are excellent.

"But the stranglehold of Madison Avenue prevents Canadian TV from reaching out for its own self-expression.

"TV is an ad-man's gimmick in the US, not an artist's opportunity. It has become not an end in itself: to entertain, edify and inspire - - but a means to an end. That end is the sale of automobiles, toothpaste, deodorants, frigidaires and breakfast food. As proved by the case of an advertising executive who was fired because he stated in a TV interview that one toothpaste is as good as another (thus violating the most sacred canon of salesmanship, namely, that *the one* toothpaste of a

client *must* be supreme!), loyalty is demanded to a material product, rather than to any standard of art, good taste or morality.

"As long as TV owes its life to, and is a pawn of merchandise promotion," Rabbi Feinberg concluded, "it cannot be expected to reach a high level of artistry or moral influence. Its function, for those who buy and pay for it, is to give people what they supposedly want *now* (based on various polls) instead of making people want something better tomorrow."

TV IS A PUBLIC TRUST

Rev. Leonard F. Hatfield, general secretary of the Department of Social Service of the Anglican Church of Canada, prefaced his remarks by referring to the brief to the Royal Commission on Broadcasting by the Committee on Broadcasting of the Canadian Council of Churches. The brief declared that broadcasting should be regarded "as a public trust to be used for the benefit of society."

"Those programs that glamorize crime and violence, especially when presented during the children's hours, are not in accord with this principle," Dr. Hatfield said.

He noted that a survey had shown "a rapid increase in the number of crime westerns being broadcast at hours when children are listening. Those who carried on the research evaluated as "objectionable" or "most objectionable" some 36 half-hours per week of TV crime programs broadcast for children. Most of these were crime westerns.

"This trend is to be deplored. Such programs cannot help but exert a harmful influence on impressionable children."

A spokesman for the Roman Catholic church said TV occasionally gave cause for concern but added, "as far as juvenile delinquency is concerned, it is of course largely up to parents to watch their children's viewing habits."

Teachers Rate TV As Just Another Distraction

OPINIONS RANGING from "no distraction" to "one of many distractions" were offered last month by Calgary school principals on the subject of television and its effects on the report card.

A Regina public school teacher had said that homes without TV produced the only two children who had received A grades on their last reports. Principals in Calgary said they had no way of measuring similar effects there.

H. T. Pritchard, principal of an elementary and junior high school, said he found his own children had grown accustomed to television and now find more interest in other things.

"It's become a part of their life now and there have been no complaints heard from other parents about TV."

High school principal Ward Steckle observed that students at the high school level are old enough to be judicious.

"We've had no opportunity to measure the effects but we've had no indication that TV is a detriment, and there are some indications that it is beneficial," he said.

He mentioned specific instances of students who had reported they derived useful information from travel and science films.

On the other side of the fence was another principal, H. D. Cartwright. "TV is a distraction," he said, "but it is only one of many."

He named movies, cars, sports, radio and the opposite sex as distractions along with television and the fact that many students have jobs and therefore money to spend.

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CKGN-TV
is now
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MORE
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BBM, Nov. 1957

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Did you know that . . .

CKCK-TV Regina
reaches a total of 138,093*
adult viewers every day

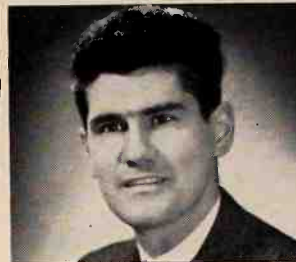
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RCA Victor representatives with more than a century of combined broadcast experience!

Over a century of broadcast experience at your disposal anywhere in Canada, from Halifax to Vancouver! Your RCA Victor representative brings to your problems his own experience, plus the resources of the team behind him. You get a combination of

research and engineering skill unmatched anywhere! For assistance in radio or TV broadcasting — contact your RCA Victor representative. You can bank on his knowledge . . . and RCA Victor's reputation for quality, dependability and progress in radio and television.

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HALIFAX QUEBEC MONTREAL OTTAWA TORONTO
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TELEVISION IS ALSO SELECTIVE

WHILE IT IS TRUE THAT MANY INDIVIDUAL TIME PERIODS IN TELEVISION DELIVER NEARLY EVERY HOME IN A MARKET - LESSER RATED PERIODS AFFORD TREMENDOUS IMPACT THROUGH FREQUENCY OF IMPRESSION IN A SELECTIVE AUDIENCE TIME.

IN ONE WEEK

FIVE LATE EVENING PARTICIPATIONS

WILL REACH

45% OF ALL THE HOMES IN A MARKET

AN AVERAGE OF **2.2** TIMES EACH*

*BBM - Oct. 1957 in the periods of 11:45 pm Monday through Friday

CARTB Member Stations

CJON-TV,	St. John's	CFCL-TV,	Timmins
CJOX-TV,	Argentia	CFCJ-TV,	Port Arthur
CFCY-TV,	Charlottetown	CJIC-TV,	Sault Ste. Marie
CHSJ-TV,	Saint John	CKLW-TV,	Windsor
KCKW-TV,	Moncton	CKNX-TV,	Wingham
CKRS-TV,	Jonquiere	CKX-TV,	Brandon
CFCM-TV,	Quebec City	CKCK-TV,	Regina
CKMI-TV,	Quebec City	CJFB-TV,	Swift Current
CKRN-TV,	Rouyn	CFQC-TV,	Saskatoon
CKVR-TV,	Barrie	CHCT-TV,	Calgary
CKWS-TV,	Kingston	CHCA-TV,	Red Deer
CHEX-TV,	Peterborough	CFRN-TV,	Edmonton
CKCO-TV,	Kitchener	CJLH-TV,	Lethbridge
CHCH-TV,	Hamilton	CHAT-TV,	Medicine Hat
CFPL-TV,	London	CHEK-TV,	Victoria
CKGN-TV,	North Bay	CHBC-TV,	Kelowna

Subscription TV

MAJOR US NETS URGE VETO

PRESIDENTS OF THE THREE major US broadcasting networks appeared before the House Interstate and Foreign Commerce Committee in Washington last month in opposition to subscription television.

The gist of their representations was that they were opposed even to the proposed tests of the subscription system, that it could only succeed by "cannibalizing" free television, but that if it became a successful reality they would be forced "as a matter of self preservation," to enter the field themselves.

Robert Sarnoff, president of the National Broadcasting Company, urged that Congress prohibit the use of broadcast channels for pay TV and that the Federal Communications Commission withhold action on the pending tests of subscription viewing until Congress has resolved a policy. The FCC had announced it would consider applications for a trial basis but would take no action before March 1.

Frank Stanton, president of Columbia Broadcasting System, said he knew of no way to conduct the tests without disrupting service to a lot of people.

ABC president Leonard Goldenson stated that the suggested testing "is equivalent to starting an epidemic to test a new vaccine. Once the epidemic has started it cannot be controlled."

Mr. Sarnoff, discussing the pay TV claim that it would provide a different and better service, stated that pay TV supporters "ignore an economic contradiction. With the mass audience a practical business necessity for pay TV, it must offer the most popular attractions . . . stars already tested in the crucible of competition for public favor . . . and I assure you they will be found primarily in the talent lists of the three national networks."

"Pay TV," he concluded, "can succeed only by cannibalizing free television."

FOR THE CARRIAGE TRADE

Frank Stanton of Columbia Broadcasting System said pay TV would be making use of channels now dedicated to free television with "an enormous potential for siphoning free television's programs." He added: "Where now the best in television is available to all, pay television will fence off the best for the carriage trade."

Mr. Goldenson said pay TV would eventually lead to the "destruction of free television. The public will be the loser, for it will be forced to pay for programs it now sees free."

Mr. Goldenson, speculating on what would happen if pay TV were to become a successful reality, foresaw the resulting deterioration of free television to a point where his company would be obliged, as a matter of self preservation, to enter the field.

Mr. Stanton, discussing the same possibility, said: "If the Congress should decide that pay television is in the people's interest, and if pay television then begins to take hold and supplant free television, we shall participate in it, if we must, to survive economically."

Insofar as pay TV on a wire circuit was concerned, Mr. Stanton said there were a lot of questions, but at least CBS could compete with it. He said that closed circuit pay TV at least did not involve the use of the airways already dedicated to free television.

Another witness, Milton J. Sharp, president of Jerrold Electronics Corporation of Philadelphia, set forth the closed circuit cable system as the only economically and technically feasible approach to bring box office quality entertainment into the home at a price.

See Movie TV as Rival to Pay-TV

TELEPROMPTER Corporation expects to gross a record \$2,000,000 from the closed circuit telecast of the March 25 return bout between

Carmen Basilio and Sugar Ray Robinson for the middleweight boxing championship.

Company officials announced last week that they have already signed up 160 theatres with a seating capacity of 481,000 and they expect the final total to exceed 200 theatres and 550,000 seats. They are counting on selling upwards of 450,000 tickets at four dollars a seat.

In addition to the theatres, the corporation has obtained arenas in Rochester, Syracuse, Houston, San Francisco and Louisville.

TelePrompTer outbid Theatre Network Television for the upcoming fight. TNT has handled all previous closed circuit telecasts of International Boxing Club fights. Irving Kahn, president of TelePrompTer Corporation, said: "The thing's been going so well that we've upped our guarantee to the Boxing Club from \$275,000 to \$350,000."

The theatre telecasts were seen to be a potent rival to pay-TV in the handling of sports events.

The greatest French advertising medium in Quebec

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CHLT-TV CHANNEL 7

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We cover the Montreal market

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TV Division

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

Van Grant's

Technicolumn

AN ELECTRONIC device about the size of a cigar box, which hooks on the outside of a television camera, is expected to double the life of costly picture originating tubes, according to the Electronic Equipment and Tube Department of Canadian General Electric.

The device, described as an image orthicon life extender, is said to be a major innovation for TV broadcasters. It prevents burn-in and sticking of images on image orthicon tubes, which distorts the picture.

When this happens the I-O tubes must be discarded. Under average use, life of the sensitive tubes ranges from about 200 to 1,000 hours. Thus the tubes must be replaced about two or three times yearly, and since they sell for \$1,600 this becomes quite expensive. With the tube saver, they are expected to last twice as long.

The principle of the electronic tube saver is an electronic deflecting system used to move or wobble the TV image inside the I-O tube. Thus burn-in or sticking is avoided. To offset the wobble, a scanning beam inside the tube follows and automatically compensates the wobble, causing the transmitted picture to appear as a normal stationary image on home receivers.

The complete unit comprises about 50 small parts, including six capacitors, a synchronous resolver and a drive motor. The device is expected, by extending tube life, to allow transmission of clearer pictures, without carry-over or distortion from previous scenes.

CGE said that the device will also improve studio camera techniques, since during most live shows two cameras are used. While one is operating the other is focused on the scene to follow and is alive but not on the air. Prior to the development of the tube saver, cameraman number two was required to keep moving his camera to prevent burn-in or stickiness of the scene to be televised. Now he can spend more time studying camera angles and improving techniques.

The latest person to benefit from automation is the TV-radio repairman. Now being marketed and soon to be manufactured in Canada by RCA Victor, is an automatic tube tester which gives the repairman a punched card system for detecting faults and deciding whether a tube needs replacing, all in seconds.

Housed inside a plastic case about the size of a small overnight bag, the tester has a control centre which consists of a matrix made up of two gold-plated printed circuit boards interconnected by gold-plated pins. It also has a set of 241 computer-type information cards, each one pre-punched in a different way to reflect the characteristics of a particular tube.

When a tube needs testing, the service man puts the necessary card into the tester. This automatically sets up all the connections for testing purposes, and within seconds the equipment gives a dial reading of the tube's usability. It checks such things as leakage, and shots between elements, as well as general quality.

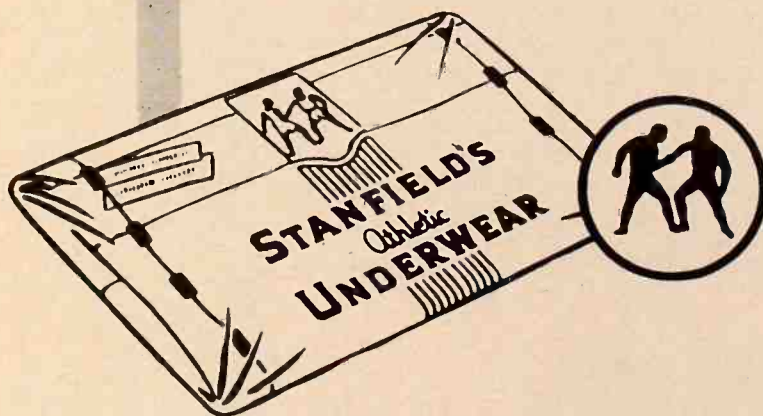
CFRN-TV EDMONTON

CANADA'S BEST FOR TV TEST



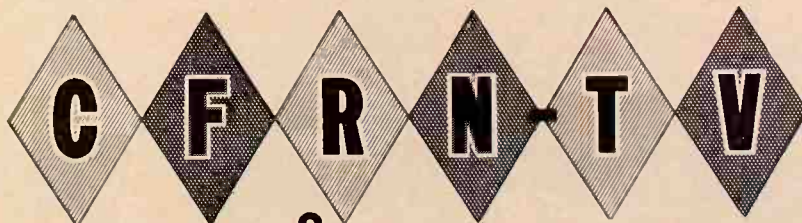
Does "A Most Commendable Job" for STANFIELD'S says Mr Lochiel Cameron General Sales Mgr

"To sell underwear in Alberta you make Edmonton your number one market. And to reach the majority of that market with a strong product demonstration we chose CFRN-TV. To judge the wisdom of our choice we need only look at sales results. They prove that CFRN-TV has done a most commendable job for Stanfield's."



TRADE MARK REG.

See our reps. for availabilities



CHANNEL 3 EDMONTON

SEE: Television Representatives Ltd. - Canada • Broadcast Sales - Winnipeg
• Young Canadian Ltd. - U.S.A. • Harlan G. Oakes - West Coast, U.S.A.

THIS IS *Newfoundland*



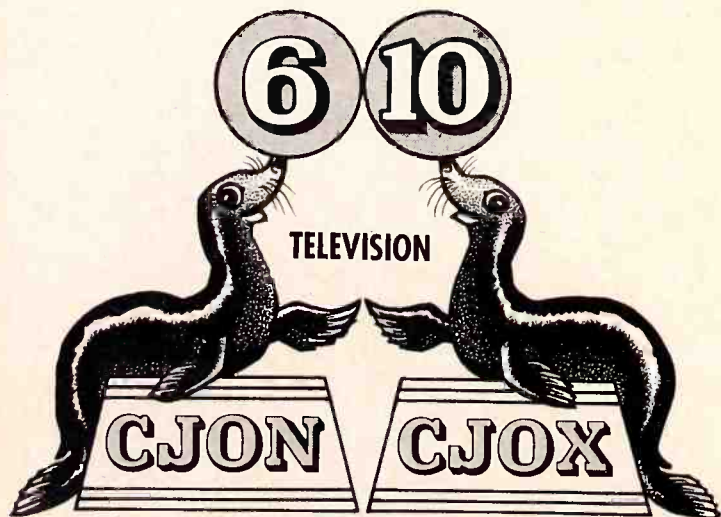
Busy Water Street, St. John's. Notice the many late-model automobiles.

Newfoundland has changed so amazingly in the past few years — has reached such high prosperity — that our ideas of it as a Market must be changed too. You will not find a "jalopy" in the whole Province. The stores are amply stocked with all the "prestige" brand-name goods. St. John's Shopping Centres would do credit to any city in Canada. It is a TELEVISION-CONSCIOUS Market — 70% of the total population is reached by TV, but less than 8% of all Newfoundlanders buy any daily newspaper.

CJON-TV reaches about 279,000 Newfoundlanders — or 70% of the total population . . . who make over 75% of the total retail purchases.

In 1957, Retail Purchases in CJON-TV's viewing area approximated \$300,000,000.

CJON-TV, and its satellite CJOX Argenticia — which gives you *extra audience at no extra cost* — DOMINATE a CAPTIVE MARKET. Tell them about YOUR goods and services — and get your share of this prosperous, ready-to-buy market.



Represented in CANADA by STOVIN-BYLES LTD.

ST. JOHN'S NEWFOUNDLAND

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

SHORT WAVES

One In Every Crowd

LETTERS OF COMMENT on our new-style cover have poured in with a gush. They are all so complimentary though that they make awfully dull reading. However, there is no rule without exception, and we gratefully acknowledge the following gem from our old pal Tiny Elphicke, of CKWX, Vancouver.

Dear Dick:—

"Congratulations on the new front cover. Inside still very dull . . . no changes . . . Let's have more format changes."

City Gets Communal Aerial

A FOUR-CHANNEL community television antenna system will be operating in Owen Sound, Ont., within a few weeks. Lines are now being strung from four 150-foot towers on the city outskirts by Owen Sound Cable Television Ltd.

Subscribers to the service will be able to dispense with their aerials and receive Kitchener, Barrie, Wingham, Ont., and Bay City, Mich. stations over the community system.

Won't TV World Hockey

THERE WILL BE no CBC television coverage of the World Hockey Championships at Oslo late this month, it has been announced by Jack McCabe, CBC sports director of TV and radio.

CBC radio, however, will carry a broadcast by Foster Hewitt of the Canada-Russia game March 9, on the Trans-Canada Network, starting at 1 pm EST.

Political Free Time Set

AGREEMENT HAS been reached between the CBC and the four political parties on division of free-time radio and television broadcasts during the federal election campaign.

Specific times and dates have not yet been arranged, but the free broadcasts will start February 17 and conclude March 28.

Twenty-four quarter-hour periods have been set aside on each of the CBC's French and English-speaking TV networks. Thirty-six quarter-hour periods are available on each of the radio networks.

For the first time, the Progressive Conservatives, as the government party, will have the major share. On TV, they will receive eight periods against seven for the Liberals. Five have been allocated to the CCF and four to Social Credit, on each of the networks.

In radio, the division is: Conserva-

tives twelve, Liberals seven, CCF seven, Social Credit six.

The Dominion Network will receive three hours of the English-language radio time.

Tape Satellite

THE FIRST AMERICAN earth satellite was whirling through space for less than four hours when two staff announcers of CJAV-Radio, Port Alberni, BC, had a recording of the radio signals ready for airing. George Cowie and Sherwin Shragge recorded the beeps off a short wave receiver operated by a local "ham" and then set about getting confirmation from scientists.

Thomas McMillan, physicist at the Naval Electronic Laboratory, Tijuana, Mexico, was contacted by telephone, and said after hearing the recording that he felt they had the authentic signals from the satellite. It was later confirmed that the frequency that the beeps were picked up on was the correct one and that the CJAV staffers had succeeded in getting the *Explorer's* signals on tape.

Young Canada Hockey Night



Alan Frass, a very happy youngster, is congratulated by sports caster Lloyd Saunders on winning the prize puppy at Saskatoon's Young Canada Hockey Night.

OVER SEVEN thousand young hockey fans jammed the local arena in Saskatoon last month to see the Saskatoon Junior Quakers defeat the Prince Albert Mintos 4 to 3 on Young Canada Hockey Night.

CFQC Radio-TV Sports Announcer Lloyd Saunders and Don Wittman, sports director, promoted the evening.

For the kids, the evening included free admission to the hockey game with the drawing of prize-winning tickets taking place between periods. Prizes included a pup, donated by CFQC-Radio, three dozen hockey sticks, a bicycle, hockey gloves and sweaters and other sports equipment.

The Saskatoon Elementary Schools co-operated by distributing the free tickets among their pupils. Sports-caster Don Wittam announced the game while Lloyd Saunders emceed the between-periods activities from the ice.

Over 3,000 youngsters were turned away from the doors of the arena.

Did you know that . . .

CHLN Trois-Rivieres reaches a total of 124,238* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

Advertising

SHOULD ATTRACT BY INFORMATION

"CANADIANS SPEND more money on advertising than they do on education." This was the opinion expressed by Dr. F. Cyril James, principal and vice-chancellor of McGill University in a talk to a meeting of 300 advertising men in Montreal last month.

"Canadians", he said, "spend 650 to 700 million dollars a year on advertising. These figures represent between two and three per cent of the net national income. On the other hand, Canadian universities spent approximately 72 million dollars last year while school boards in all ten provinces spent 410 million dollars."

"The advertising profession has accomplished much", he said, "but the 'large promise' is still in the future."

Doctor James said that advertising sometimes lacked taste and sensitivity, and too often appeals to the lowest motives of human nature.

From the University of Montreal, Professor Philippe Garrigue, dean of the faculty of political, economic and social sciences, had this to say: "Professional persuasion is the adulteration of advertising because it transforms it into spurious action. In using persuasion rather than information to attract customers, advertising ceases to give social service."

"Advertising becomes professional persuasion when it tries to manipulate the public's buying preference without really giving any information about the product being offered."

He commented that advertising, as an integral part of our civilization, is suffering from the predicament of professionalism. It is the dilemma of advertising that its techniques can be used just as effectively without paying any attention to the ends of the advertising and what it does to people and society.

Tenth Birthday

THE TENTH ANNIVERSARY of CJDC-Radio, Dawson Creek, last December, was marked by a week of celebration which included a theatre matinee at which a "king and queen" -- both ten-year olds -- were crowned, a reception for station sponsors and an open house. On Saturday, the final day, a taped review of the week was played on a special four-hour broadcast.

To publicize the anniversary, CJDC made use of all 20 newspapers in the Peace River area and broadcast promotion announcements every hour. As a result of the campaign, several new contracts were signed with local sponsors. The cost of the anniversary celebration was over \$3,000.

Pepys
ON
TELEVISION

Through the use of KVOs-TV (Bellingham-Vancouver), in afternoon times, C. B. Powell Ltd., of Vancouver, B.C. tell us they have increased sales of Pine-Sol by 375%. They have also made a marked increase in Perma Starch sales thru the same station.

STOVIN-BYLES Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing

KVOs-TV	Vancouver-Victoria	CJON-TV	St. John's Nfld.
CHAT-TV	Medicine Hat	CJOX-TV	Argentina
CJBR-TV	Rimouski	ZBM-TV	Bermuda
CKMi-TV	Quebec City	CMQ	Television
CKCW-TV	Moncton		Network, Cuba

WIN THEM . . . AND HOLD THEM



Calgary's most influential *all-family* medium . . . that's CFAC! The most popular national programs and local personalities . . .

. . . add up to more listeners day after day.* Win their attention and hold it! Make CFAC *your* medium to sell the Calgary market.

with

CFAC

Calgary

*Check any Listenership Survey!





Mr. Manitoba says:

IT'S SENSATIONAL

***80.8%**

Increase in Listenership

in

6 MONTHS

NOW Canada's

***7th Most Popular**

1000 watt station

(Including 4 Metropolitan Stations)

(*BBM TPA — Fall 1957)

More Listeners than any Manitoba station outside of Winnipeg

**YOU JUST CAN'T SELL
CENTRAL MANITOBA**

without

CKDM

DAUPHIN

Check these features —

Then check with N.B.S. - Tony Messner - John N. Hunt

Clear Channel • 730 - Non Directional

No Television • No daily newspaper

**24 HOURS A DAY
FROM THE ♥ OF MANITOBA**

Male Cheese Cake



GERRY BASCOMBE, CKSL, LONDON is shown displaying a colorful pair of shorts along with his - - torso. This is the outcome of a promotion by CKSL to boost the sale of Valentine shorts and pyjamas. Four other CKSL staffers dressed up in a similar fashion so that their pictures could be taken and placed in the window of Simpson's London Ltd.

Microwave Heads East

A 350-MILE MICROWAVE link between Quebec City and Saint John, New Brunswick opened this month, to bring live network programming to the Maritime Provinces for the first time. By the end of the year it is expected that the network will be the world's longest, stretching 4,000 miles from Victoria, B.C. to St. John's, Newfoundland.

The CBC officially opened the maritime link with a television tour of Nova Scotia, New Brunswick and Prince Edward Island in a one-hour inaugural program called *Tower Trail to the Sea*. Viewers in eight provinces, from the Maritimes to Alberta, were able to watch the live program.

Up to now, maritime TV stations have provided their viewers with network programming by means of films and kine recordings.

The builder of the network is Trans-Canada Telephone System, which is spending between \$30 and \$40 millions to complete the circuit. The Quebec-Maritime link took 2½ years to build. It consists of 11 towers, ranging in height from 50 to 265 feet, each in line of sight with the next. The complete system will have 139 towers, with picture signals passing from one to another through scoop-like antennae.

Present plans call for the completion of the Vancouver-Victoria link by mid-summer, and the link to Newfoundland by Christmas.

Be A Regular Reader
\$5 For One Year
\$10 For Three Years

Closed Circuit Tele-Sell

TWENTY-TWO EXPERTS TO SPEAK FROM NEW YORK

A TWO-EVENING closed circuit television sales clinic, *Tele-Sell 1958*, will be presented at the Queen Elizabeth Theatre at the CNE grounds in Toronto, by the National Sales Executives Club of Toronto, March 4 and 5.

The show will come in on a closed circuit from ABC studios in New York and will feature 22 world famous authorities on selling, business and science, who will, during the two evenings, show how scientific research can be applied to achieve more profitable selling.

The complete program will be seen simultaneously in Toronto, Montreal and Ottawa as well as a large number of US cities. The technical transmission arrangements are being handled by the TelePrompTer Corporation and their Canadian associate, TelePrompTer of Canada Ltd.

The program is being produced by Visuals Division, Communications Institute of America and will be conducted by two moderators - Arthur H. "Red" Motley, publisher of *PARADE MAGAZINE* and Richard C. Borden co-author of the Borden & Busse Sales Training films. Both of these men are well known as sales training experts.

SPEAKERS AND TOPICS

On March 4, from 7.30 to 9.00 pm, the program will be devoted to "General Selling". Some of the topics under fire will be: "Face-to-Face Salesmanship in a Changing World", "Cost Cutting: Management's Newest Path to Selling Profits", "How to Locate the Leaks in Your Selling Day", and "How to Package Your Personality for Customer Preference".

Some of the people on the first night's program are: Boone Gross, president, Gillette Safety Razor Co.; Dr. Leonard S. Silk, economics editor, *BUSINESS WEEK*; George Romney, president, American Motors Corp.; and Joseph A. Hoban, vice-president of marketing, B. F. Goodrich.

On the evening of March 5, also

Stamp Honors News Media

A NEW BLACK-AND-WHITE, five-cent stamp, a tribute to the news media of Canada, went on sale last month. Advance sales were normal, although the stamp is not as popular as those honoring the Queen.



The importance of communication and news in Canadian rural and urban life is shown in the background scene. Included are a broadcasting tower, telephone and power poles, tall buildings and a church. The stamp was designed by A. L. Pollock of Toronto.

from 7.30 to 9.00, the theme is "Retail Selling". Subjects up for discussion are: "How to Cope With Customer Retreat Complex", "Five Ways to Keep the Customer Coming Back", "Team-Play Methods to Secure New Customers", and many others.

The audience will hear from such people as: Philip Salisbury, editor

and publisher, *SALES MANAGEMENT MAGAZINE*; George W. Dowdy, president, National Retail Merchants Association, and H. V. McNamara, president, National Tea Co.

Tele-Sell is open to anyone wishing to attend. Further information and tickets can be obtained from the National Sales Executives Club of Toronto.

Toronto Is Only Stop For Godfrey Scouts

MORE THAN 200 Canadian entertainers - singers, dancers, comedians and ventriloquists - have passed through the doors of CFRB-Radio in Toronto during the past month, trying out for CBS-TV network's *Arthur Godfrey Talent Scouts*.

From this number, about thirty got past the first audition, conducted by advance scout Mark Russell, and were invited to display their talents before Jeanette Davis, known to the public for the past dozen years as a singer with the Godfrey show, but actually its producer since September, 1956.

While no decisions were made in Toronto, Miss Davis stated she hoped to get four or five acts for the show from this visit.

Toronto is the only Canadian centre visited by the show, which made its first scouting trip to CFRB, a CBS radio affiliate, last year.

Eleven acts were chosen on that visit, placing Toronto among the top four or five talent pools in North America, according to Miss Davis.

"We don't go anywhere else in Canada because we consider Toronto is the only place which has a heavy concentration of talent. Other places - Vancouver, Montreal and so on - have good acts but they don't have the hundreds of good acts which we find here," Miss Davis said.

Did you know that . . .

CJFP Riviere du Loup reaches a total of 35,401* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS



STATISTICS DON'T LIE!

Three Channels . . .

Triple Sales Power

Three Channels Blanket Northern Ontario

with a captive audience of **150,000 viewers**

Your Sales Message gives **Triple Results**

on

Channels 6-3-2

CFCL-TV

TIMMINS

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

IN
British Columbia
CJOR

5000 Watts at 600 Kc

Covers

NOT **ALL** THE TREES

NOT **ALL** THE MOUNTAINS

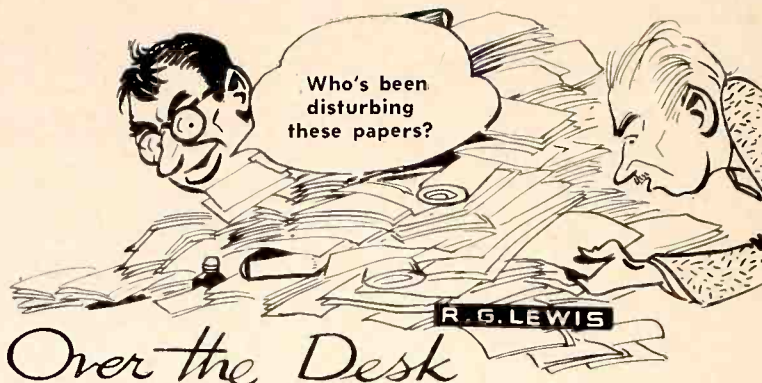
BUT **MOST** OF THE PEOPLE

At Lowest Cost Per

Thousand Circulation *

THE PERSONALITY STATION
VANCOUVER, B.C. reps. **STOVIN-BYLES**

* E-H circulation report — November '56



RALPH HART, 36, director of radio and television for Spitzer & Mills Ltd. has been made a vice-president of that organization.

It all began when, as a sixteen-year-old high school boy he hit Jack Spitzer (in the north end when he was walking south) with a golf ball. He hurried over to apologize and ended up finishing the round with him. This was the beginning of a beautiful friendship, the next step being his frequent retention as caddy to Jack, to whom was shortly added Frank Mills.

This was in 1938, and the next year, when Ralph left school, Jack asked him how he'd like to get into the advertising agency business. He thought he'd give it a trial which he has been doing ever since. Actually he thought an advertising agency sold magazine subscriptions but shortly found out he was wrong.

There wasn't any broadcasting department at Lord & Thomas of Canada Ltd. in those days, so Ralph functioned as office boy, checker, customs clerk and other similar vocations, while waiting for it to happen.

In the beginning of 1940, they apparently decided that the radio was here to stay, and having exhausted most of the other avenues, Ralph moved in under Jean Hedley. The reason for this significant promotion was that Ralph was the best mimeograph operator available.

These were the days when the agency was handling *Share The Wealth*, *The Happy Gang* and *Cashmere Bouquet's House Party* (with a talent production budget of just under \$100 a show not counting Ralph's \$18.00 a week).

Ralph went on loan to the Royal Canadian Artillery from 1941-6, and then returned to the same agency, now transformed into Spitzer & Mills Ltd., as assistant broadcasting director, under Bill Byles.

Byles moved along to Young & Rubicam in 1948 and Ralph, who happened to be handy at the time, took over Bill's seat.

In the past ten years, he has taken such developments as television in his stride. Today his department is

responsible for billings in excess of \$2,000,000 a year, with a staff which has grown from two to twelve, including the Montreal operation which also falls under his sway.

One of Ralph's major problems was the loss of Dorothy Wallace, who wrote the commercials for *The Happy Gang* until she got married - - to him. The two of them have established their own production office which has so far been responsible for David, now just seven.

Ralph has managed to expand his loyalty to his agency to cover a number of industry activities. He has been a member of the working committee of the joint ACA-CAAA committee on radio and television since it started. He is also an original member of the BBM Research and Development Committee. He has been chairman of this for the past year.

Ralph says he often wonders what would have happened to him if he hadn't hit Jack Spitzer with that golf ball twenty years ago, but I don't suppose he will ever find out.



RALPH HART

KNOW YOUR INDUSTRY

THIS MAY BE an age of specialists, but one Toronto rep office is taking steps to see to it that the members of its staff know more about the broadcasting business than their own particular niche. The office in question is All-Canada Radio Facilities Ltd., which has just finished changing its name to All-Canada Radio and Television Ltd.

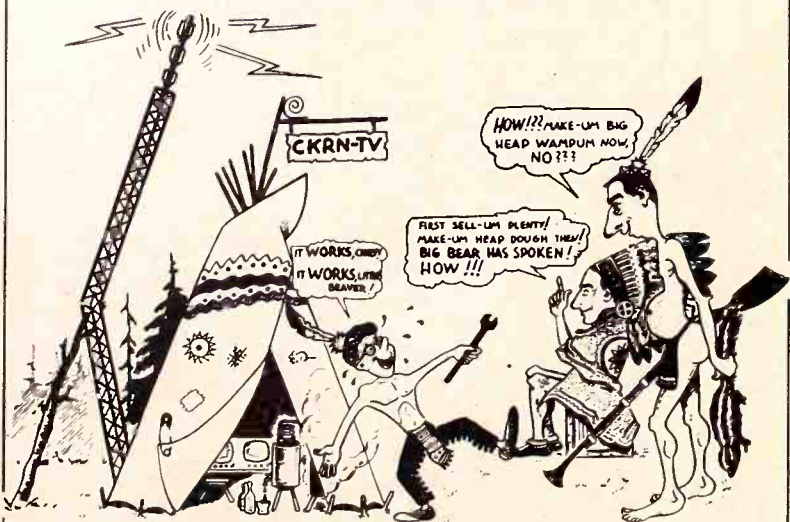
On January 30, a get-to-know-the-industry campaign started out when nearly all of the sixty people employed in All-Canada's Toronto office paid a visit to radio station CFRB.

The idea was sparked by an internal public relations committee, consisting of Ross McCreath and Bill Brennan, who head up the TV and radio time sales departments respectively and Peter Harricks, head of the promotion department who functions as head of the committee.

The whole project was a voluntary one as far as the staff was concerned. They were simply advised that the staff of CFRB would be prepared for the arrival of groups from 4.30 pm on, and that each group would be conducted on a tour of the station, with explanations of the various department functions. On completion of the tour, the All-Canada and CFRB staffs got together in the station auditorium, where refreshments were served. Plans were laid

You betchum' - - -

IT'S A SURE BUY!



CKRN-TV servum'

2 Markets in 2 Languages

In Northwestern Quebec
and Northern Ontario

ON CHANNEL 4 ROUYN - NORANDA

For more information, consult our Reps:

Jos. Hardy & Co. Ltd., 19 Richmond St. W., TORONTO. EM. 3-9433.
Jos Hardy & Co. Ltd., 1489 Mountain St., MONTREAL. PL. 1101.
John Hunt Associates, 1030 W. Georgia St., VANCOUVER, B.C.
Weed Television in USA. Head office: NEW YORK. Murrayhill 7-7772.

Cast: (L. to R.) Jean-Guy Langevin (Tech. Dir.) — Bobby Gourd (Big Chief) — George Chartrand (Little Beaver).

G. N. MACKENZIE LIMITED HAS THE SHOWS

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



"SO THAT'S WHAT A MIKE LOOKS LIKE" may or may not have been what All-Canada's vice-president, Guy Herbert, was saying when he was let in on some of the more intricate points about radio by CFRB Traffic Manager Mary Falconer during All-Canada's recent tour of the Toronto radio station.

Lewis. As a minority, I feel I have the right to have my name published, correctly, "Hellman" or at least, "H - - lman"!

— G. W. HELLMAN,
Account Executive—Radio
Stovin-Byles Limited

BC'ING YOU

The BCAB Convention takes place at the Hotel Vancouver, February 20-21. A full agenda was not available at press time, however President Gil Seabrook spilled to this extent.

There will be a report from John Baldwin, All-Canada, on BC stations' support of the work in connection with cerebral palsy. Alan Thomas of the University of British Columbia and Sam Ross of CKWX, Vancouver, will discuss the BCAB-UBC training project. Vern Dallin and Jim Allard of the CARTB will lead a discussion on future policies

the outcome of which will be used as a guide post for the resolutions committee of the CARTB. Jim Allard will also report on recent developments with CAPAC.

Oh yes, and there's one other thing. They've lined up old UNO HOO as speaker at the dinner. I thought I'd grown out of this sort of thing. Oh well! I sent them a title - - "Have Typewriter - - Will Travel". Now, does anyone have a speech which would go along with this title? And that brings up the point that I'd better let this typewriter cool off or I'll never make it to the BCAB, so buzz me if you hear anything, won't you?

Say You Saw It
in the
BROADCASTER

Did you know that . . .

CHGB Ste. Anne, Que.
reaches a total of 43,187*
adult listeners every day

***ELLIOTT-HAYNES**
CIRCULATION REPORTS

so that those wishing to do so could be home by 8 pm.

With the station visit disposed of, the committee is working on the organization of a visit to a television station and an advertising agency, all of which they hope will be completed before spring and the vacation season set in.

RICHARD G. LEWIS & FRIEND

The mis-spelling of the name of the photographer who contributed a picture of your humble servant to this column in our last issue, has brought coals of fire on your correspondent's head. Let the photographer speak for himself.

A PPROPOS THE CREDIT line accompanying the photograph, "Richard G. Lewis and Friends," appearing in your current (Jan. 23) issue, a mild protest would seem to be in order.

The photographer's name is not "Mellman". Nor is it "Bellman," as you printed it once before.

Now, I fully appreciate that private broadcasters do not use strong language. Words like "H - - l" and "D - - n" may be all right for the CBC but they do not belong in our way of life. Your reluctance to join in print the letters H-E-L-L, is, I know, a tribute of deference to the majority of your readers.

But minorities have rights too, Mr.

CKRC parliamentary news reporter, **WARNER TROYER**, is shown here interviewing Prime Minister **JOHN DIFENBAKER** during his recent visit to Winnipeg.

WARNER attended the **LIBERAL LEADERSHIP CONVENTION** in Ottawa where he fed back on-the-spot interviews with candidates and delegates. Another **CKRC EXCLUSIVE** is the presence of **WARNER** at the Legislative Buildings during the sessions of the **MANITOBA LEGISLATURE** ... with direct reports and a nightly commentary on the day's events "in the House".

CKRC radio 630 Winnipeg
"where the news comes first"





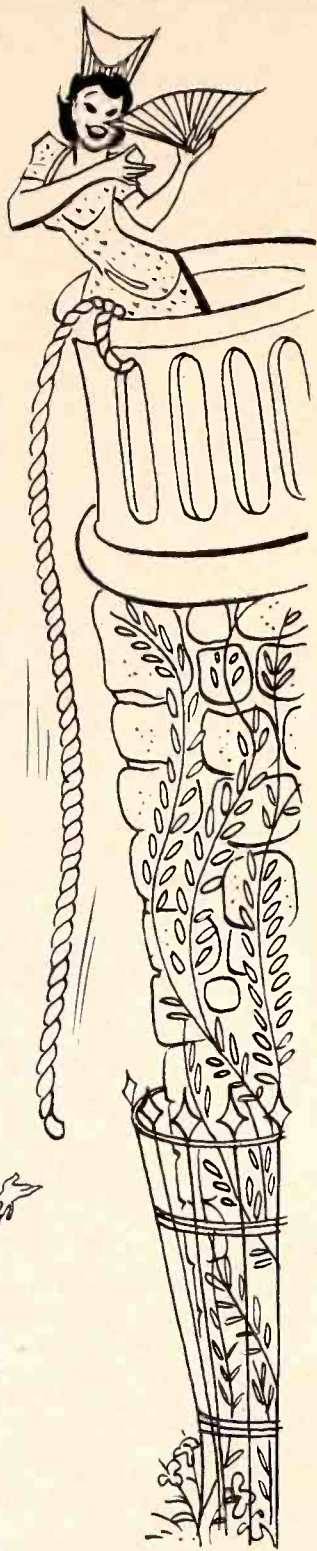
Telephone
Answering
Service

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

Phone for Booklet in

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

How do you reach a market?



In Kingston, the best way to win the heart of the buying public is via CKWS - Radio and CKWS-TV.

CKWS-TV is the local station... the friendly station. It is "our station" to over 30,000 TV homes in the rich Brighton-Kingston-Brockville market.

CKWS-Radio gives you the most effective, most economical coverage of this rich market - 320,000 listeners in Eastern Ontario... plus 97,000 "bonus" listeners across the border.



Kingston REPS:

IN CANADA - ALL CANADA TORONTO & MONTREAL, NBS IN U.S.A. - WESTERN CANADA, ALL CANADA YOUNG CANADIAN LIMITED U.S.A. WEED & CO.

Two more of the effective "Northern Group"

CKWS • CKWS-TV • CFCH • CKGB • CJKL • CHEX • CHEX-TV



CBC MAY APPEAL SABBATH JUDGMENT

THE CBC HAS been granted the right to appeal the Ontario Court of Appeal judgment refusing their request for exemption from prosecution under the Lord's Day Act. The right to appeal was granted by the Supreme Court of Canada at a hearing early this month.

The question of whether the CBC was subject to the Lord's Day Act was one of major public importance, argued W. B. Williston, counsel for the CBC, and as such, it merited the consideration of the Supreme Court of Canada. C. F. Carson, appearing for the attorney-general of Ontario, agreed that the case deserved consideration by the Court.

The CBC had contended at earlier hearings before the Supreme Court of Ontario and the Ontario Court of Appeal that, as an agent of the Crown, it could not be prosecuted by the Crown.

The CBC's request for exemption was denied by the Ontario Court of Appeal in a 3-2 decision.

Last Spring, Ontario Attorney-General Kelso Roberts charged the CBC, Radio Station CKEY and the three Toronto newspapers with violating the Lord's Day Act. His action was prompted by the publication of a SUNDAY TELEGRAM, which has since ceased publication.

Hearing of the charges has been delayed pending the outcome of the CBC appeal.

after investigation of the facts had failed to support the charge."

When the 42 stage hands were dismissed, 54 others in their department said they would consider themselves suspended as well, and several who returned to work said they were turned back by the CBC door attendants. From this arose the claim that the whole group had been locked out.

A grievance hearing on the work merger is expected to open shortly.

THE DATE IS CHANGED

CARTB CONVENTION MAY 11 - 14

Queen Elizabeth Hotel MONTREAL

Strike Threat Over

THE CBC AND its television stage hands in Montreal have reached agreement in a dispute which threatened to pull 600 Montreal production employees off the job. Settlement followed nearly 25 hours of continuous negotiation over Jan. 30-31, described as "an endurance test" by one of the participants.

The dispute arose over the dismissal of 42 stage hands, members of the International Alliance of Theatrical and Stage Employees, for refusing to perform work they claimed was the responsibility of property men. They said they had asked to merge the work in 1956 on a temporary basis, but this had never been ratified and their pay had not been adjusted.

The CBC contended the men had no right to refuse to work because the matter was still awaiting a grievance hearing.

The joint statement said "The union has recognized that the refusal of stage hands to perform some of their assigned functions constituted a breach of the operating agreement. Furthermore, the union has withdrawn a charge of a CBC lockout

Windsor Criticizes CBC

THE CITY OF WINDSOR has criticized the CBC for its "unfair presentation of the employment situation in Windsor" on a recent nationwide telecast in the Close Up series.

Civic, labor and business leaders claimed that the telecast failed to develop unemployment as a national situation and left the implication that Windsor was the only place seriously affected.

"It was an unfair presentation of the situation," said F. N. Heuchan, president of the Windsor Chamber of Commerce. "Unemployment figures were taken from the highest period we have known in many years."

In Toronto, a CBC spokesman stated: "The program was prepared in good faith. Every effort was made to present a balanced handling of a difficult situation, including interviews with the mayor and a member of the Chamber of Commerce."

Won't Interfere With CBC

PRIME MINISTER John Diefenbaker, asked about published reports that some cabinet ministers were preparing to protest to the CBC against what was reported to be alleged pro-Liberal bias in some programs, told the Commons last month that there will be no government interference with the CBC.

He described the newspaper report as just speculation, adding:

"There can be and will be no interference with the CBC. The stand we took last year is the stand we take now and will continue to take."

Did you know that...

CKAC Montreal reaches a total of 973,496* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

Research

SUBLIMINAL MESSAGE BRINGS WRONG REACTIONS

A MIXTURE OF REACTIONS has been received by the CBC from viewers who watched a subliminal projection experiment last month.

During the thirty minute program *Close Up* on January 19, the message "telephone now" was flashed on the screen 352 times. It was flashed so fast it could not be read or seen. What the message said was not announced and viewers were asked to report by mail whether they felt any impulse to act.

Nobody phoned.

Producer Ross McLean said that of the letters received, 51 per cent reported the viewer was inspired to do something, but only one viewer, a woman, mentioned telephones at all. She said she was impelled to do one of three things, one of which was make a phone call. She didn't do it then.

Many viewers said they were impelled during the program to take a drink, such as coffee, tea, beer, scotch and water. Others had the impulse to eat such things as sandwiches, popcorn, peanuts and smoked meat.

The same program was viewed in British Columbia and the Maritimes at a later date and producer McLean says he prefers to wait until the reports from these provinces arrive before the figures of the total response are released. However, in

the first week the mail brought in more letters than many *Close Up* programs receive in a year.

The program included a discussion by James Vicary of New York, promoter of the subliminal projection idea and Robert Forrest, general manager of the projection company that is attempting to develop it commercially. Their claim is that a message flashed on a screen faster than

viewers can actually see will influence their subconscious to do as directed.

Subliminal projection has not yet been used commercially on TV networks in either Canada or the US. The CBC Board of Governors has banned its use pending further studies. The US Federal Communications Commission has taken the same stand.

Could Span Atlantic In Three Years

A TELEVISION CABLE linking Canada and Britain could be laid down within three years, claims John R. Brinkley, managing director of Pye Telecommunications Ltd., a subsidiary of Pye Electronics.

Brinkley said in Montreal last month that British post office engineers are already studying technical problems.

He stated in an interview: "It all depends on whether people on both sides of the Atlantic think a television cable would be important, culturally, economically and politically. If they want it badly enough, it can be produced in three years."

There are no problems in technology that cannot be solved, he said. "The speed with which design problems are solved depends entirely on

the priority given them. They are not fundamental in any way.

"If such a trans-Atlantic cable were laid down," he continued, "people over here would be able to sit in at the great occasions of state that are televised in Britain.

"They would have a chance of seeing directly happenings at the NATO councils or, perhaps, the midnight mass at St. Peter's in Rome on Christmas Eve."

There is already a TV cable linking Britain with the European mainland, and this would provide Canada with a Continental service.

First discussion of the Canada-UK cable came up during the recent visit of a Canadian trade mission to the Pye home plant in Cambridge.

POINTS OF SALE

BBM
STILL
SHOWS
that
in
Metropolitan
Halifax
CJCH
is the
BEST
BUY

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

**PAUL
MULVIHILL
& Co. Ltd.**

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



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

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

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

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

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

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

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

Representatives:

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

CKCW - TV
MONCTON NEW BRUNSWICK



SPORTS



OVER THE BACK FENCE



THE BUNKHOUSE BOYS



THE STUDIO



LITTLE RED SCHOOL HOUSE



NEWS



WEATHER



PUPPET THEATRE

Crippled Children

SIGHTS SET ON TIMMY'S EASTER PARADE

A HOST OF RADIO and television men and women are currently making plans for the 1958 Easter Seal Campaign, which starts on March 6, and *Timmy's Easter Parade of Stars* which goes on the air March 30.

For the twelfth consecutive year the show will take place in Toronto's Maple Leaf Gardens. It will be broadcast over at least 150 private and CBC radio stations and telecast from Calgary to Charlottetown via the new microwave facilities, over 40 TV stations.

Talent arrangements are in the

line-up stage and an impressive list of artists is expected to appear. The TV part of the program will be produced by Drew Crossan and the radio part by Ken Dalziel, both CBC producers.

Jack R. Sarney, supervisor of the Easter Seal Campaign of the Crippled Children's Society, said that in 1957 Canadian radio and television contributed free air time which amounted to approximately \$135,000.

This figure does not include the cost of the coast to coast simulcast, which last year drew a live audience of 17,000 into Toronto's Maple Leaf Gardens to see Perry Como.

The Crippled Children's Society did not pay anything towards the show. Maple Leaf Gardens provided the arena. The CBC turned over their microwave facilities and the stations donated their time. Musicians and talent were drawn from the Toronto Musicians Association, ACRTA and AGVA, also free of charge. After the show, Como was made an honorary member of ACRTA.

INDEBTED TO THE INDUSTRY

H. H. Popham, president of the Canadian Council for Crippled Children and Adults, told **THE BROADCASTER** that:

"Canada's crippled children are deeply indebted to members of the radio and television industry. Over a period of many years they have shown a sincere interest in crippled children and have consequently done an outstanding job in promoting the fund raising campaign of the provincial Easter Seal societies that have been established to care for handicapped youngsters.

"This tremendous interest and support of the people, unions, stations and all connected with the broadcasting business is well rewarded when it is realized that more than 35,000 crippled children in all parts of Canada have been helped because the publicity has inspired a continual increase in funds raised.

"This publicity has done more than promote financial support. It has educated Canadians on what can be done and what is needed to help these children. It has encouraged the development of voluntary groups, aroused the enthusiasm of hundreds of individuals to contribute personally to the crippled children's work in their community and stimulate the help of those already interested.

"Today these services are available to crippled children regardless of race, color or creed, and it is quite evident that the radio-television industry and all that it encompasses has been greatly responsible for the development and establishment of these services."

PROGRAM DIRECTOR
15 Years In
RADIO & RECORDINGS
age 35 - married - no children
- wants

Agency or Station Opportunity
Willing to go anywhere.
Box A 358,
Canadian Broadcaster
54 Wellington St. West,
Toronto, Ontario

Opening for EXPERIENCED NEWSMAN

On medium-sized Metropolitan Ontario radio station.

Able to gather, write and present six newscasts daily.

\$350 a month to start. Health insurance, holidays and other benefits.

Experienced applicant only.

BOX A 357

Canadian Broadcaster
54 Wellington St. West
Toronto, Ontario.

Wanted MALE VOCALIST

18-25 years of age for TV work. Apply in writing, stating qualifications and experience, if any to:

Musical Director
CKCO-TV,
Kitchener, Ontario.

APPLICATIONS

for the following positions in a new Radio Station proposed for Melfort, Saskatchewan may be addressed to the

Secretary,
Melfort Broadcasting Co. Ltd.,

c/o Dokken & Kirkby,
Barristers, Melfort, Sask.

(License to establish and operate presently under consideration in Ottawa.)

Chief Engineer,
Station Manager,
Salesman - Announcers
Traffic

Apply stating terms and giving full information in first letter.

AVAILABLE

Experienced and Mature Radio Station Manager, Agency A/C Executive, Sales Promotion and Public Relations Man Seeks Opportunity to Justify Ability Anywhere.

M. JIM HUMPHREYS
13 Minnewawa Road
Port Credit — Ontario
CRescent 8-7911

SPORTS ANNOUNCER AVAILABLE

with 5 years experience

Apply Box A354
Canadian Broadcaster
54 Wellington Street West,
Toronto, Ontario.

FRUSTRATED chief announcer with 14 years experience in all phases of radio. News writing, announcing, D.J., sales, copy-writing and production. Seeks production manager's post. Presently employed.

Box A355
CANADIAN BROADCASTER
54 Wellington St. W., Toronto, Ont.

HERE IS OPPORTUNITY KNOCKING!!!

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

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

WHAT ARE YOU WORTH

\$4,000
5,000
6,000
MORE
per year

We are willing to pay any of these amounts to fill key positions in our organization. Send your story registered, personal, to:

JACK BLICK, RADIO STATION CJOB
LINDSAY BLDG. - WINNIPEG 2.

Your confidence will be fully respected.

CJOB



NECESSARY DELAY

One reason why the CARTB Convention had to be postponed until after the election was so that the members would know which side they were on before the meeting.

. . .

ACHE OF THE MONTH

"I have an aunt who doesn't wait for new ailments to come along. She gets a new sickness every month from the regular issue of *READER'S DIGEST*."

— *Mengie Shulman*
VOCM, St. John's

. . .

AUDREY STUFF

Then there's the girl who was so dumb she thought a broker was somebody who had even less money than her boy friend.

. . .

DEFINITIONS DEPT.

Somebody once defined an optimist as someone who doesn't give a damn what happens as long as it happens to somebody else.

. . .

MINORITY APPROVAL

A recent survey discloses that by no means all listeners and viewers dislike radio and TV contests - - only the ones who lose.

. . .

E & O E

Accuracy to a newsman is what virtue is to a woman except that a newsman can always broadcast or print a retraction.

. . .

CAME THE DAWN

Thanks to Bennett Cerf for the one about the mink who woke up one morning, stretched luxuriantly and informed her mate: "What a wonderful dream I had! I dreamed somebody had given me a coat made of chorus girls' skins".

. . .

ENVOI

Most dedications start the book,
But mine comes to an end:—
"To you who've read the damn thing through,
In other words, my friend."

for the first time . . .

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

... at lowest cost!

now **50,000** watts!

Radio British Columbia

CKWX

Vancouver

Reps: Canada — All Canada Radio Facilities Ltd.

Reps: United States — Weed and Company

SIGHT & SOUND

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



Compiled by
Ian Grant

Television

TRANS CANADA Credit corporation, a company which has been out of television for some time now, is coming back March 1 with a spot and flash campaign on a total of eight Ontario and Maritime stations. The stations are: CJON-TV, St. John's; CHSJ-TV, Saint John; CKCW-TV, Moncton; CBHT, Halifax; CFCY-TV, Charlottetown; CHCH-TV, Hamilton; CKSO-TV, Sudbury; and CJIC-TV, Sault Ste. Marie.

The campaign will run in two flights, one now and one in the fall, with a possibility of some stations carrying on right through the summer. There will be additional stations added at a later date. Gislason-Reynolds Ltd. is the agency.

STARTING AT the end of the hockey season, CIL Paints, through Needham, Louis & Brorby, will again participate in *Great Movies* in the form of two commercials a week. The program which comes on Saturday nights is the CBC-TV replacement for the NHL Hockey broadcasts.

IT IS NOW definite that Procter & Gamble will be carrying the alternate weeks of *Gunsmoke* on 16 television stations. The agency is Young & Rubicam. The other weeks are being sponsored by Remington Rand, through Cockfield, Brown & Co. Ltd.

Radio

CANADIAN OIL radio campaign, through Vickers & Benson, starts on February 24 and runs for three weeks in Hamilton, London, Toronto, Ottawa, Montreal and Quebec, and not as erroneously reported in our last issue.

A & P FOOD Stores, through Paul-Phelan Advertising, have started a 52 week radio campaign in 9 markets. They will run 12 spots per week on Thursdays and Fridays. The stations are: CKRC, Winnipeg;

CFPA, Port Arthur; CKSO, Sudbury; CFPL, London; CHOK, Sarnia; CFCO, Chatham; CKCR, Kitchener; CHEX, Peterborough; and CKEY, Toronto.

THE SECOND flight of the radio campaign for E. D. Smith's jams and jellies started February 5 on 23 stations in the Maritimes, Ontario and Quebec. It will run until April 25. The agency is Thompson-Petersen Ltd.

Agencies

CADBURY-FRY (EXPORT) Ltd. has appointed Breithaupt, Milson Ltd., Toronto, to handle its marketing, advertising and merchandising activities, effective May 1. Cadbury-Fry (Export) Ltd. is responsible for the distribution and sale of Cadbury and Fry products in the US.

This is the third appointment for the agency by Cadbury-Fry. Initially, it was engaged to direct the company's instant chocolate operations in Canada. On January 1, 1958, they were given the marketing and advertising assignment for all other divisions, including chocolate bars, chocolate biscuits and cocoa.

THE TORONTO office of Batten, Barton, Durstine & Osborn is now handling all the advertising for Lyons Tea, with Jack Bedford as account executive. The agency is now making a complete marketing survey at both trade and consumer levels.

People

JOHAN E. CAMPBELL was recently appointed an account executive at the Toronto office of W. A. McCracken Ltd. He will be working mainly on industrial accounts. He was formerly an account executive with John McKinney Bingham Ltd.

PAT PATERSON Productions Ltd. is the name of a new business venture being undertaken by Pat

Paterson, well-known freelance writer. The object of the new company is to provide a central house for all kinds of professional writing services and to simplify the promotion of a group of experienced freelance writers, who can, between them, cover just about any field. Pat says her company will handle anything from a jingle to a two hour show, or from a slogan to a company history.

DICK SIENKO has left CFQC-Radio, Saskatoon, where he was on sales and promotion and is now at CJOB-Radio, Winnipeg in the same capacity. Taking his place at CFQC is Effie Nicholas. Sienko is on loan from Radio Representatives Ltd.

AFTER SEVENTEEN years with Spitzer & Mills Ltd. as account executive and director, Joe R. Charles is leaving the agency to organize and manage a new company, Part-Time Personnel Ltd.

The new venture is described as an agency supplying business in general with highly skilled part-time and full-time office help. It is now operating at 181 Eglinton Ave. E., Toronto.

FORMERLY A space buyer at Heggie Advertising, Phyllis McKinney is now the media director at Bradley, Venning & Hilton Ltd. She replaces Lora Baker who has gone to the US.

MMURRAY McCLURE is the new radio and print media man at Procter & Gamble. He was formerly on sales training with the company.

BRUCE McLEOD, for 14 years manager of the North Bay and District Chamber of Commerce, has been named general manager of CKGN-TV in North Bay, Ont., succeeding Ced Price.

Price is leaving CKGN due to pressure of other business in North Bay.

McLeod has a wide range of experience in the communications field, having worked for five years as an announcer and as program director of CFCH-Radio, North Bay. He has more than 15 years in newspaper and magazine writing.

Shows

CALDWELL'S Television Sales reports that the CBC has bought 39 half hours of *Captain David Grief*

which are to be run on CBLT Toronto on a sustaining basis starting February 17 . . . 39 half hours of *Whirlybirds* started on CBMT, Montreal, February 11.

Caldwell's radio department reports the following: CKSF, Cornwall bought the five minute shows, *Tell Me Doctor, Anything For Laughs and Meal For the Day*, and the 15 minute show *Mary Foster* . . . CKCL, Truro bought the half hour program *Frontier Town*.

SCREEN GEMS (Canada) Ltd. has just released a group of 104 feature films for use by Canadian television stations. They are from the libraries of Universal and Columbia to which Screen Gems acquired the TV rights last fall. The package includes such films as *All Quiet on the Western Front, Lost Horizon* and *It Happened One Night*.

Earlier, Screen Gems released another package which was in the "shock" group. These are currently playing on 100 TV stations in the US.

GN. MACKENZIE reports that the five minute radio program *Bob & Ray* is now available. Bob & Ray will do special openings and closings for individual stations or sponsors . . . 312 programs of the five minute series *Candid Microphone* are also available. Allan Funt, producer of the show, says that individual openings and closings for stations can be arranged provided the stations supply the copy . . . On April 1, 260 half-hour episodes of the dramatic series *Curtain Time* will be available for delivery. This program is serialized to the extent that it takes six or seven half-hours to complete one story. It is produced by the same people who turned out *Radio Novels* . . . Another new item at Mackenzie's is *Star Breaks*. They have arranged with recording and television stars to record station promos. Each of the artists records four different promotional spots for individual stations including call letters.

Stations

NASH RADIO & TV Broadcasting Co. Ltd. have set their sights on March 1 for the opening of radio station CJNR in Blind River, Ontario.

CJNR, with transmitter in Blind River and studios in Elliott Lake, will have a power of 1,000 watts and broadcast on 730 kilocycles. So far there has been no national representative named.

Key personnel are, T. C. Nash, president and manager; Gene Marcon, production director and Barbara Johnston, commercial manager.

DID YOU KNOW THAT...

80% of all the peaches grown in Canada are grown in the Niagara Fruit Belt?

Yes, it's a peach of a market.

Representatives
Paul Mulvihill
Toronto - Montreal

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CKTB
ST. CATHARINES

The NIAGARA DISTRICT STATION

Did you know that . . .

CHLT Sherbrooke

reaches a total of 58,231*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

KVOS TV DOMINATES CANADA'S 3rd MARKET WITH TOP CBS NETWORK SHOWS



*A big market — over a million people spending more than 1¼ billion dollars a year. This is the market KVOS TV dominates through its dynamic programming: the top CBS network shows such as "\$64,000 Question", "Gunsmoke", "Phil Silvers", "U.S. Steel Hour" and over 24 other top-rated TV hits. The best in syndicated shows and feature movies, too. It's the kind of *entertainment power* that gets you more *selling power* from every advertising dollar!

*VANCOUVER-VICTORIA and 5 other main B.C. Centres.

BIGGEST B.C. AUDIENCE — LOWEST RATES

	Station A KVOS-TV Vancouver	Station B Vancouver	Daytime Sales Blazer Package (1 Minute Spots)	
20 secs.	\$110.00*	\$136.00	5 per week	\$162.00*
1 min.	\$137.50*	\$170.00	10 per week	\$300.00*
30 min.	\$330.00*	\$408.00	15 per week	\$435.00*
			20 per week	\$570.00*

* Up to 25% frequency discounts * Less frequency discounts

CHANNEL 12

OFFICES: 1687 West Broadway, Vancouver, B.C.
Cherry 5142



REPS: STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco



Jack McBride "shushes" all five little McBrides when Wes McKnight's Sportviews come on. Jack is a district sales manager for a leading automobile corporation.

Meet the McBrides of Scarborough

(but don't offer to pay their weekly grocery bill!)

A meal with the McBrides indicates why much of Jack's salary goes for food . . . explains why the *total* food bill for the 1,194,800 families* in CFRB's coverage area reaches the whopping sum of almost \$1 billion.*

But the area's huge annual family income—almost \$6½ billion*—is well able to sustain large purchases. This is Canada's richest market.

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

Only CFRB combines these essentials: listening audience, price, ratings, experience, and programming capable of effective selling. The advantages CFRB offers advertisers are unique.

Ask a CFRB representative to tell you how to get *your* share of this rich market—and at a surprisingly low cost.

CFRB TORONTO
1010 ON YOUR DIAL
50,000 WATTS



ONTARIO'S FAMILY STATION

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