

PHOTOGRAPH BY PHIL STONE



*Canadian*  
**BROADCASTER**

17, No. 11 TORONTO June 12th, 1958

WHEREVER YOU GO THERE'S RADIO -- This thoroughbred colt was named CHUM Phil because breeder Cliff Bennett was listening to Phil Stone over CHUM, Toronto (right), when his mare Gildsy foaled.

REPORTS

- ALL-NIGHT TV 3
- WAB CONVENTION 6
- BCAB-UBC RADIO SEMINAR 10



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

**RADIO  
— THE SUMMER TIME MEDIUM**

Radio is the only medium that grows rather than shrinks in circulation when the hot spells start.

Portable and car radio set sales give some clue to the vast out-of-home audiences to be reached during the coming summer.

	Portable	Auto
1954	21,716	109,183
1955	34,196	203,212
1956	55,469	222,354
1957	65,172	235,309

Indoors or out . . . . . at home or on vacation  
. . . . . people spend more time listening to  
Radio during the summer months!

**THIS SUMMER — USE RADIO!**

Ask your advertising agency, local station or BAB to show you how summer Radio can be tailored to your advertising needs.



*Radio Division*

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BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Radio and Television Broadcasters.

**CKVR-TV. Barrie**

# WIDE CROSS-SECTION VIEWS ALL-NIGHT TV

By Ian Grant  
Staff Writer

WHEN CKVR-TV, Barrie, first went on the air with *All Night Theatre*, March 14, they expected to get one viewer in every ten, but now they're whistling a different tune.

After only two months of operation, they are finding out that they can reach all walks of life and not just the shift workers, nurses and

were watching, we decided to mention it on the air. That was our mistake, because the phone never stopped ringing from 1.30 am until about 7 am and believe you me the local exchange wasn't very happy."

Shortly after they had launched *All Night Theatre*, the station told viewers that if they wanted a mem-

expected. They got letters from factory shift workers, nurses, police, firemen, farmers, invalids, entertainers, baby sitters (children and adults), the crew of a tanker in the middle of Lake Huron and young mothers getting up to feed their babies in the middle of the night.

There are letters from the factory workers who go to work at 4 in the afternoon and finish at midnight. They explained that by the time they got home, the late movie was half over. But now that *All Night Theatre* was here, they were able to watch without missing a thing.

There were letters from people who watched the first movie and then went to bed. They would get up early on Saturday morning to catch the second picture the second time round.

One section of viewers that the station didn't expect was the entertainers and waiters in bars and hotels. These people don't leave work until after one in the morning and they rarely get a chance to see TV.

Insomniacs and invalids were another group who wrote in lauding *All Night Theatre* for providing entertainment in the wee small hours when others were asleep.

For a two week period, *All Night*

*Theatre* was not sponsored and CKVR told viewers that, unless they could get one, the program would cease. And one way they could sell it was if they knew how many people were watching.

Tierney said, "the response was overwhelming. Besides individuals, we received requests signed by a hundred people or more from factories, hospitals and other groups all over the area, to stay on the air."

When asked why they chose Friday night instead of Saturday, Tierney explained that the majority of the people in this area were church-going and the chances were that they would go to bed early on Saturday night to get up early the next morning in time for the service.

Tierney also said that from the results they had got so far he felt they had a potential audience of about two million.

The program is currently sponsored by Studebaker but this contract ends at the end of June. Then the station will try to split up the sponsorship. But whatever happens CKVR-TV is going to keep the *Theatre* going *All Night*, with the possibility of expanding the program into other nights.



SHOWN STARTING THE BALL ROLLING AT 1.55 am is Don Gray who takes the first shift on CKVR-TV's "All Night Theatre." Getting ready to sign off (bottom) is Bill Bennett who takes over the second shift at about 5.00 am. These two CKVR-TV staffers handle the commercials, news, sports and weather, every Friday night on "All Night Theatre."

occasional stay-awakes they had hoped for at the start.

*All Night Theatre* starts right after the network movie each Friday night, screening two feature films and then repeating them. Every twenty minutes throughout the night they have a commercial break which is accompanied by news, weather and sports. Every break is designed to provide interest, and sometimes, just for variety's sake they show pictures of Canada's most wanted men.

Chuck Tierney, general sales manager of the TV station, said that on the first night "we were a little dubious of what kind of reception we would get. So when we received two long distance calls from people who

bership card in the "Night Owl Club," to write in to the station asking for it. Chuck Tierney said he ordered 500 cards printed thinking it would be ample. He ended up by sending out about 1,500 cards.

### ALL KINDS OF PEOPLE

After going through the mass of mail CKVR-TV was able to determine just where their signal was going. The general pattern is a 75 to 80 mile radius around Barrie, including Toronto, Hamilton, Peterborough, Owen Sound and Guelph.

Chuck Tierney said that the mail showed them that they were reaching a far greater number and a more varied type of people than they ever

## CKVL Scores At Ohio For History Series

RADIO STATION CKVL in Verdun has won an Ohio State first place award in group two of the cultural class for its program, *L'Histoire du Canada*.

The citation described the program, which has been running for approximately a year and a half, as "a well-integrated, beautifully planned, scripted and produced series."

Writer of *L'Histoire* is Jean Laforest, and the producer is Albert Cloutier.

It has also been announced that the Montreal magazine, *POINTS DE VUE* has awarded the program its *Trophée Points de Vue*.

*L'Histoire*, which runs every Sunday from 5 pm to 5.30 pm, is a full scale production which usually employs about 20 to 30 actors. It is one of 16 live shows presented each week by CKVL, which spends \$6,000 weekly on live programming, over and above its normal station operating costs. Two hundred non-staff personnel - - writers, actors, artists and musicians - - are regularly employed in these programs.

CKVL won the Ohio State award

over all non-network stations in North America.

One of the CBC's school broadcasts also won an Ohio State Award, while another won honorable mention at the recent 22nd annual American Exhibition of Educational Radio and Television Programs, sponsored by the university.

*Playtime*, New Brunswick's contribution to the Atlantic school broadcast series, won the first place, while honorable mention was given to *Twelfth Night*, produced for the Newfoundland department of education. In all, the CBC won seven firsts and seven honorable mentions at the competition.

Did you know that . . .

**CKYL Peace River**  
reaches a total of 38,501\*  
adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

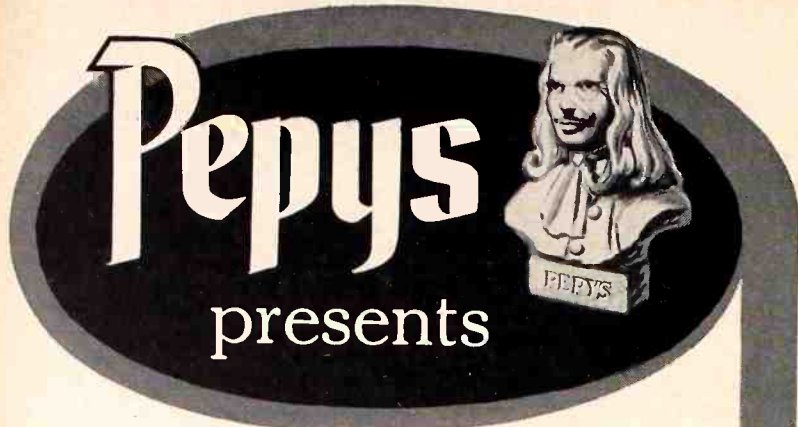
THE NEW  
**CJMS**  
MONTREAL

\* 1280  
on the  
DIAL

SEE LATEST RATINGS

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

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

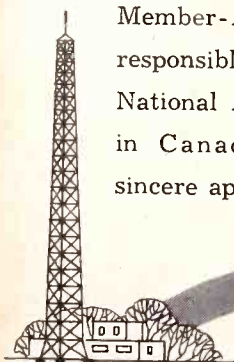


*Pepys, the famous old diarist, was wont to "doff his beaver" — to pretty woman or great man alike — in token of admiration or respect. We too "doff our beaver" to those leaders in advertising who uphold its present high standards of integrity and craftsmanship, and so salute*

**THE CANADIAN ASSOCIATION OF ADVERTISING AGENCIES**

Organised in 1905, its continued purpose through the years has been to strengthen the structure of Advertising in Canada; by consistent improvement in the quality of service to advertisers, by co-operation with media, and creating a fuller understanding of the functions of advertising in the mind of the public — in short, for the betterment of Advertising as a whole.

To the C.A.A.A., and to its 48 Member-Agencies, who are responsible for over 90% of all National Advertising placed in Canada, we offer this sincere appreciation.



## STOVIN-BYLES Limited

Radio and Television Station Representatives  
MONTREAL TORONTO WINNIPEG VANCOUVER

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

## The Canadian Markets

### NEW BOOK PREDICTS CANADA IN 1980

THERE IS NO information about the variegated markets of which Canada is comprised which could not be found in the miles of files of the Dominion Bureau of Statistics. The only thing is it would be necessary to spend years in the DBS offices to

stock in trade of anyone doing business in this country."

*The Canadian Markets* answers such questions on Canadians as: how old are they; how and where do they live; how do they earn their living; what kind of goods and services do they produce; how much money do they make; what are the trends in their buying patterns? All of this material is analysed not only for Canada as a whole, but market by market, so that provinces can be compared with each other.

It is also projected over a 20-year-period to enable users of the book to get some idea of what their markets will look like in 1980.

The volume also serves as an indicator for new markets for certain products. For instance, it points out that Canada's higher income group is expanding. Only one out of 10 taxpayers was making \$5,000 yearly in 1955. In 1980, it predicts, four out of 10 will make that amount.



ELTON JOHNSON, president of CAAA and chairman, Stanfield, Johnson and Hill, studies map included in *The Canadian Markets* with Douglas Saunders, chairman of J. Walter Thompson in the UK.

#### MORE YOUNG AND MORE OLD

It also forecasts an increase in the young and older age groups in the period from 1956 to 1980, with 70 per cent more persons under 30 and 92.2 per cent more people over 60 by 1980.

Canada's population increase, which is under speculation in a number of quarters at the moment, is mentioned in *The Canadian Markets* as having made a 15 per cent increase between 1951 and 1956, and is predicted to show a 90 per cent increase, to a total of 26 million people, in 1980. The labor force, meanwhile, is forecast as due for an even greater increase than heretofore.

As an appendage to the volume, a large map of Canada shows an analysis of Canadian markets by market size. Breaking the country down into four market sizes, ranging from population densities of less than 5,000 to more than 500,000, the map provides a quick reference for advertisers wishing to reach any specific number of people in Canada.

It shows, for instance, that an advertising manager can concentrate in six clearly marked major markets and reach 41 per cent of the Canadian population. By adding 23 secondary markets, the map reveals, he will cover three-quarters of the population.

dig it out. The J. Walter Thompson Company undertook the prodigious task of doing the digging; they tabulated all of the information; they compressed it into a 178-page book; and now this book has been published by McGraw Hill and has been placed on sale at \$18.00 a copy. The title of the book is *The Canadian Markets*, which may sound expansive at first reading, but which is actually truly descriptive of the book.

#### STATISTICS ARE PEOPLE

Wilfrid Sanders, vice-president of J. Walter Thompson, said of the 178-page book at a pre-publication press conference, "I know how statistics can pall, unless one looks behind the statistics. Behind the statistics in this book are people, and the desires of people for the needs and luxuries of today." He added, "We all know that statistics can prove almost anything. You will find none of this statistical skulduggery in this book, but a wealth of basic information which I sincerely feel should be part of the

## Highlights For July

CONGRATULATIONS to Radio Station CFQC, Saskatoon, celebrating its 35th birthday on July 18.

Here are some of the other dates and events highlighting July.

- |      |                                             |                                                                                            |
|------|---------------------------------------------|--------------------------------------------------------------------------------------------|
| Date | 1. Dominion Day, federal statutory holiday. | 4. United States Independence Day, 1776.                                                   |
|      |                                             | 12. General holiday, Newfoundland. Julius Caesar born, 102 B.C. Battle of the Boyne, 1690. |
|      |                                             | 14. Bastille Day, 1789. National holiday of France.                                        |
|      |                                             | 15. Rembrandt Van Rijn born, 1606.                                                         |
|      |                                             | 16. Roald Amundsen, Norwegian explorer born, 1872.                                         |
|      |                                             | 24. Simon Bolivar, South American liberator born, 1783.                                    |
|      |                                             | 26. George Bernard Shaw born, 1856.                                                        |
|      |                                             | 28. Johann Sebastian Bach born, 1685.                                                      |
|      |                                             | 31. Franz Liszt died, 1886.                                                                |

Did you know that . . .

**CKRM Regina, Sask.** reaches a total of 105,912\* adult listeners every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

# Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

Published twice a month by  
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1  
EMPIRE 3-5075

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Editor & Publisher . . . . . RICHARD G. LEWIS  
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Circulation & Accounts . . . . . THOMAS G. BALLANTYNE  
Production Dept. . . . . LESLIE E. HEDDEN



Vol. 17, No. 11

25c a copy (Directory Issues 50c) — \$5.00 a Year — \$10.00 for Three Years

June 12th, 1958

## A Call For Ratings Which Really Rate

One short paragraph contained in this issue's lengthy report of the UBC-BCAB Radio Seminar, which was held in Vancouver last month, puts the finger, in no uncertain terms, upon broadcasting's Number 1 problem, the ratings.

It is a little paradoxical that an implied criticism of the traditional system of program popularity measurement came from none other than the president of that prominent company which pioneered and still concerns itself with this method of audience measurement — Walter Elliott of Elliott-Haynes Ltd. But that's what the man did.

The report we mean said: "One classification of information that is needed (Mr. Elliott said), was 'sell-ability' of stations, because advertisers wanted to know how effective any station was in moving merchandise." And thereby hangs this editorial.

Advertisers and their agencies seem to be completely satisfied to buy space in print media on the basis of total circulation. This means that besides subscribers who read the paper right through, they count people who turn only to the sports page, the funnies, the editorials, the chess column, the stamp column, the cooking column or the lonely hearts department. Then they add them all up and call the total "circulation".

This system is not without some justification, because obviously, people who are looking for their favorite feature have to turn over the pages of their paper or magazine, and, in the process, quite a number of the advertisements on other pages will catch their eyes.

But why is it that radio and television, operating in competition with the print media, insist and persist in insisting on offering their advertising on the basis of how

many listeners or viewers admit choosing the sportcast or the music show, and selling on the basis of how large an audience that particular time period is estimated to have?

Actually the broadcasters' method is far and away the most honest but, unfortunately, media buyers are prone to stack up the number of listeners or viewers indicated by the rating for a specific period, measured in minutes, against the circulation, which means the total readership of all the individual features of the print media.

To return to Walter Elliott's suggestion, the rating of a program period indicates the number of sets which are tuned to a certain station at a certain time. They may be sitting listening or looking intently. On the other hand, they may just as well be sweeping the floor, washing the dishes, reading a book or bathing the baby. Therefore they achieve very little in measuring what Walter Elliott calls "sell-ability", and, in this sense, are equally as unrevealing as the circulation figures of a publication.

What would constitute valid research for the broadcast media would be a measurement system which would indicate how deeply the commercial penetrates the listener's senses, when that listener is doing something else at the same time, and this applies especially to radio. It must also determine, in no uncertain terms, the strength of the impact which is made on the audience by the various types of programs, from operatic arias and whodunnits to sweet pops and background music. Only this way can "sell-ability" be really gauged.

Mr. Elliott raised a good point out there on the UBC Campus. And who is better equipped to come up with the solution? How about it, Walter?

## News Briefs

**V**ERN DALLIN of CFQC, Saskatoon, has advised THE BROADCASTER that by the time this issue appears, he will have resigned as president of the CAB. He was named president at the Montreal convention last month. He explained that he is taking this step because, after consideration, he felt that he would be unable to give the business of the association the attention it needs at this crucial time in its history. He also said he would be available to the board at all times if he could be of service to the industry.

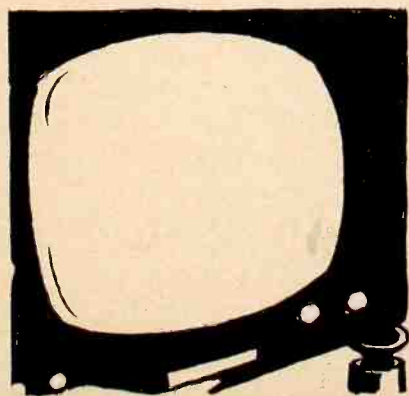
**B**RUCE BUTLER & Associates, radio and television station representatives, have just announced the opening of new offices at Suite 400, 219 Bay St., Toronto, Telephone EMpire 6-5455 and Suite 302, 1500 St. Catherine St. W., Montreal, Telephone WELLington 7-9327.

As of June 1, the company will represent CHLT-TV-AM and CKTS, Sherbrooke. Other stations will be announced at a later date.

**R.**S. (Bob) WILSON has been named manager of TelePrompTer of Canada Ltd., a division of S. W. Caldwell.

He was formerly a sales representative for the Armstrong Cork Company in the US. In his new position Wilson will further the development of closed circuit television presentations in Canada and introduce new equipment for public speaking and sales meetings.

Bruce Emonson has been appointed technical and operations manager of TelePrompTer of Canada. He joined the Company when he arrived in Canada in 1957. In his new position he will supervise overall technical operations related to closed circuit television.

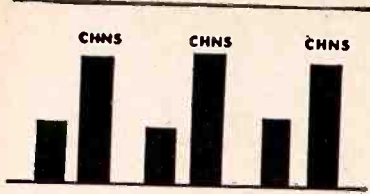


RADIO RVBX . . . . .

YOU'RE BEHIND THE TIMES. CAN'T YOU SEE THAT'S ONE OF THOSE NEW SUBLIMINAL COMMERCIALS?



by Harkley



**THE TREND**  
*✓ was ✓ is*  
*✓ will be*  
**to CHNS**

SINCE CHNS opened its doors 32 years ago, they have lead in coverage and results in the important Halifax area. And CHNS not only gives outstanding leadership in the Halifax Metropolitan area — it also gives you a bonus of thousands of listeners outside this area.

To provide the sales punch which insures results, excellent programmes, experienced staff, best facilities, BUY CHNS — the Voice and Choice of Halifax.

**NO MATTER WHAT YARDSTICK YOU USE . . .**

**CHNS**

*A "GOOD RULE" FOR YOU!*

is the station to buy in Metropolitan HALIFAX

*WAB Convention*

**RADIO MUST TRANSFORM TALENTED AMATEURS INTO PROS**

by Dick Lewis

**B**OB BUSS OF CHAT, Medicine Hat, had to compete with brilliant sunshine and all the attractions of the Banff Springs Hotel to keep last week's convention of the Western Association of Broadcasters attending to business. But with humor characteristic of a genial toastmaster, and a touch of firmness when need be, he kept 111 delegates and guests on the job of discussing the present and future of the broadcasting business throughout the two-day agenda.

In his opening address, Buss, who was completing his second year as WAB president, charged radio broadcasters with aiming their programs at taxi drivers, waiters and teenagers. After being an eternal source of entertainment to everyone through the years, people woke up one morning to find that "their constant companion had gone nuts."

He stressed the fact that teenagers represent only 6.6% of the people, and that as a result of the new "formula", there was a greater

than necessary number of sets not in use. When people asked about these, he said, the reply was: "TV did it." He felt that it was "a good thing that TV came along, or radio would have had nothing to blame for its suicide."

Walter Dales, veteran broadcaster, who has for some years been operating a script service in Winnipeg, tackled the question of improved programming too, but he approached it from a different angle.

Dales said he used to despise the music and news or "Block" type of programming, but had now come to the conclusion that he had been "too critical, too old, too much inclined to think about the past." He said that there is room for change and inspiration which older hands at the game can give to the boys and girls in the stations. "But," he went on, "we cannot go back to the old Jack Benny and Charlie McCarthy days."

The most vulnerable spot in broadcasting was in the staff, Dales felt. "Stations are staffed by extremely talented amateurs," he said, "but they lack direction." They want to improve their work, but there is very little practice going on and they would like to practice if someone would show them how.

(A condensation of Walter Dales' speech will appear in an early issue.)

**ENGINEERS' CONFERENCE**

Lew Roskin of CHED, Edmonton, delivered a report on the 8th WAB Engineers' conference, which was held in Edmonton early this year. He urged stations to send their engineers to these conferences to help get better sound quality for their stations. "They can help you make your operation more flexible," he said, "by keeping pace technically with all the changes."

A short discussion followed this report, when John Craig, CKX, Brandon, expressed the view that the engineers' group was a part of the WAB, but that the WAB had lost control of this particular project. It was decided that a WAB director would advise them on their agenda and chair each meeting.

Ted Earl, editor of MARKETING, suggested to the broadcasters that they should employ a professional publicist like Walter Dales, who had spoken earlier.

"Getting publicity does not mean getting thousands of dollars of free space," he said, as he outlined various departments of his paper, and the nature of the material which would be of interest to them.

Earl advised orators to send in copies of their speeches two weeks in advance and not two weeks after they were delivered. He explained that MARKETING is not interested in descriptions of programs. "Programs are incidental," he said. "Tell us rather why your audience has changed to warrant a change of program policy."

**AGENCY MEN ARE PEOPLE**

Ramsay Lees, radio and TV director of Batten, Barton, Durtine & Osborn, Toronto, in a speech which covered just about every facet of broadcast advertising, was at his eloquent best when he aimed his shaft at people in and out of advertising who discuss the business as if it were some sort of a con. game.

Lees said that this approach is usually held by those "completely ignorant of our functions and their relation to the country's economy. Their 'knowledge' of what we do and why we do it," he went on, "is derived generally from pinko literature, soap box orators and, believe it or not, from columnists whose jobs are dependent upon advertising but insist upon reporting the hucksterism they have encountered as though it were typical."

It was because most advertising men "have one wife, pay their bills, share in community projects and are as a good a stratum of society as you'll meet anywhere" that they and the advertisers they represent are constantly on the alert to catch and prevent harmful advertising, Lees said.

**NEW RESEARCH PATTERN**

In a lively session on research, Walter Elliott, president of Elliott-Haynes Ltd., assisted by his vice-president, Myles Leckie, told the meeting that the pattern of research has to be changed to fit the changing pattern of listening. Speaking of the over 40% of out-of-home radios now included in the surveys, Elliott said that "until we can give a radio station a figure representing the total people listening, radio is being short changed."

Elliott then outlined a new service which will "embrace all the facets of radio and TV listening." This would entail personal interviews with four hundred people in each county and census division — "it cannot be counted by homes any more" — to find out, in three hour segments, what listenership each station had.

Bud Hoffman, of the Bureau of Broadcast Measurement, pointed out that this would entail 65,000 personal interviews across the country.

**BRING BACK NIGHTIME**

Part of a panel discussion on the second (Friday) morning delved into the question of the problem of re-instating night time radio in the face of TV.

John Craig, who won Canadian Broadcaster's Press Table Trophy — a portable typewriter — complained that radio concerns itself with ratings which meant gimmicks instead of programs.

Other thoughts in this vein were that broadcasters should trade on radio's immediacy which is an advantage it will always have; daytime radio is so much easier to sell that broadcasters haven't been trying hard enough to sell nighttime; stations are not paying enough attention to catering to people interested in hi-fi recordings; they don't know enough about radios in cars and cottages and outside the homes.

Jim Rogers, genial Alberta superintendent of the Department of Transport replied to a number of technical questions but explained that with changes in the wind he was unable to answer a great many.

Jack Blick of CJOB, Winnipeg, was elected president of the WAB. Continuing on the board with him as WAB directors are Don Dawson, CKCK, Regina and Bob Buss, CHAT, Medicine Hat. Newly elected to the board is Blair Nelson, CFQC-TV, Saskatoon.

Did you know that . . .

**CBWT Winnipeg** reaches a total of 281,648\* adult viewers every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

in B. C.

**C J O R**  
**PERSONALITIES**

ARE

**"BEST SELLERS"**

(your product is protected against competitive advertising)

see

**Stovin-Byles**

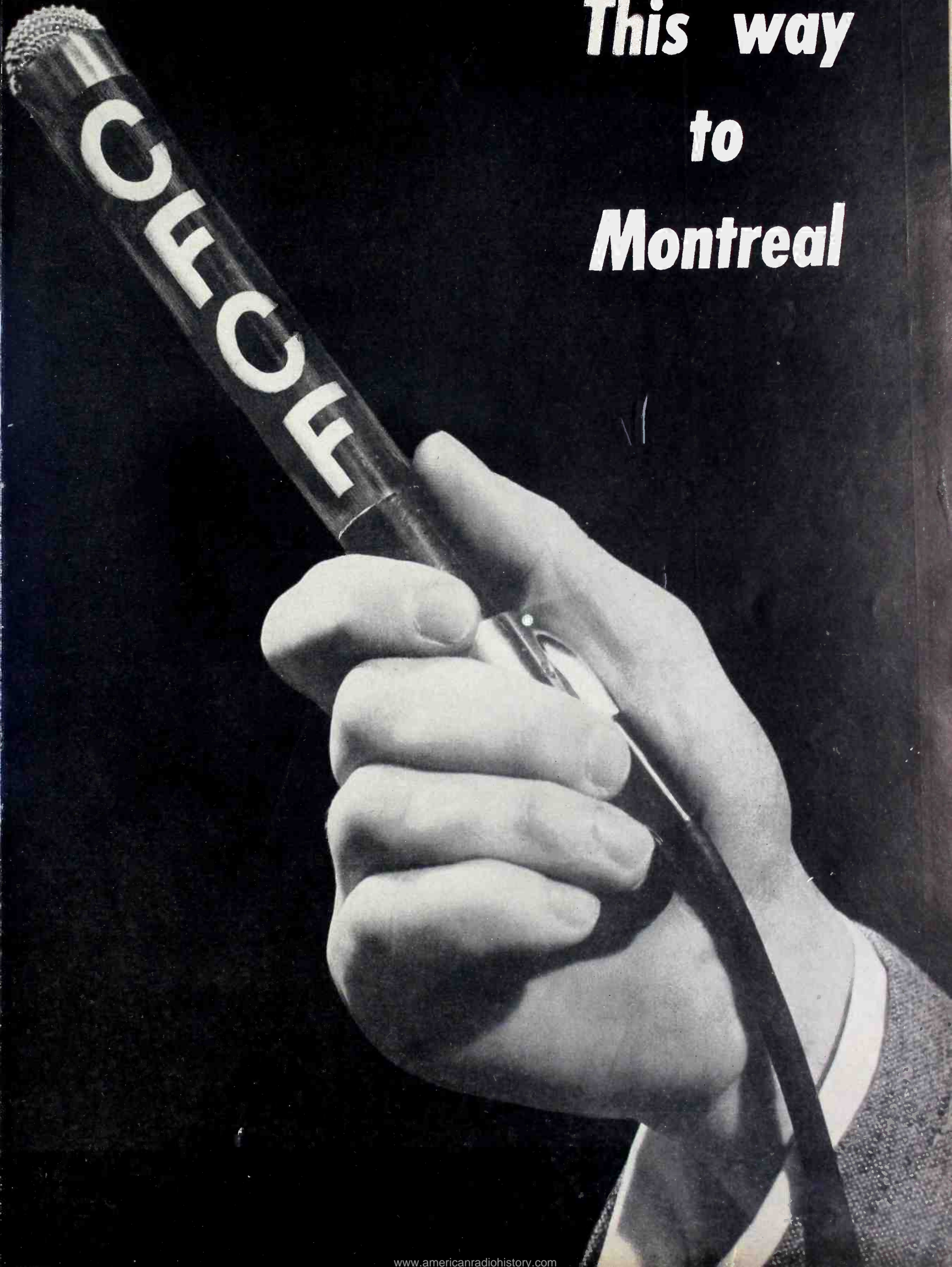
for details

**5000 watts on 600 kcs**

Still covers the greatest area in B.C.

**CJOR VANCOUVER, B.C.**

***This way  
to  
Montreal***



*Atlantic Association of Broadcasters*

**URGE FULL-TIME PAID PRES. FOR CAB**

**T**HE ATLANTIC Association of Broadcasters is strongly in favor of the appointment of a full time paid president to direct the affairs of the national Canadian Association of Broadcasters. This information was contained in a statement issued by Don Jamieson, president of the AAB. The full text follows:

"Broadcasters in the Atlantic region have expressed the strong conviction that the Canadian Association of Broadcasters must have a permanent, salaried president.

"A resolution, embodying this contention, was approved at a meeting of the membership of the Atlantic Association of Broadcasters. Those attending gave unanimous support to the resolution. All were member stations as well of the CAB.

"In essence, the Atlantic region's claim is that broadcasting is undergoing important changes and is becoming increasingly complex. Consequently the affairs of the national association need the continuity of top-level direction that can be provided only by a permanent salaried president.

"Atlantic region broadcasters have other reasons for advocating such an appointment. These add up to a firmly-held feeling that Canada's

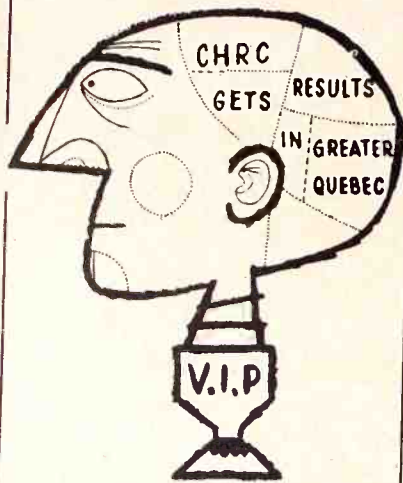
Broadcasters' Association needs a detailed study to determine what policy objectives ought to be pursued, as well as the manner in which such aims should be advanced.

"In the words of the resolution: 'Individual reputations of private broadcasters can be affected by the actions of, and the reactions to, this association, and, in the past these actions have not served on all occasions to enhance the reputations of individual broadcasters, or the industry as a whole'.

"The AAB recognizes that several factors may have contributed to this situation, including the difficulty of keeping a coast-to-coast membership fully informed. They point out that this state of affairs makes it necessary for the Board of Directors of the CAB to 'rely heavily on the information, and the recommendations of its professional staff.' "

Thus, it is claimed, there is a necessity for a permanent salaried president to direct the affairs of the association on a continuing basis.

The sentiments of the Atlantic group have been made known to the directors of the CAB, together with a request that attention be given immediately to the recommendations.



**VERY  
IMPORTANT  
PURCHASER**

(of time)

RADIO



QUEBEC CITY  
800 K.C.

10,000  
WATTS

Reps.  
Canada: Jos. A. Hardy & Co. Ltd.  
U.S.A.: Young Canadian Limited

**NFLD RADIO-TV PROBLEMS RAISED IN HOUSE**

**A** QUESTION of interference between two radio stations in the Atlantic area was raised in the House last month by a Newfoundland member, H. M. Batten, Humber-St. George's. Mr. Batten was commenting on the fact that when Radio Station CKMR was established at Newcastle, N.B., it was given the same frequency as the CBC outlet, CBY, Corner Brook, Newfoundland.

Mr. Batten recommended to the Minister of Transport either that the strength of the station CBY at Corner Brook be increased or that the frequency of one of the two stations be changed.

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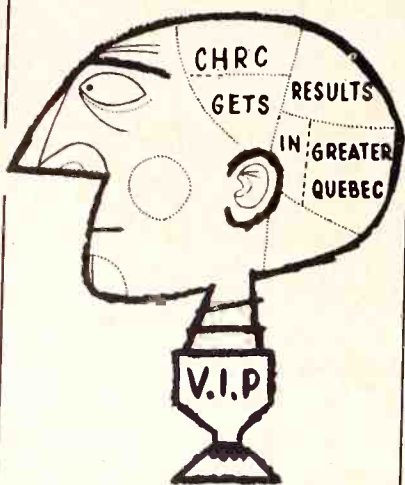
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## Radio

# BC BROADCASTERS TEAM UP WITH UBC IN RADIO SEMINAR

by SAM ROSS

**T**HE BRITISH COLUMBIA seminar on radio broadcasting, attended by a group of sixty authorities on all phases of the medium, has been termed an unqualified success from the point of view of interest and enlightenment.

Dr. Stanley Donner of Stanford University, stated it had been one of the most interesting he had attended because of its compactness, which enabled everyone's viewpoint to be heard.

The seminar was sponsored jointly by the BC Association of Broadcasters, assisted by the CAB, and the Department of extension of the University of British Columbia. All sessions were held on the UBC campus.

Leading visiting speakers included Dr. Marshall McLuhan, head of the University of Toronto English department; Dr. William McPhee, Columbia University; Dr. Leo Bogart, McCann-Erickson, New York; Rooney Pelletier of the BBC; and Dr. Donner.

Another dozen took part in the panels and special sessions, and joined with the visiting speakers in discussing everything from the details of international radio operations to a critical study of commercial messages.

The movement of information, around the clock, around the globe, is the biggest industry in the world today, said Dr. McLuhan.

"We have moved out of the mechanical age and into the electronics age," he said. "This means that we no longer function in the separate roles of producers and consumers. In every field the consumer, the audience, is expected to take part equally with the producer. Our whole society is a vast do-it-yourself."

He said that because the movement of information has become so high-g geared, the world has become a place of instantaneous and simultaneous development of ideas. More people, for instance, saw *Romeo and Juliet* on television recently than ever saw it in the theatre or read it in a book, "and they all had this experience simultaneously."

"The peculiar thing is that everybody on the planet is becoming a member of the community of learning. People do not want to be entertained any longer, not in the specific category of being entertained as against being instructed. Now entertainment and the highest interest of mankind are one. We learn as we are being entertained, and we are entertained as we learn."

### NO MORE SPECIALISTS

Dr. McLuhan said the electronic age was totally opposed to the old mechanical age idea of the specialist. "There are no specialists any longer. Not really. What we have now are electronic media which force all of us to belong to and have an interest in all aspects of a problem."

This pressure to develop more areas of the mind was forcing executives in the \$25,000-a-year class to go back to school "because they are finding that if you want to become a decision-maker in the modern world, you have to know the whole



Rolly Ford Photo

**AMONG THE GUEST SPEAKERS** at the UBC-BCAB Seminar were (left to right, standing) Dr. William McPhee, Robin E. Merry, Dr. Marshall McLuhan, Jean-Marie Dugas, H. Rooney Pelletier; (seated) Dr. Stanley Donner, Mrs. Patricia Cockburn and Alan Thomas.

field. Specialization is no longer good enough."

Dr. McLuhan described this as a law of reversal, in which the producer - - in this case the executive - - has to go back to school to find out what the consumer is doing. This law can be applied, he said, to nearly every area of endeavor in an age of simultaneous communication.

"Take the sack dress. Before it came on the scene, the consumer - - North American woman - - wore clothing of a pre-set shape. She had nothing to do but fill it. But with the sack, the producer gives the consumer an opportunity to be a producer herself. Once she puts it on, everything is up to her!"

### CONSUMERS MAKE DECISIONS

There is a constant feedback, he said, in an electronic age. This process takes the decision-making away from the producer and forces him to share it with the consumer. This feedback, McLuhan felt, was particularly evident in television.

"The situation now exists where the networks will no longer make the decisions. Videotape, for instance, is a huge technological advance which will make the individual station a network unto itself. Some people think it will take twenty years. I think two years is more like it. And when video tape is universally in use it will mean that network television is as available as the LP disc in a private home."

The panel discussion on radio programming brought out heated discussion on various phases of specialized broadcasting. Members of the panel were Gene Hallman, CBC, Toronto; Sid Boyling, CHAB, Moose Jaw; Murdo MacLaughlin, CHWK, Chilliwack; and Jack Sayers, of C-FUN, Vancouver, who acted as chairman.

### DESIGNED FOR LISTENING

Mr. Hallman said specialized broadcasting should be designed not only to be heard but to be listened to.

People who were confirmed radio listeners take a proprietary interest in programs they especially like and make a big fuss when they are changed. He also warned specialization could lead to stations being "stuck" with specialized broadcasts and get themselves into a rut.

There was also, he added, the possibility of disappointing listeners. As an example, he suggested no station was prepared to go on the air at a regular newscast time and say there was "no news tonight". The package had been created and the space of time just had to be filled ... and with news.

Radio some day, he added, may serve all, but what is known today as "mass" audience is really small groups with likes and dislikes. He emphasized the need to know more about "who and where" in the pattern of listening during the day.

Mr. Hallman said radio's biggest asset was its accessibility and availability to all at all hours, and he suggested a real challenge lay in finding a way to tell the audience what is coming up instead of depending on newspaper listings.

Mr. Boyling found similarity in broadcasting in small towns and big cities, since each station was part of its community, although some found that specializing was the best field for service.

### NOT ALL MUSIC IS SUITABLE

All music was not suitable for broadcasting although part of all types of music were good broadcasting. No music was used on CHAB, he said, that did not create or emphasize an emotion. Melody was the first requirement. Rhythm was next, provided it emphasized the melody. Next was the arrangement, and again it must emphasize the melody. Then, in addition, there was the personality of the singer or orchestra. Any music that did not measure up to these requirements was not likely to be good broadcast music.

Radio stations, he added, ought to take advantage of the people of their communities. He cited one Moose Jaw example where children were given training and it was found they performed well on the air; and it was the station's responsibility to let such people make a contribution.

A station's obligation, however, was always to the listener and not to a particular group such as service clubs in raising funds for good projects. It was fine to assist, but the listener must always come first. He challenged education broadcasts on the modern broadcasting station and said they ought to have stations dealing specifically in educational programs.

In family type operations, management should not insist on polished performers or performances. The standard could be high but not professional.

### OUST RULE BY RATINGS

Mr. MacLaughlin suggested many stations were not paying enough attention to public service and community effort, nor were they getting people in the community into full partnership with the station. He pointed out that CHWK, in two weeks, had broadcast 350 taped interviews in various programs and daily carried nine newscasts built entirely on local news.

Radio's role was to do better the services for which it is best suited; to prevent the advertiser from governing programming; and to cease letting ratings dictate program content. He felt radio should build on news and sports, music, enlightenment and commercial factors, and always work with the listener.

In a later session, John Ansell, CKWX program manager, discussed some different types of operation. He included operations on "Top 50" and "Top 40" stations and "formula radio". Practically all of it could come under "controlled radio" where management dictated policy in detail. Even "good music stations" or stations that played nothing else but symphony and concert type music, usually were very closely controlled in format and in all details of operation.

### MANAGEMENT MAKES POLICY

Mr. Boyling of Moose Jaw pointed out this was probably a good thing because management was finally assuming full responsibility in program policy and not leaving it haphazardly to different members of the staff for different periods of the day. He did not argue in favor of any special type, but put emphasis on management's assumption of responsibility and active direction of station policies.

In the discussion on advertising and the sponsor, another three-member panel found radio commercials under fire. Members of the panel were James Lovick, Lovick Agency, Vancouver; Noel Wright, O'Brien Agency, Vancouver and Stan Todd, sales supervisor for Kraft, Vancouver.

Mr. Lovick said the operations of an advertising agency were directed at buying the best time for its spon-

**... the advertiser must be more creative ...**

sor to help the sponsor make money. An agency didn't ask a newspaper to change its funnies, its women's page or anything else in the paper and he said the same approach was proper in buying spot radio time. As long as an audience was delivered, it was the agency's job to use it to sell its sponsor's products.

Mr. Todd said time was bought in order to make sales. Impulse buying in grocery stores, assisted by earlier advertising, accounted for a large percentage of grocery sales and no longer did a housewife just phone for what she wanted. Sponsors, or agencies, depended a lot on stations to do a selling job or a pre-selling job.

Mr. Wright said radio programs had changed over the past four or five years to a point where they now were beamed to particular groups, and that this gives radio strength which it didn't previously have. The problem in the future was how the advertising agency could make the most effective use of beaming messages to specific groups.

An advertiser, to get maximum value, must be more creative in commercial messages and, in this respect, he had to remember that radio is the constant companion of the listener. The time for shouting at the listener was gone, and now the advertiser should be more considerate because the radio was a guest in the listener's home all day long and far more intimate than ever before.

**THE IMPACT OF TELEVISION**

The "impact of television" brought wide discussion led by Dr. Leo Bogart, McCann - Erickson, New York; Herbert L. Backman, managing director, KEX, Portland, and Gene Hallman, CBC radio program supervisor, with Doug Nixon, CBC, Vancouver, as chairman.

Dr. Bogart emphasized television was "creating new time" and new sources of revenue as well as taking part of time and revenue from other media or activities. The "new" time was formerly "frittered away" in one way or another and TV had intensified the individual's use of time with a saving.

Television had forced a different character in radio listening. Instead of group or family listening in the living room to big shows, listening had become something very personal and intimate. People now listened while they were doing something else instead of listening to.

The radio audience, he added, had become localized or "segmentized" and independent stations had taken the lead away from network stations. Radio - - also under influence from television - - had gone in pursuit of specialized audiences in news, music and other spheres. These steps led to greater individuality for radio stations and the source of economic support had become more local than national.

**RADIO IN A NEW ROLE**

Mr. Backman suggested TV competition was one of the most fortunate things to happen to radio. It had taken away radio's dependency on network shows for big audiences and radio had accepted its new role of a very close and personal friend of the listener. Radio is still an effective medium and will continue to be so long as it does a good program job.

He pointed to his own station's public affairs record and cited one example of six months work in producing a series on the divorce rate and its causes in Oregon.

Taking the network viewpoint, Mr. Hallman said television had liberated radio from some of its network responsibility and was opening the way for more specialized programs for specialized audiences. At the same time, radio networks couldn't entirely forsake the encouragement, development and exposure of Canadian artists to Canadian audiences. Network radio had to continue its experimental operations in specialized shows and be ready to pay for them. He was certain, however, that there was still a place for network radio.

Dr. Bogart said it was wrong to think television in a few years will be doing what radio pioneers today. Radio was different and always would have its important place provided it kept on developing along its own special lines, particularly in intimacy and friendliness.

Along the same line, Mr. Hallman said radio was being downgraded because it was being "de-glamorized".

Attention also was directed at promoting radio programs or special features to build larger audiences, including repeats of some programs at the same time two or three evenings in a week.

**FOUR SIDES OF THE PROBLEM**

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Another dozen took part in the panels and special sessions, and joined with the visiting speakers in discussing everything from the details of international radio operations to a critical study of commercial messages.

The movement of information, around the clock, around the globe, is the biggest industry in the world today, said Dr. McLuhan.

"We have moved out of the mechanical age and into the electronics age," he said. "This means that we no longer function in the separate roles of producers and consumers. In every field the consumer, the audience, is expected to take part equally with the producer. Our whole society is a vast do-it-yourself."

He said that because the movement of information has become so high-g geared, the world has become a place of instantaneous and simultaneous development of ideas. More people, for instance, saw *Romeo and Juliet* on television recently than ever saw it in the theatre or read it in a book, "and they all had this experience simultaneously."

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## CONSUMERS MAKE DECISIONS

There is a constant feedback, he said, in an electronic age. This process takes the decision-making away from the producer and forces him to share it with the consumer. This feedback, McLuhan felt, was particularly evident in television.

"The situation now exists where the networks will no longer make the decisions. Videotape, for instance, is a huge technological advance which will make the individual station a network unto itself. Some people think it will take twenty years. I think two years is more like it. And when video tape is universally in use it will mean that network television is as available as the LP disc in a private home."

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Mr. Hallman said radio's biggest asset was its accessibility and availability to all at all hours, and he suggested a real challenge lay in finding a way to tell the audience what is coming up instead of depending on newspaper listings.

Mr. Boyling found similarity in broadcasting in small towns and big cities, since each station was part of its community, although some found that specializing was the best field for service.

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An advertiser, to get maximum value, must be more creative in commercial messages and, in this respect, he had to remember that radio is the constant companion of the listener. The time for shouting at the listener was gone, and now the advertiser should be more considerate because the radio was a guest in the listener's home all day long and far more intimate than ever before.

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Mr. Backman suggested TV competition was one of the most fortunate things to happen to radio. It had taken away radio's dependency on network shows for big audiences and radio had accepted its new role of a very close and personal friend of the listener. Radio is still an effective medium and will continue to be so long as it does a good program job.

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Mrs. Patricia Cockburn, CBC Research, Toronto, questioned the value of some audience surveys and said radio listening was greater than many thought. More information was needed on audience loyalty and who listens when.

Walter Elliott, of Elliott-Haynes Ltd., Toronto, said the variations in ratings was due to the variation in methods. One classification of information that is needed, he said, was "sell-ability" of stations because advertisers wanted to know how effective any station was in moving merchandise.

Robin Merry, director of Research for Lever Brothers, and chairman of the Canadian Advertising Research Foundation, detailed activities of the foundation in pursuit of sound and accurate information for all media. The big advertisers, he emphasized, required accurate information to avoid costly mistakes. The point was emphasized when he said the advertising expenditure in Canada was growing and by 1965 it would be a billion dollars a year. "That's a lot of money", he said.

Extensive discussion also took place on the relation of precision in surveys to the size of sample. The larger the advertising budget, then the more important it became to spend the money for a larger sample for more accurate information.

**Did you know that . . .**

**CFGP Grande Prairie** reaches a total of 39,651\* adult listeners every day.

**\*ELLIOTT-HAYNES**  
CIRCULATION REPORTS

**POINTS OF SALE**

**BBM** proves that **84%** of the homes in the **NORTH BAY** area are **TV-Equipped**. Reach this **CAPTIVE** Market at **Lower Cost** with **CKGN-TV**

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

**PAUL MULVIHILL & Co. Ltd.**

TORONTO  
77 York St.  
EM. 3-8814

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



**A POWERFUL PULL . . .**



The South Saskatchewan River

**... for Increased Sales**  
**RADIO CFQC**  
The **ONLY** media that reaches **ALL** of Saskatchewan's largest Trading Area.

**CONTACT OUR REPS**  
Radio Reps - Canada  
Young Canadian Ltd. - USA



**THE RADIO HUB OF SASKATCHEWAN**

The greatest French advertising medium in Quebec

300 000 KV

**CHLT-TV** CHANNEL 7

SHERBROOKE

We cover the Montreal market

# CBC ASKS PARLIAMENT FOR \$61 MILLION

PARLIAMENT IS BEING asked to provide more than 39 million dollars during 1958-59 towards anticipated deficits of the CBC for radio and television. This is more than twice the figure granted last year.

Federal spending estimates tabled in the commons last month also indicated that revenues to the publicly-owned corporation from the 15 per cent excise tax on manufacturers sales of radio and TV sets and parts will yield four million dollars less in 1958-59 fiscal year than 1957-58.

Revenues from the excise tax were forecast at 12 million as opposed to 16 million dollars last fiscal year, which ended March 31.

In addition to the 39 million dollar grant to meet the CBC's deficits, parliament will be asked to boost by \$1,661,510 the grant for capital expenditures by the corporation for radio and television. The grant sought is \$8,414,000 against \$6,572,490 last year.

Including the \$17,592,841 grant to meet last year's deficit, the CBC received from parliament a total of \$40,345,331 in grants and taxes for domestic radio and television service. This year the figure is expected to rise by an estimated \$19,203,669 to \$59,549,000.

For its international shortwave

broadcasting service, the CBC seeks slightly less this year. Construction and acquisition of land and buildings for this purpose is expected to drop to \$31,290 from \$164,641 last year, but maintenance and operation of the service is likely to remain virtually unchanged at \$1,777,845 against \$1,784,250 last year.

The total for the international service is expected to decline to \$1,809,135 from \$1,948,891 last year.

The grand total to be obtained from parliament for domestic and foreign broadcasting service would increase \$19,063,913 to an estimated \$61,358,135 this year from last year's \$42,294,222.

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

# BUP And INS Merge Into UPI

THE UNITED Press has combined with International News Service to become United Press International.

The agreement, under which many of the 400 INS employees will join the UPI staff, was signed on May 16 but not announced until May 24 in order to carry out the physical changeover plans.

Bob Keyserlingk, managing director of British United Press, said the merger would mean an increased service to radio and television stations, using their news wires. BUP will continue as the "corporate" organization, he said, but the news service is now known as UPI, with BUP doing the selling.

As well as the expanded interna-

tional news-gathering service which will now be available to users, the addition of a considerable number of Canadian INS reporters will allow a more complete coverage of the Canadian scene.

It is reported from New York that the US justice department has notified INS that the merger plan might raise a serious question under American anti-trust laws. Assistant Attorney General Victor Hansen is said to have sent a telegram to INS suggesting that he would like to discuss the merger plan before any concrete steps were taken. However, when approached on this point, Mr. Hansen refused to comment.

## RADIO REPRESENTATIVES LIMITED WELCOMES TO THE AIR

**C  
K  
A  
R**

**MUSKOKA — PARRY SOUND**

590 KILOCYCLES - 1000 WATTS

**"THE STATION ALWAYS ON THE GO!"**

Another KEY Station in our Coast to Coast representation

For complete facts and up to date market statistics contact:

*Radio Representatives Limited*

KEY RADIO STATIONS — COAST TO COAST



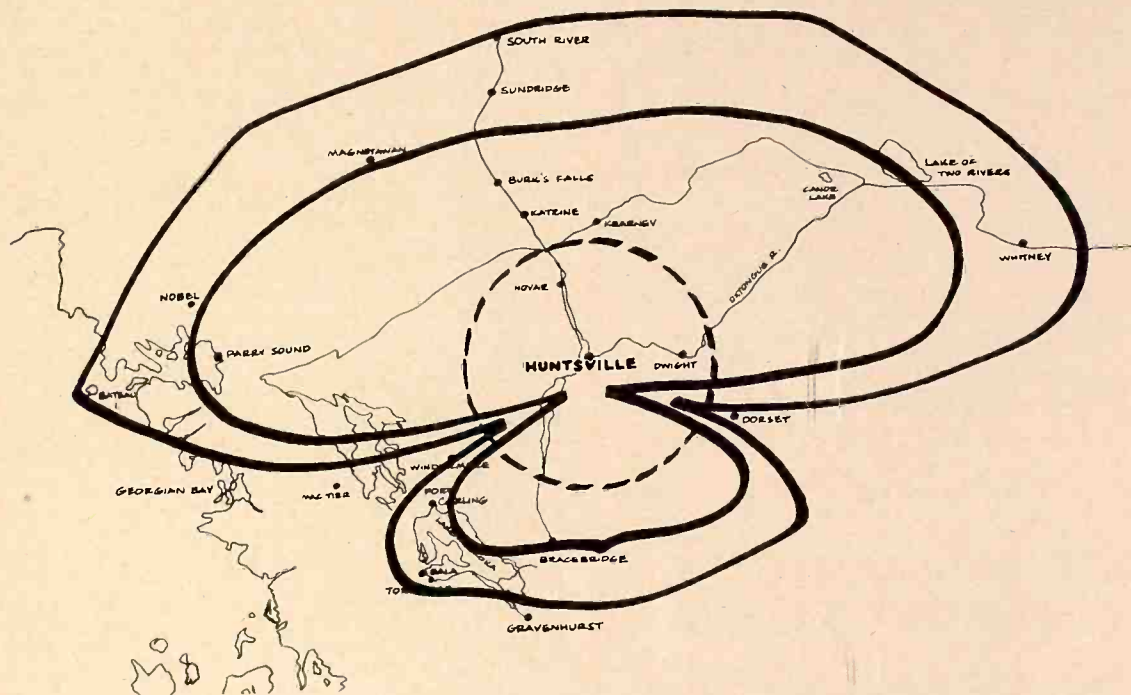
MONTREAL WINNIPEG  
VANCOUVER

HEAD OFFICE:  
76 ST. CLAIR AVENUE WEST  
TORONTO

We're on the air with our—

# "Muskoka Monopoly"

**JUNE 14**



*Here are the Facts*

about a

## Time Buyer's Dream

- The first and only DAILY local communication service — in a 60,000,000 dollar market (DBS - 1956).
- In the summer about 200,000 EXTRA people in the area.
- Fall and winter (ski season) total population about 165,000.
- 60,000 people have to rely on C-KAR during the months of March, April and May.
- C-KAR has 3 Courtesy Cars, equipped with short wave transmitters for on-the-spot broadcasting anywhere in the area.
- Not a daily newspaper is published in the entire area.

Represented in Canada by:  
**RADIO REPRESENTATIVES LTD.**



1000 Watts  
590 Kilocycles

**P.S.** *Have you ever seen a tourist carrying a TV set?  
But they all have Radios!*

# Television

## RETAIL MERCHANTS WATCH QUEBEC TV IN ACTION

TELEVISION DE QUEBEC used the impact of television itself to put over its sales presentation to the annual convention of the Quebec Retail Merchants' Association at the Château Laurier last month.

CKMI-TV and CFCM-TV, the English and French outlets in the city, took the convention audience on a tour of their own studios, to demonstrate the job TV can do for retail merchants.

Roving cameras showed the viewers of the closed-circuit broadcast the various creative services at their disposal to bring their own message to the public. For instance, a visit to the art department resulted in a brief talk by Graphics Director Marcel Labadie on the production of low-budget commercial announcements from slides, opaques, flip cards, and so on.

The broadcast also included a visit

to Télévision de Québec's large (48-by-73 feet) Studio D, where a sleek 1958 Oldsmobile Super 88 Convertible Coupe was driven into the studio on-camera for a network-style one-minute spot commercial done first in French and then in English. Other commercials covered a variety of products handled by retail merchants, including home furnishings, paints, perfume and women's apparel.

The 20-minute show was presented on a large, 4-by-6 feet, screen strategically located to catch the attention of the convention crowd. It was backed up by a pictorial brochure and static lobby display.

The brochure covered the same selling points as the closed-circuit broadcast, while the lobby display - including three operating television sets - brought the convention the company's regular

programming.

The whole theme of the promotion was to show television as a combined force of sight, sound and motion, arranged to compete with the pre-

sentations from rival media. It was planned and presented by the promotion and publicity departments to have a maximum effect in both French and English languages.



A LIVING HOUSE AD, in which Télévision de Québec took its audience through its own studios, was one of the points in the CKMI-TV (English) and CFCM-TV (French) presentation to the Quebec Retail Merchants' Association convention recently. Here the convention audience watches a 20-minute closed-circuit broadcast, as graphics director Marcel Labadie, with beard, explains the use of graphics in their own TV commercials.

### 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."




**BUT NO ONE  
NEED MISS OUT  
TODAY!**

SCENES LIKE THIS ARE  
RECREATED DAILY THROUGH  
THE USE OF  
IMAGINATIVE  
CFQC-TV  
PRODUCTIONS

**CONTACT TV REPS LTD.**

## KING TUT MISSED OUT



**SERVING 45,000 CAPTIVATED TV HOMES**

8

**CHANNEL 8**

**CFQC-TV**

SASKATOON, SASKATCHEWAN

*Radio*

# CHUB AIDS SEARCH FOR KILLER LION

FOR THE BRIEF period of two hours last month CHUB-Radio, Nanaimo cancelled regular programming to aid in clearing the immediate area of children and motorists, while police and local hunters searched for the 250 pound lioness that had just killed the 8 year old Maureen Vanstone.

Immediately after the news broke, two CHUB newsmen, Des Kearney

searching for the wounded cat. They were assisted by search planes overhead.

Meanwhile the station was still sending out appeals for parents to keep their children indoors and for motorists to stay away from the area.

Two hours after the first alert was broadcast the lioness was shot in the thick bush.



AFTER A TWO HOUR SEARCH newsmen Des Kearney (left) and Byron Scott of CHUB, Nanaimo are shown inspecting the lioness, Fury, which terrorized the neighborhood and killed the young girl.

and Byron Scott were on their way to the zoo, armed with a tape recorder. At the same time the station was issuing messages to all members of the Nanaimo Fish & Game Club to form an armed posse and meet at the zoo.

When the two newsmen arrived at the scene, the RCMP were already on hand and it was learned that four young girls had spotted the lioness in a thicket. Being used to the zoo animals, they had called to it. It sprang out and grabbed the young Vanstone girl. The other children ran to the nearest house, some two hundred yards away, and the owner called the RCMP and the father of the three girls, Frank Butcher. He immediately grabbed a rifle and ran to where the cat was mauling the girl. He managed to shoot the lion but it bounded off into the woods. By this time the girl was dead.

Shortly after that armed game club members, police and local farmers, along with tracking dogs and the two CHUB newsmen, started

Aside from receiving calls from Canada and the US for information about the escaped lioness, CHUB also managed to get an exclusive interview with Paul Hertel, the owner of the zoo, the same evening.

The station says that it is an official fact that the two newsmen, Kearney and Scott, armed only with a microphone and tape recorder, were never more than 200 yards away from the lioness at any time during the search. However the lion didn't know this and it's a pretty safe guess that they didn't either.

Did you know that . . .

**CBUT Vancouver** reaches a total of 407,142\* adult viewers every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

# LESTOIL IN LONDON

A three act success story dealing with events which took place during a six week period in the television homes in the metropolitan area of London, Ontario

## ACT ONE

Time: 12:43 p.m., April 14, 1958.

Cast: CFPL-TV and LESTOIL liquid detergent.

Awareness: (to Lestoil by women) - 12%

Usage: (of Lestoil by same women) - 1%

## ACT TWO

Time: May 2, 1958 or 3 weeks later

Cast: Same

Awareness: (to Lestoil by women) - 66%

Usage: (of Lestoil by same women) - 31%

## ACT THREE

Time: May 22, 1958 or 6 weeks later

Cast: Starring CFPL-TV and LESTOIL

Awareness: (to Lestoil by women) - 93%

Usage: (of Lestoil by same women) - 61%

## THE END ?

No. Just the beginning of SATURATION TV a technique which can turn a virtually unknown product into a household word in a period of only six short weeks.

★

# BROADCAST ADVERTISING BUREAU

*TV Division*

Suite 414

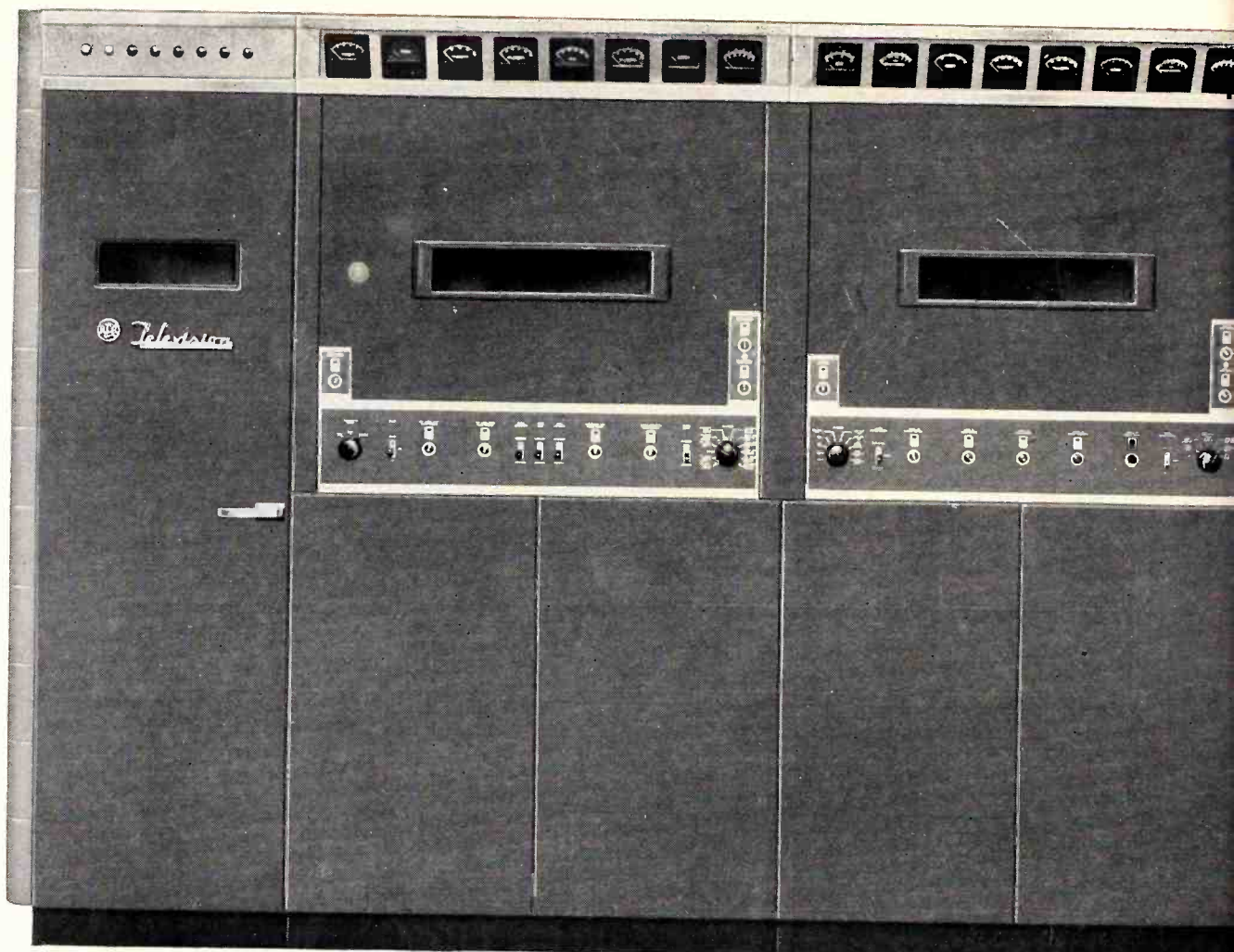
200 St. Clair Ave. West

Toronto 7

Phone WA. 2-3684

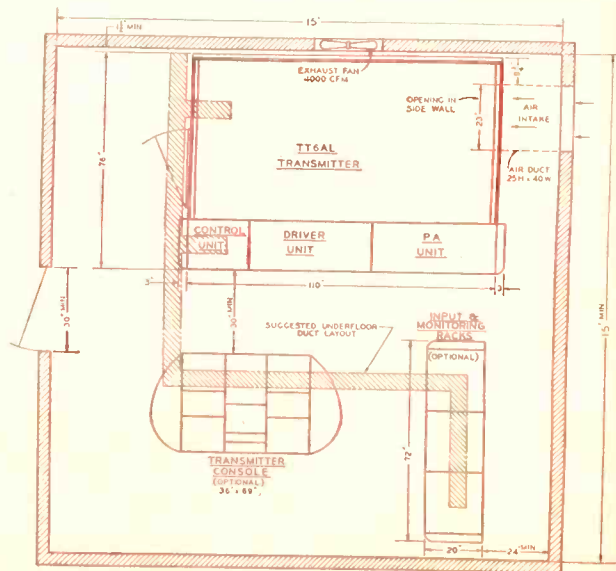
The Broadcast Advertising Bureau - TV Division, promotes exclusively, the use and sale of Television as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.

# NOW FROM RCA VICTOR — NEW CANADIAN-BUILT 6KW



### Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.



FIRST WITH THE FINEST FOR CANADIAN BROADCAST



# VHF TRANSMITTER!

**featuring unusual compactness and economy  
...with power reserve to drive a 25KW**

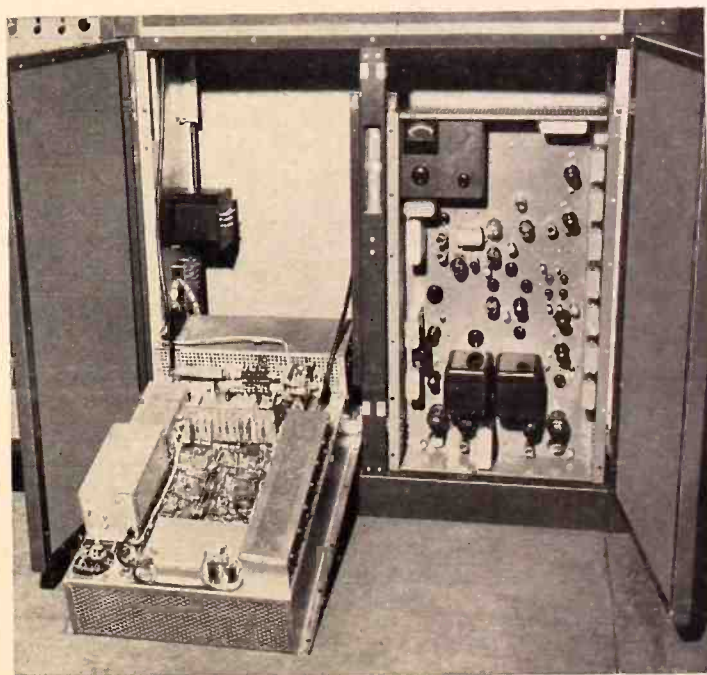
Newest and most advanced in the RCA Victor line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

- ★ **Most Compact Floor Plan Ever Achieved**—Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.
- ★ **Design Reflects Color Experience**—Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.
- ★ **Excellent Accessibility**—Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. "Tilt-out" construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.
- ★ **Economical and Reliable Operation**—Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.
- ★ **Simple Power Increase**—The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.
- ★ **Thermostatically Controlled Heaters for Rectifier Tubes**—Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

**plus...** many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005).



Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and "tilt-out" chassis design. An optional spare exciter unit can be rack-mounted for added "on-air" assurance.



ENGINEERING PRODUCTS DIVISION

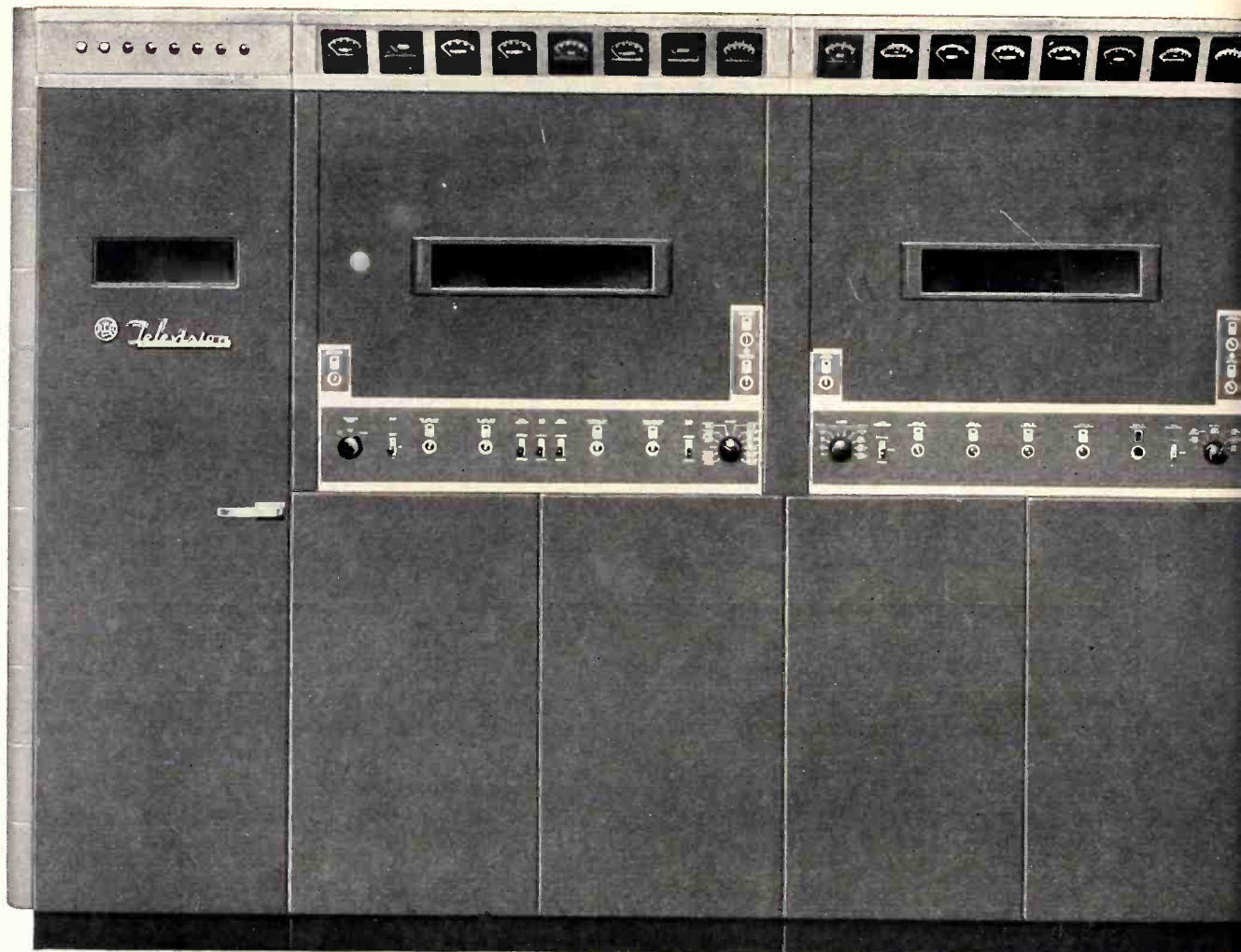
**RCA VICTOR COMPANY, LTD.**

HALIFAX • MONTREAL • TORONTO • CALGARY • VANCOUVER



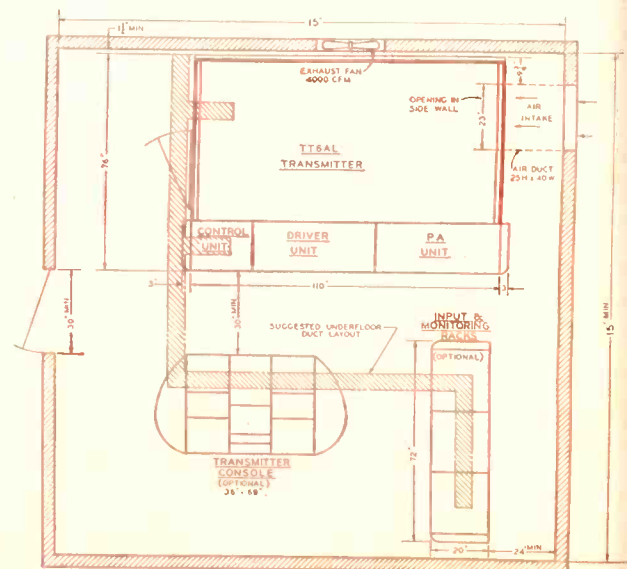
# NOW FROM RCA VICTOR — NEW

# CANADIAN-BUILT 6KW



### Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.



FIRST WITH THE FINEST FOR CANADIAN BROADCASTERS

# VHF TRANSMITTER!

*featuring unusual compactness and economy  
...with power reserve to drive a 25KW*

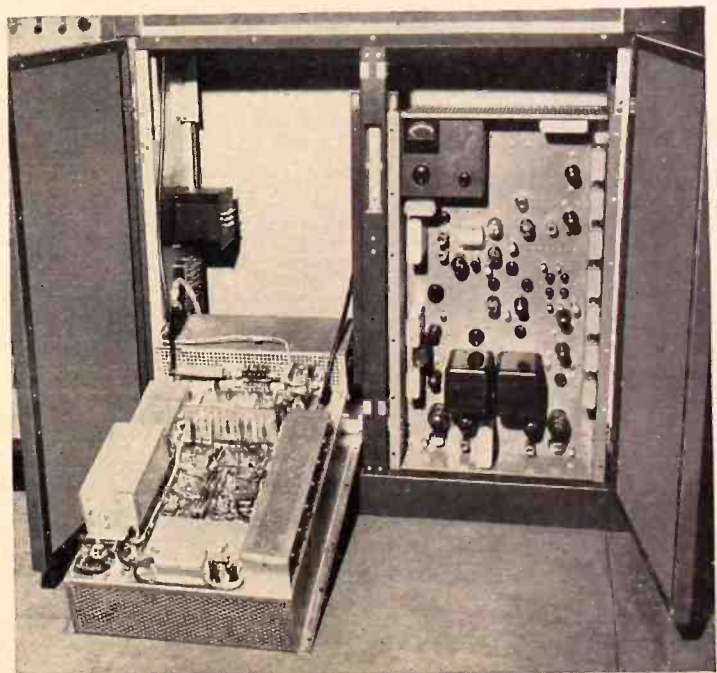
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**plus...** many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005).



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ENGINEERING PRODUCTS DIVISION

**RCA VICTOR COMPANY, LTD.**

HALIFAX • MONTREAL • TORONTO • CALGARY • VANCOUVER



# BOB BELL



AT

Man oh, man — what sell, what sell has our Bob Bell! Yes Indeed!

CJCA's "Early Morning Man" Bob Bell has an outstanding audience appeal. Every morning Monday through Friday from 5 - 9 a.m.—Bob Bell influences the sales of his many sponsors throughout the great Edmonton listening area. It's always a sure sell with Radio "93's" Bob Bell!

FAMILIES AGREE ON



Whatever your needs, let us do your shopping

Book Department  
**CANADIAN BROADCASTER**  
 54 Wellington St. West, Toronto

# Swarbricks and BOUQUETS

By Brian Swarbrick

NEW CANADIANS are getting a great deal of attention from radio these days because they do a lot of listening, and consume a large quantity of advertised products. A recent article on the New Canadian market (May 8, Page 6) dealt with the statistics involved. Here is a report of how this type of programming is handled by one Toronto station, CFRB.

CFRB has two shows in the ethnic field: a half-hour Saturday night, the Beaver-winning *Canadians All*, and a Sunday - to - Friday show called *Continental Concert*, also a half - hour, emceed by Walter Kanitz. Except for the Sunday show, which runs from 3.30 pm to 4 pm, the rest of the scheduling is nighttime: 9.30 pm to 10 pm in the case of *Continental Concert*, and from 8 pm to 8.30 pm for *Canadians All*.

Kanitz's *Concert* is a perfect example of a show scheduled in the so-called graveyard of radio - - in a period of peak TV viewing - - yet which pulls literally thousands of letters from listeners. And this, mind you, in the age when letter response is normally negligible unless you're running a contest or premium offer.

I asked Ken Marsden, promotion manager of CFRB, what he felt was the reason behind the show's popularity. "First," he said, "we have one rigid policy - - and that is we do not broadcast in a foreign language. We feel that no matter what the original nationality of the listener, one of his prime interests is to learn English, and not hear his mother tongue. Also we feel that an English-speaking listener almost reflexively reaches for the dial when he hears a foreign language being spoken. And we want to program for a total audience, not just the Ukrainians or just the Italians.

"Secondly, the music. I'd like to be able to say that we have in our library all the selections that Kanitz plays. But we don't. He has to dig them up himself - -and he gets the very latest versions of European selections, buying them himself direct from Europe. This means that in his field, he's something like the disc jockey on a jazz show; lovers of his kind of music have to listen to his show to find out what the new releases are."

Marsden selected several letters from a thick wad addressed to Kanitz. "Here, you see, are letters written

by English - speaking Canadians; Anglo-Saxons who listen to the show just because they like the music he plays. That's very important to us, that he can draw the foreign-language listener without losing the English-speaking listener.

"And thirdly, there's Kanitz himself. He's the true continental; been everywhere, done everything; an author and writer, even a Foreign Legionnaire at one time. He has the personality that a straight foreign-language announcer always seems to lack."

In this regard, Kanitz says of himself, "I'm the continental Arthur Godfrey."

An interesting point is the attitude of Kanitz's listeners. He seems to be able to cut through international borders and maintain an interest among a variety of nationalities. Most of the letters read something like, "I wanted to tell you how much I enjoy your program, and particularly last night when you played that Ukrainian song."

Marsden thinks such letters are the really significant proof of the rightness of a non-partisan kind of show.

"The whole new concept in radio now is to give continuity to shows and programming, with the idea being, 'Don't switch your dial - - we're not going away.' The Kanitz formula treats continental music in the same way. 'You have to listen all the time because you can't be sure when I'm going to play the latest recordings from your country.' And it works, too."

The final proof, however, is the commercial support, and *Continental Concert* is a money-maker. Advertisers include a sewing machine company, a travel agency, a camera and appliance firm, a foreign language theatre, a music house, a firm selling bilingual records for home English courses, a car agency, and so on. Many of these have followed Kanitz from another Toronto station.

Ken Collier, manager of the appliance division of Eddie Black's Ltd., a camera and appliance house which sponsors the whole Sunday program, summed it up this way: "We're not interested in reaching the rock-and-roll or even the junior audience. We want to reach householders who can buy our products, and this show does it for us. As a case in point, we had some Pye hi-fi sets and, frankly, didn't expect to move them very quickly because, being an English firm, its products aren't well known here. We plugged them on Walter's show, stressing the point that his kind of music would be wonderfully reproduced on a Pye hi-fi, and sold them so well we were able to place a fresh order with the company in a very short time."

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

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

*Parliament*

**STATION APPLICANTS MUST AWAIT NEW REGULATORY BODY**

APPLICATIONS FOR COMPETITIVE TV licences will not be dealt with until a new regulatory body for broadcasting has been set up by parliament, Revenue Minister George Nowlan has indicated. He was replying to a question by CCF member Erhart Regier (Burnaby-Coquitlam), who referred specifically to applications for licences in Vancouver, Winnipeg, Toronto and Montreal.

Mr. Nowlan would not say whether these four centres were being considered for competitive TV, but said: "The government is giving consideration to this matter of relaxing the regulation concerning competition between television stations in certain areas. I am not committing myself to the geographical locations named by the honorable member, but am speaking generally to that problem.

"When a decision is arrived at it

**MEMBER URGES CURB ON CBC SPENDING**

INVESTIGATION OF CBC spending was called for in the House of Commons last month by Lloyd R. Crouse, Progressive Conservative member for Queens-Lunenburg, who said "the time has arrived for a closer examination of the operations of this corporation which desires to spend so much."

He was referring to the \$61,358,000 budgeted by the CBC for the current fiscal year, an increase of \$19 millions over last year.

Mr. Crouse stated that his proposed examination did not reflect the opinion that the CBC was mismanaged, but rather that there should be a government-imposed maximum on CBC expenditures. Some CBC television productions, he said, were good, but others were lavish while not being either interesting or educational.

CBC's current budget requirement, he said, "is too much money by any yardstick. I believe that the expenditure by this corporation of \$42 millions in 1957-58 to be ample and would request that the government give serious consideration to the reduction of this corporation's expenditures."

Mr. Crouse suggested that the amount required to produce strictly Canadian programs has become "excessive, when we consider that we are a nation of only 17 million people. There is a limit beyond which conscience, or common sense, tells us we cannot go."

will be announced to the house. My own thinking is that if it should be decided by the government to relax this regulation in any way, applications would be deferred until such time as the legislation envisaged in the speech from the throne has been enacted by parliament," he said.

Writing in the *GLOBE AND MAIL*, Ottawa reporter Harvey Hickey pointed out that the throne speech forecast the appointment of a regulatory commission to control both the CBC and private stations, as

recommended in the Fowler report. He said, "However, there will probably be a lapse of some weeks between the enactment of a statute and the appointment of the commissioners. There will be a further delay while the appointees familiarize themselves with the general broadcasting situation."

In speculating on the likelihood of Toronto getting a second local TV station, Hickey said it could be licensed within a year but probably not much sooner.

**\$36 CAN MAKE YOU \$1,000**

In the next fiscal year many stations will make a \$36 investment to reap at least a \$1000 profit. That's the kind of gold mine contained in *TO THE WOMEN* . . . a service with a dozen uses.

Write for details to:  
**WALTER A. DALES - RADIOSCRIPTS**  
270 Fort St., Winnipeg

**IF YOU LIVED IN LONDON YOU WOULD KNOW WHY \*MOST RADIO ADVERTISERS**

**SELECT**



\* LONDON MERCHANTS CHOOSE CKSL 2 TO 1

**THIS MAN MAKES FRIENDS AND INFLUENCES PEOPLE!**



That's right! Witty chatter and music with a continental flavour have made Walter Kanitz one of the most influential salesmen in radio today. Author, columnist, producer — Kanitz has for many years enjoyed success as MC of a nightly radio program in Metropolitan Toronto — and is also heard weekly on CBC Dominion.

Here is a man with a different approach — a man who can bring a new sound and a new interest to your schedule.

**CASH IN ON THIS MAN'S POTENTIAL!**

There are two fine shows ready now: "CONTINENTAL ECHOES" — available in a 15 or a 30-minute format.

These broadcasts originate from a mythical concert hall in Europe with Walter Kanitz as your MC introducing orchestras and vocalists of international fame. For this program, Kanitz will do commercials for local sponsors.

AND

"CONTINENTAL MAGAZINE" — A 5-minute narration feature. Dramatic vignettes of people who have made headlines — true stories of unusual happenings in crime, love, politics, brought to sharp focus by Kanitz' keen sense of news.

For further details and an audition tape contact:

Radio Sales Division



Did you know that . . .

**CHWK Chilliwack** reaches a total of 69,881\* adult listeners every day.

**\*ELLIOTT-HAYNES CIRCULATION REPORTS**

*Verbatim*

# RECESSION IS REALLY CONSUMER BOREDOM--FIGHT IT WITH SALESMANSHIP

I AM PRESENTLY skeptical about this thing we are in -- this thing that is about to "saucer out" or "bottom out" -- this recession or depression or whatever.

I am afraid that it may be deeper and more long-lasting than the experts have said. Because look. There never was a depression before when prices continued to climb. There never was a depression before when people had money, but wouldn't take it out of the bank. I think the economists are all wrong, because this is not an economic thing. I think people are just bored with us -- with you and me -- and the things we sell, and the way we sell them. And you know as well as I do that it's better to have a prospect furious with you, than to have him bored.

If you will permit me a corny metaphor, I think our economy is a three-stage rocket. Manufacturing gets it off the ground, distribution puts it into outer-space, but unless the final stage -- sales -- fires at the right time, nothing is going into orbit!

At the present time our rocket is stranger than anything ever seen at Cape Canaveral. It just sits on its pad and whimpers, and nobody knows where or why the count-down stopped. It will do you and me no good to say that manufacturing is to blame, because we can't do much about that. Nor can we get

anywhere by pointing the finger at distribution and prices, because nobody is going to ask for our opinions on that. We had better just concentrate our efforts for the time on that third stage -- the orbiting stage -- salesmanship.

### WHAT IS A SALESMAN?

Just what is a salesman anyway? Well, the college boys gave us a recent answer: The word "salesman" in the students' mind, a recent survey reports, shows a distinct hangover from the earlier day of the "drummer" -- a slippery, here-today-gone-tomorrow fellow, living by his wits, ready to make a buck by any means and never staying around long because of the amount of travelling he must do.

I know only two things about salesmanship. The first is that it lives only in the climate of democracy. Note that Russia recently cut its sales force in half by dismissing Bulganin. And the second is that it acts to happily consummate a certain tension between the prospect's desire and the product's virtue.

### MULTIPLICATION OF DESIRE

Up until the last few months, Americans have been the most desiring people in the world. This vast and insatiable desire is what has made us great. It discovered this land in the first place; it drove our people ever westward; it opened up the West Coast before it even belonged to us; it linked us by canals and railroads; it put planes into our skies; it drilled our wells and mined our mines; it has made us the all time number one nation on humanity's Hit Parade. It has, indeed, made all the difference between our American economy and the standard European type.

Desire in other countries has been dwarfed from childhood, by social and economic factors that dimmed the hope of realization. Here it has multiplied year by year. Where the European hopes someday to have a scooter or a small car, we have wanted two cars, preferably right away. Where he wants a new overcoat eventually, we have wanted one now -- and a top coat, too. Where he wants one suit, we want five. Where he wants a room or two, we

want a house -- and a summer place, too. And all these things we have gotten, because our desire was strong.

Now it is true that salesmanship, and advertising and consumer credit have continually stimulated this desire. And there is nothing so wrong with this. Because the creation and stimulation of desire has

This is a condensation of a speech



delivered by Charles H. Brower, president of Batten, Barton, Durstine & Osborn Inc., New York, to the 23rd annual convention of the National Sales Executive Inc., Washington, D.C.

put more people to work and, in turn made their desires possible to fulfill.

But what now, if the desire is gone? I will tell you. When a car becomes nothing more than transportation, when new clothes become nothing more than a protection against weather and immodesty, when a house is only a shelter -- when the thrill is gone out of buying and pride fades out of ownership -- we are headed for something worse than mere depression. We are headed for a whole new kind of economy that none of us are going to enjoy very much.

Now you and I -- we salesmen and sales managers -- have been the people who have long been in charge of making people want things. We have been the prophets who condemned the old and showed the way to the new. We have been the merchants of discontent, the creators of obsolescence, the High Priests of public appeal. What do we do now?

### THE GOOF-OFF ERA

The answer is not simple, because the mediocrity of salesmanship is only a part of our national pattern of always being willing to settle for something less than the best. For this, in America, is the high tide of mediocrity; the great era of the goof-off; the age of the half-done job. The land from coast to coast has been enjoying a stampede away from responsibility. It is populated with laundry men who won't iron shirts; with waiters who won't serve; with carpenters who will come around someday maybe; with executives whose mind is on the golf course; with teachers who demand a single salary schedule so that achievement cannot be rewarded, nor poor work punished; with students who take cinch courses because the hard ones make them think; with spiritual delinquents of all kinds who have been triumphantly determined to enjoy what was known until the present crisis as "the new leisure." And the salesman who won't sell is

only a part of this over-all mess.

I think -- and I hope to God it is true, that our people are becoming sick of this goofing off. The reason I do not know, but I will guess that we are gradually beginning to realize that history is repeating itself. The Russians are doing a wonderful job as the barbarians in our modern historical drama. But we are far outdoing them in our superlative imitation of Rome. We may lack a few of the refinements of Rome's final decadence, but we do have the two hour lunch, the three day week end and the all-day coffee break. And, if you want to, you can buy for \$275, a jewelled pill box, with a built in musical alarm that reminds you (but not too harshly) that it's time to take your tranquilizer.

Unquestionably, we are in a battle for survival. We must get our people into the battle. But first we have to get some battle into our people.

### THRILL OF ACHIEVEMENT

What you and I have to do, patiently, and day by day, is to teach those over whom we are given supervision, that work can be fun -- that the only real reward that life offers is the thrill of achievement, and that the place where achievement amounts to most is on the job. A hole in one isn't half as thrilling as landing a big order; a piece of furniture built in your basement workshop will never be as thrilling as a sales plan that works; sailfish mounted on your wall will never be quite as exciting as a well-earned promotion.

We are a nation of hobbyists, but believe me, there is a large element of escapism in hobbies. And too many of us get our vocations all tangled up with our avocations. We have got to get to work, or a stronger nation may put us to work. And to get to work, we have got to re-discover what millions used to know: there is a great thrill in work well done.

### TO SELL IS TO DELIVER

The word "sell" you know is from the Anglo-Saxon. It is a four letter word, but it does not seem to have quite the punch that the other Anglo-Saxon four letter words still pack. In its original form it meant "to deliver," but I do not think we salesmen have been delivering too much. We have bored ourselves, each other, and most of our prospects. Today we are beginning to pay the penalty in the slowing down of our whole economic machine. And what is the usual answer? "We've got to get in there and sell harder!" That's nonsense if by "Hard Sell" you mean nothing more than high pressure. There is really no such thing as "Hard Sell" and "Soft Sell." There is only "Smart Sell" and "Stupid Sell."

I haven't read all of the books on salesmanship, and I hope you haven't either. But I will venture to guess --

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proves once again that to **REACH** and **SELL** the rich **SARNIA MARKET** you can't miss with **CHOK**

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**CKBB** Barrie  
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171 McDermott

**VANCOUVER**  
1407 W. Broadway

**"... the great salesmen have a warm and human understanding..."**

granting you have a reasonably good personality, that you know enough to clean your fingernails, and that you have a fair measure of integrity in your soul - - you need only two bits of knowledge to become a great salesman:

First is the knowledge that everyone in the world wants to be liked and appreciated and helped.

Second is the knowledge that salesmanship is an *idea* business.

If you aren't making a friend, and if you don't have an idea, you may become a successful order taker, but you will never be a salesman.

Probably the most important sale any of you ever made was when you sold your wife the idea of marrying you. And if the average salesman had courted his wife the way he courts prospects he would first have attracted her attention, probably by tripping her, then he would have said: "I can see you are a smart girl, the kind that can't be fooled on value. So you'll notice that I am wearing a \$125 suit. That suit, Girlie, is only an outward indication of the super - hydraulic, synchro - mesh, patented double - action heart that beats beneath it. Now listen carefully. I want to tell you something that I don't tell most people. I am in rather limited supply. There are a lot of women after me. So, for one day only, I'm offering to marry you. But you'll have to hurry - - hurry - - hurry - - before I'm all gone."

**TO SELL IS TO UNDERSTAND**

No - - the great salesmen have a warm and human understanding of what the transaction can mean to the

other fellow, and they have ideas. Or if they don't have ideas, they go and get them from someone else. The great salesman is not the man who can sell refrigerators to Eskimos - - he is the man who can understand how the American housewife can benefit from having a refrigerator and then has a bright idea for convincing her.

A man once sold me at least \$20,000 worth of merchandise by being a salesman on a \$1.50 order. I had just moved to town with a new bride and an old car. It had hand-operated windshield wipers, and one of them had rusted off. I casually stopped at a gas station. "You can't buy those wipers anymore" the man said "The only chance would be in some junkyard. Say - - I'm going in to Newark tomorrow - - I'll see if I can't find you a pair somewhere!" For 25 years I've bought all of my gas from that man, and when he became an automobile dealer, I bought all of my cars from him. He's no pal of mine - - I never see him except to buy gas or a new car - - but once he was nice to me and that doesn't happen

too often in this world.

Automobiles are sort of hard to sell these days, I hear. But a salesman in Beverly Hills is selling them. He has a phone in his demonstrator, calls you up from in front of your house, and invites you out for a ride. Human understanding, plus an idea.

A man on Long Island is selling them, too. Each weekend he has some bargains - - and I mean bargains. He'll sell you a 1952 Chevy for \$1.98. Of course you have to draw the lucky number first. But his lot is crowded, and cars are selling. Again - - human understanding, plus an idea.

We are never going to see a day

when routine pavement-pounding, doorbell ringing salesmanship is the answer to anything. The need for human-salesmanship and idea-salesmanship is going to grow and grow. Even when people stop being bored with us - - even when the present recession is over - - even when the Russians get back inside their corral - - the need for salesmanship will grow. For your competitors are no longer American companies alone. We are rapidly becoming an importing country. Last year our imports were up 74% over 1954. And the need for international friends would indicate that we are not likely ever again to sell behind high and comfortable tariff walls.

**Did you know that . . .**

**CKRD Red Deer**  
reaches a total of 70,462\*  
adult listeners every day.

**\*ELLIOTT-HAYNES**  
CIRCULATION REPORTS

**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**  
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*The NIAGARA DISTRICT STATION*



**TELL HIM ... AND SELL HIM**

Whether it's the unsurpassed schedule of national programs . . . the outstanding local shows and personalities . . . the coverage of news and sports . . .

. . . he *always* has a reason to listen to CFAC. In Calgary, most people do!\* Be sure this influential medium is on *your* schedule . . . and sell the Calgary market with CFAC!

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Calgary

\*Check any Listenership Survey!



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(Your Eager BEAVER Station!)

SEE . . . Paul Mulvihill & Co. Ltd. — Toronto, Montreal  
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**A Precision Quality  
Portable TV Pedestal  
At a Low Price!**

**NOW**

...a TV Pedestal that is actually priced lower than many tripod-dolly combinations, yet is a precision-built, fine quality unit in every respect. The new Houston Fearless PD-10 provides a solid, steady camera mount, smooth mobility, excellent maneuverability and complete portability. Handles all monochrome cameras from Vidicon up to I.O. Ideal for small studios, auxiliary cameras or remotes.

**New  
HOUSTON FEARLESS  
PD-10**

- Solid, steady camera mount.
- Smooth Mobility.
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Price (incl. tax) \$745.00  
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**Over the Desk**

WITH STATIONS all thinking in terms of Canadian talent, and advertisers finding out that there are live programs which do really pay off at the cash register, it might be well to take a second look at this much abused six-letter word.

Talent, as it is used in the broadcasting business, means performers, and they can range from a tired tenor singing *Because* or a local drama guild with its version of *East Lynn* to string ensembles or large symphony orchestras ploughing their respective ways through *Amaryllis* or *Faust*.

But talent, properly, has a far wider meaning than an individual or group doing its antics in front of a camera or making its noises into a mike.

Talent in the true sense includes such things as literature and poetry. It embraces such arts as painting, photography, weaving, sculpture, wood-carving, oratory, handicraft, to name a few which have yet to have been given air time to any degree.

Literature gets a bit of a play on many stations with book reviews. But how about radio and television as outlets for short story writers?

It is a good many years since *Bernard Braden Tells A Story* was featured regularly by the CBC. His system was to buy short pieces of writing and simply read them over the air.

As far as the arts are concerned, there are already plenty of talks, but TV opens the door to actual demonstrations of drawing, or carving, or painting. As far as oratory is concerned, little or anything has been done by radio or television to explore the possibilities of debates on the air, which would not have to be patterned on the overdone panels.

It was in its first issue (January 1942) that this paper suggested the possibility of Inter-Collegiate debates, broadcast by radio. On what might prove a more popular plane,

how about a new radio game where picked teams would debate on chosen subjects, each speaker being limited to say one or two minutes?

THESE ARE JUST a few random ideas. Probably they are completely impractical. Possibly many of them are already in use unknown to this hack. Then again, perhaps they may provide the germ of an idea on which something really workable could be built. Maybe they are completely wet and nothing but a waste of space. In any event, the point of this piece is that the word talent has a far broader meaning than the one in general use, and that people sincerely interested in the development of the Canadian variety of that commodity might do well to look beyond the confines of the entertainment world, because exponents of talent of other kinds might be found interesting and even profitable too.

### MUSIC IN A TENT

THIS TALENT business is busting out all over. A publicity piece just reached *The Desk* announcing the opening of *Music Fair*, out on the Queen Elizabeth Highway just west of Toronto.

The shows take place in a huge 2000 seat tent theatre, and they are opening with *Annie Get Your Gun*, June 23.

The season runs from June 23 to September 13, and the press notice lists, as other productions, *Silk Stockings* (July 7-19), *Song of Norway* (July 21-August 2), *Happy Hunting* (August 4-16), *Oklahoma* (August 18-30) and *The Boy Friend* (September 1-13).

### DOINGS OF DICKSON

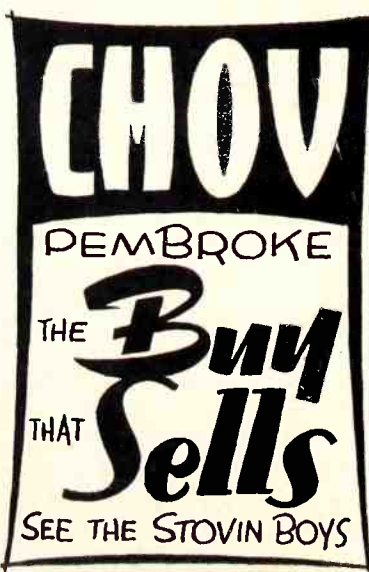
ROY WARD DICKSON, one-time Toronto quizmaster extraordinary, now operating as Dickson Productions Ltd. in England, seems to be doing right nicely in commercial TV over there. His *Turnabout* has been renewed for a third season by Associated-Rediffusion, London, and is slotted for peak time Friday nights over the entire Independent TV network of English, Scottish and Welsh stations.

Another Dickson show, *£1,000 Word*, which has been in the "top ten" eleven times in the weekly ratings since it started last January was renewed recently and increased to 45 minutes in length.

### MAILBAG AND MARRIAGES

A LETTER FROM Bob Bowman, of CFBC, Saint John, quotes this communication:

"Dear Sir: I am a fairly constant listener to CFBC and have a request to make of you, first however, let me say I am very glad that you are back, and I know there are many other people feel the same way, and I hope you will remain with us for a long time.





Now as to my request, I am an old-timer 53 years old . . . ."

Bob comments "It gave me quite a shock," and as another youngster well into the second half of my first century, I go along with Bob.

We always knew that radio account executives will do anything to land an account. CKLG's sales ambassadress, Florence McLeod, outdid the rest, when she up and married a CKLG sponsor on May 24.

The lucky sponsor is Hugh Bennett, vice-president of the Birks-Crawford Company Ltd. of Vancouver, exporters and importers, who sponsor various food products on My Favorite Dish, daily CKLG show since Bowman started it.

Still on the subject of matrimony, they are setting something of a record at CKCW-Radio, in Moncton, where the 1958 box score now counts up to four.

First there was Bill Robertson, announcer, who took the plunge on February 8. Then there was a dry spell which lasted nearly three months, but the "reins" came again and there were four harnessings in seventeen days if you count the one scheduled for next week. Here is the roster:

May 31, Gerry Fogarty, newscaster, stepped between the shafts.

June 7, Henry Lane, operator, was hitched up with blue-eyed blonde.

June 17, Eva Sprague, continuity writer, will take on the bridle.

(Editor's Note - - Your correspondent is still available.)

OLD POISON PEN

A CHANCE MEETING at the Old Woodbine Race Track the other Saturday brought me face to face

with my old adversary of the quill, Gordon Sinclair, looking debonair as ever in a hat resembling an inverted frying pan. He explained that it let him in with the trainers, but it seemed more likely to me that it would constitute an open sesame to the entries.

Old Poison Pen has been quipping at me mildly lately in his TORONTO STAR column, which I understand will shortly be renamed "Me, by Gordon Sinclair".

I suppose age comes to all of us, but Gordon's beefs about the Beavers lack the fire that used to give them zest. As columnist on a daily, and a daily newscaster, he has an unfair advantage over this fortnightly scribe, because by the time I get around to this column, the insult he hurled at me a week ago Wednesday has gone as cold as yesterday's newspaper, and just isn't worth a retort.

EPILOGUE

And in case anyone wants to retort to this, I'm on my way to Banff, from whence I shall have returned by the time this reaches you, so buzz me if you hear anything, won't you?

Did you know that . . .

CJCA Edmonton

reaches a total of 212,930\* adult listeners every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

HARDY STATIONS

SELL!

SELL!

SELL!



- |                         |                              |
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| <b>RADIO</b>            | <b>TV</b>                    |
| CKRS Jonquiere-Kenogami | CKRS-TV Jonquiere-Kenogami   |
| CKBL Matane             | CKBL-TV Matane               |
| CHNC New Carlisle       | CFCM-TV Quebec City (French) |
| CHRC Quebec             | CKRN-TV Rouyn-Noranda        |
| CHRL Roberval           | CKCO-TV Kitchener            |
| CKSM Shawinigan Falls   | CKTM-TV Trois Rivieres       |
| CJSO Sorel              |                              |
| CKRN Rouyn              |                              |
| CHAD Amos               |                              |
| CKVD Val D'Or           |                              |
| CKLS La Sarre           |                              |
| CKLD Theftford Mines    |                              |
| CKVM Ville Marie        |                              |
| CKNB Campbellton, N.B.  |                              |

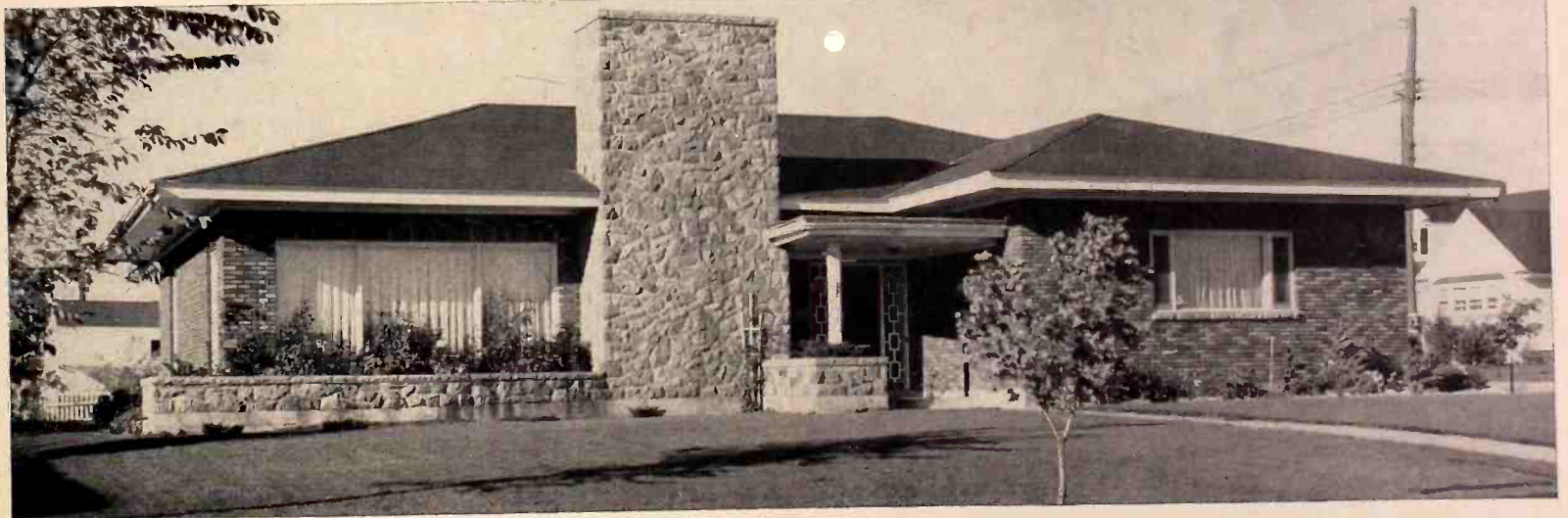
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MONTEAL PL. 1101



RICH, SOLID AND HEALTHY TYPE OF AUDIENCE

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

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

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

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

Representatives:

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

**CKCW**  **CKCW - TV**  
**MONCTON NEW BRUNSWICK**



# Potts' SPOT

● CKPC - BRANTFORD says, "You Auto Buy Now", the station reports May '58 as its biggest month for Local and National Sales. Are you and your clients reaping the benefit of the upward trend of spending in Brant County?

• • •

● CHVC - NIAGARA FALLS, the largest gateway to Canada from the U.S., is being complimented daily by tourists who appreciate better programming — this is a bonus audience for the summer months. Are you getting your share?

• • •

● CJET-SMITHS FALLS reports that even though they only changed their frequency to 630 on the dial the Wednesday of the BBM Survey, they are showing an increase in listeners — proof that excellent programming captures the listener's ear.

• • •

● TWO MARY'S are in the news these days — Mary Newton, of Foster Advertising, who is recovering from an acute appendectomy and Mary Martin, ex-Stanfield, Johnson & Hill, who has retired to take up the chores of motherhood — our best wishes to them both.

• • •

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

• • •

Lorrie Potts and Company

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## Advertising

### TODAY'S ADVERTISING TRAFFIC JAM DEMANDS MORE MEDIA

"THE CREATIVE devising of new channels of communication as well as additions to present media is a vital necessity in today's advertising business," said T. W. Kober, director of marketing, Vickers & Benson Ltd.

Kober told the ACA Convention last month that "the average Canadian citizen is exposed to approximately 2,000 selling messages every day. This is necessary to maintain our bouyant economy and to keep distribution costs low. This volume of messages is going to increase in the future," he said, "and we are going to find that, through creative innovation, something can, and must, be done about the threatening traffic jam in the advertising media field."



T. W. Kober

Kober pointed out that in the 1920's, Canada's personal expenditure on consumer goods and services had amounted to 5.8 billion dollars per year. During the first part of the 1950's it rose to over 13 billion and by 1965 it is expected to be in excess of 21 billion.

"This," he said, "is the first underlying cause for an impending traffic jam - - more money is expected to be spent by Canadians.

"Far more important is the fact that more money will be in the pockets and hands of the individual. Annual per capita disposable income amounted to \$985 in 1955. But by 1980, every man, woman and child is expected to be able to dispose of nearly \$1,700 during the course of a year. Here, then, might be the second symptom of our threatening traffic jam - - money per capita, a great deal more spendable money available to every Canadian."

Kober examined the case of one Canadian metropolitan daily newspaper. He compared the advertising lineage in one metropolitan newspaper on the last Thursday in March 1938, with the same day in 1948 and again, with the same day in 1958. In one issue of this paper, total display advertising lineage amounted to 56,000 lines per issue in 1938. It had risen to 74,000 lines in 1948 and by 1958 it reached 109,000 lines.

He said that in the same three issues of the one paper, a considerable increase in classified advertising volume had taken place. It rose from 10,000 lines in 1938 to 37,000 lines in 1958, an increase which is almost four-fold in size.

For the effects on other media, Kober referred to the US. "Total advertising volume, in measurable media, amounted to 1.7 billion dollars in 1935 and by the end of 1957 it was calculated at 10.4 billion dollars. All this in the space of 20 years.

"Publication media accounted for the largest slice of this US advertising volume. In 1935 it accounted

for 56 per cent of total advertising expenditures. By 1957, their percentage had dropped slightly to 45 per cent.

"US broadcast media have acquired a constantly increasing share of the advertising volume. They accounted for 7 per cent in 1935 and during the calendar year 1957, 19 per cent of all American advertising moved through broadcast media.

"Other US media," Kober said, "have remained reasonably stationary. They accounted for 19 per cent of all US advertising in 1935 and in 1957 the percentage amounted to 16 per cent," he pointed out.

"The lesson to be learned from the American data is obvious," he said - - "more advertising messages in all media, a vast increase in the number of persuasion signals beamed at the consumer, although the emphasis on the various media has undergone some change."

Turning to Canada, Kober said, "here, unfortunately, figures are spotty. As a matter of fact, in the case of some Canadian media, we meet with a somewhat archaic attitude of refusing to divulge data. This attitude, I would suggest to you, represents a challenge to the Canadian advertising industry. All of us want to improve our performance. Facts are needed. Without cold hard facts, progress is difficult and I would like to suggest to you that this might be one phase of our industry where spenders of budgets might bring pressure to bear on the media they use.

"We have to rely on well-informed estimates. But even based on this fragmentary information, we find that the media picture in Canada is somewhat parallel to that in the US. Advertising volume in Canada appears to have expanded rapidly. On the other hand, the number of media during the post war years has remained almost stationary," he said.

**Telephone Answering Service**

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

Phone for Booklet in

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

## WE LIKE THE GOOD OLD SUMMERTIME

# CFNB

because New Brunswick abounds with tourists — a paradise for advertisers and best of all . . . everybody listens to CFNB because we give them the kind of programming they like and will listen to.

We cover a tremendous area in New Brunswick . . . in fact, our slogan is based on that fact.

### SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Call our Reps., they'll tell you all.  
See the All-Canada Man . . . or Weed & Co. in the USA.

*Marketing*

**Education Will Shape Future Markets**

APPLYING THE DATA obtained from such sources as the Gordon Commission and D.B.S. Bulletins, to the major findings of the study of consumer expenditures presented by Robert T. Elson, general manager of Life Magazine, at the ACA last month, W. Harold Poole, Young & Rubicam Ltd., forecast the characteristics of the Canadian market for the next ten years.

Poole said that first he would like to mention population. "The Royal Commission on Canada's economic prospects predicts that the population of Canada in 1965 will be 19,515,000, up 25 per cent from 1955. The number of households will likely increase from 3,891,000 in 1955 to 5,074,000 in 1965.

"Dr. Slater of the Gordon Commission forecast that levels of personal disposable income will rise from \$986 in 1955 to \$1,158 in 1965," he said.

"The predicted increases in disposable income in Canada should be more widely spread among consumers so that other characteristics will continue to become more important in explaining variations in consumer behavior. For as income distribution becomes more equal, ability to buy becomes less important and non-income factors become more important.

"One of these non-income factors", Poole said, "is education. Since we don't have a life study we must use other factors in finding the educational levels of the population."

**ACCENT ON YOUTH**

"We have very substantial evidence", he continued, "that the Canadian people of the future will be, on the whole, better educated. For example the proportion of children attending high school has been increasing steadily over the past three decades and there are good grounds for believing that this trend will continue.

"The number of students in our universities in 1930 was 32,926. In 1958, the number had risen to 86,500 and by 1965 it is estimated that there will be 130,000 in university.

"You may ask how this affects marketing?", Poole said. "The significant thing is that those products which do respond to educational achievement have a built in plus in regard to future sales.

"Another non-income factor, stressed in the LIFE study, which is important in the demand for many goods and services is the stage of the household in the life cycle. It is important because it reflects to a high degree the needs of the household.

"Our major markets today are those households with children under 14. There are nearly two million, amounting to 50 per cent of all households in Canada. Based on census age distribution, this stage will continue to be of the greatest numerical importance, increasing to 2,325,000 households by 1965, but becoming a slightly smaller proportion of the total population."

Poole said that one application of these facts is that "it would seem reasonable to anticipate that there will be a growing demand for products of the clothing industry over

the next decade.

"Finally", he said, "we should note the changing urban-rural composition of the Canadian population. In 1951 the total urban population was 62 per cent. By 1956 it rose to 67 per cent and it is predicted that by 1980 this figure will rise to 79 per cent."

**TV IS TOO COSTLY IN N.Z.**

THE NEW LABOR PARTY government of New Zealand has announced that it will not be able to set up publicly-owned television for some years to come, because of a continuing decline in the economic outlook. The government included television as a plank in its election platform, but says now it must change its policy until New Zealand's overseas financial structure is in better shape.

Did you know that . . .

**CFAC Calgary** reaches a total of 138,846\* adult listeners every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

**TELEPRO 6000**

THE REAR-SCREEN PROJECTOR FEATURED ON

**FRONT PAGE CHALLENGE**

With TelePro 6000 you can achieve those same big, realistic backgrounds you've admired on Front Page Challenge. TelePro can be the best production investment you've ever made because it offers network quality for your studio shows and commercials!

- TelePro has MORE LIGHT — 6000 lumens — than any other Rear Screen Projector.
- TelePro offers a sharp, brilliant image, right to the edges of the screen.
- TelePro changes 62 slides a minute! Ideal for simulated animation effects.

**CALDWELL A-V EQUIPMENT Co. Ltd.**

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MAIL THIS COUPON FOR LITERATURE AND PRICES

Caldwell A-V Equipment Co. Ltd., 447 Jarvis St., Toronto 5, Ontario. Please rush full information and literature on the TelePro 6000 rear screen projector.

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 Firm \_\_\_\_\_  
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**"THE THREE FACES OF HARRY"**

**ENGLAND'S *Mr.* MUSIC**



**COMES TO EDMONTON!**

**ANOTHER FIRST**

FOR DIAL 1260 AND CHANNEL 3

**CFRN INTRODUCES A NEW TRIPLE PERSONALITY**

**HARRY No. 1**

Harry Farmer, Recording Star of music to dream by — on Decca and London Labels.

**HARRY No. 2**

Harry Farmer — nimble-fingered wizard of music to dance by . . . recorded under the name of "Chris Hamalton."

**HARRY No. 3**

Harry Farmer — newly-appointed Musical Director of CFRN-Radio-TV.

CFRN presents the widely acclaimed musician, HARRY FARMER — Organist, Pianist, Orchestra Leader! As Musical Director, he will co-ordinate every phase of the music activities of CFRN-Radio and Television at local, Provincial and National levels . . . including participation in Musical Festivals, awarding of Scholarships, and the music you hear 'on-the-air'.

**CFRN RADIO TELEVISION**  
 DIAL 1260 CHANNEL 3

EDMONTON, ALBERTA

*CBC Governors*

**JUNE 13 AGENDA HAS NO NEW STATION APPLICATIONS**

**T**HIRTY-FIVE APPLICATIONS for transfers of shares, change of ownership and various power adjustments will be heard by the CBC Board of Governors at its next meeting in Ottawa on June 13. No applications will be heard for new stations, either radio or TV.

The following requests were submitted:

**CKRD-Radio, Red Deer** - - redemption of 14,157 preferred shares in Central Alberta Broadcasting Co. Ltd.

**CJDC-Radio, Dawson Creek** - - transfer of 300 common shares in Radio Station CJDC (Dawson Creek, B.C.) Limited.

**CHEK-TV, Victoria** - - transfer of 21 common shares in CHEK-TV Limited.

**CFAM-Radio, Altona** - - issuance of 70 common and 105 preferred shares and transfer of 200 common and 200 preferred shares in Southern Manitoba Broadcasting Co. Ltd.

**CKX-Radio and TV, Brandon** - - transfer of 33 common shares in Western Manitoba Broadcasters Ltd

**CFBC-Radio, Saint John** - - transfer of 1,066 Class "A" and 533 Class "B" common shares in Fundy Broadcasting Co. Ltd.

**CJFX-Radio, Antigonish** - - transfer of one common share in Atlantic Broadcasters Ltd.

**CKPC-Radio, Brantford** - - transfer of 44 common shares in The Telephone City Broadcast Ltd.

**CJKL-Radio, Kirkland Lake** - - transfer of one common share in

Kirkland Lake Broadcasting Ltd.

**CKSL-Radio, London** - - transfer of 500 common shares in London Broadcasters Ltd. This application was on the agenda of the 111th meeting and was deferred at the applicant's request.

**CFCH-Radio, North Bay** - - transfer of one common share in Northern Broadcasting Ltd.

**CKLD-Radio, Thetford Mines** - - issuance of 6 common shares in Radio Megantic Ltée.

**CKTM - TV, Trois Rivières** - - transfer of 550 common shares and issuance of 110 preferred shares in Télévision St-Maurice Inc.

**CKVM - Radio, Ville Marie** - - transfer of four common shares in Radio Temiscamingue Inc.

**CKDH-Radio, Amherst** - - revision of authorized share distribution effecting change of control to Messrs. J. A. Langille, W. R. Nelson and T. A. Giles by Amherst Broadcasting Co. Ltd.

**CKLB-AM and FM, Oshawa** - - change of ownership from Lakeland Broadcasting Co. Ltd. to Charles J. Henry on behalf of a company to be incorporated. The application was on the agenda of the last meeting and was deferred on the applicant's request.

**CHEF-Radio, Granby** - - change of ownership from La Cie de Radio-diffusion de Granby Ltée to LaVoix de l'Est Ltée.

**CHF1-FM, Toronto** - - change of name of licensee from Edward James Piggott to CHF1-FM Ltd.

**CHAB - Radio, Moose Jaw** - - transfer of control of Radio Station CHAB Ltd. to Jack D. Moffatt.

**CKXL-Radio, Calgary** - - increase in power from 1,000 watts on 1140 kcs. DA-N to 10,000 watts on 1140 kcs. DA-N and change of transmitter site.

**CFCW-Radio, Camrose** - - increase in power from 250 watts on 1230 kcs. to 1,000 watts daytime, 250 watts nighttime on 1230 kcs.

**CFRN-Radio, Edmonton** - - increase in power from 5,000 watts on 1260 kcs. to 10,000 watts on 1260 kcs. DA-2.

**CJCA - Radio, Edmonton** - - increase in power from 5,000 watts on 930 kcs. DA-N to 10,000 watts daytime, 5,000 watts nighttime on 930 kcs. DA-N.

**CJOB-Radio, Winnipeg** - - increase in power from 5,000 watts daytime, 2,500 watts nighttime on 680 kcs. DA-N to 10,000 watts daytime, 2,500 watts nighttime on 680 kcs. DA-N.

**VOCM-Radio, St. John's** - - increase in power from 1,000 watts on 590 kcs. to 10,000 watts daytime, 1,000 watts nighttime on 590 kcs.

**CJCH-Radio, Halifax** - - increase in power from 5,000 watts on 920 kcs. to 10,000 watts daytime, 1,000 watts nighttime on 590 kcs.

**CKLB-Radio, Oshawa** - - increase in power from 5,000 watts on 1350 kcs. DA-2 to 10,000 watts daytime, 5,000 watts nighttime on 1350 kcs. DA-2.

**CFPA-Radio, Port Arthur** - - increase in power from 250 watts on 1230 kcs. to 1,000 watts daytime, 250 watts nighttime on 1230 kcs.

**CHRS, St. Jean** - - increase in power from 1,000 watts on 1090 kcs. daytime to 5,000 watts on 1090 kcs. daytime.

**CJNB, North Battleford** - - increase in power from 1,000 watts on 1460 kcs. to 10,000 watts on 1460 kcs. DA-N.

**CKRM, Regina** - - increase in power from 5,000 watts on 980 kcs. DA-N to 10,000 watts daytime, 5,000 watts nighttime on 980 kcs. DA-2.

**CKTR, Trois Rivières** - - increase in power from 1,000 watts to 5,000 watts daytime, 1,000 watts nighttime and change of AM frequency from 1350 kcs. DA-1 to 1150 kcs. DA-2.

**CJMT-Radio, Chicoutimi** - - request for a standby transmitter license.

**CKVR-TV, Barrie** - - increase in power from e.r.p. of 26.7 kw. video, e.r.p. of 13.3 kw. audio, on channel 3, to e.r.p. of 100 kw. video, e.r.p. of 50 kw. audio, on channel 3.

**CFPL-FM, London** - - change of facilities and transmitter site from e.r.p. of 4,440 watts on 95.9 mcs. to 4,890 watts on 95.9 mcs. with a decrease in effective antenna height from 131 feet above average terrain to 99.2 feet above average terrain.



**DEFINITIONS DEPT.**

The word expert is derived from X, an unknown quantity, and spurt, a drip under pressure.

- - Dr. Marshall McLuhan  
Communications Expert.

**OUCH DEPARTMENT**

There are quite a lot of disc jockeys who deserve to end up in the pun-iteniary.

**AUDREY STUFF**

Then there's the gal who was so dumb, she thought de Gaulle was someone who didn't have de good taste to know any better.

**MOTHER COMPLEX**

Did you hear about the old hen who gazed wistfully at the pan of scrambled eggs and said: "There go my crazy mixed-up kids...?"

**CONVENTION HANGOVER**

Now is the time for all good men to come to the aid of the resolutions.

**DEGREE OF EQUALITY**

All animals are equal but some animals are more equal than others.

- - George Orwell  
In "Animal Farm."

**CALLING AMERICAN COUSINS**

Who the hell's language is it anyhow?

**ADVICE TO PRODUCERS**

If your talent goes sour and snafus your show, the worst thing that can happen is if nobody notices.

**PAN MAIL**

Sir: We are very glad that our station did not win one of your Beaver Awards, because we would rather have people say "why didn't they win one?" than "why did they?"

- - Good Loser.

**OIL!**

The Predicted OIL EXPENDITURES

in the DAWSON CREEK AREA

for 1958 are

**\$75,000,000\***

\* Trade and Commerce Magazine, March 1958

**CJDC**

DAWSON CREEK B.C.'s CENTENNIAL CITY

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

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

Are you satisfied with your MAILING SERVICE ?

If not — call

CHADWICK PRINT & DIRECT MAIL SERVICES  
52 McCAUL ST. EM. 8-7174

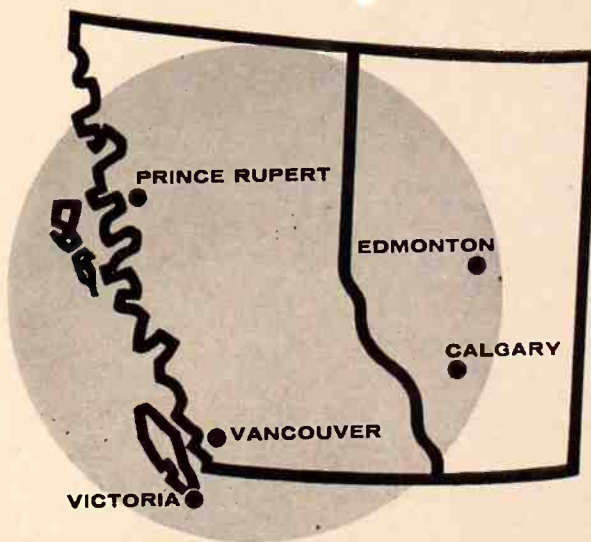
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 Aylmer Products  
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 Blue Jay  
 Blue Ribbon Tea & Coffee  
 Brisk  
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 Bromo Seltzer  
 Buckingham Cigarettes  
 Bufferin  
 Canadian Banana  
 Canadian Pacific Airlines  
 Canadian Pacific —  
 Canadian National  
 Joint Rail  
 Carters Liver Pills  
 Chiclets  
 Clorets  
 Coca-Cola

Colgate Dental  
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 Dash  
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 Enamel and Heating  
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 International Varnish  
 Ipana  
 Johnson's Hard Gloss  
 Johnson's Wax  
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 Kellogg All-Bran

Kellogg Bran Flakes  
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 Northwest Orient Airlines  
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 Old Dutch Cleanser

One A Day Vitamins  
 Oxydol  
 Pan American Airways  
 Pepsodent  
 Philips Milk of Magnesia  
 Pink Liquid Vel  
 Regular Maxwell House  
 Roloids  
 Rothman Cigarettes  
 Shell Oil  
 Star Weekly  
 Sun-Rype Juices  
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 Greyhound Lines

# ARE YOU ONE OF THESE BLUE CHIP COMPANIES USING CKWX COVERAGE TO DOMINATE CANADA'S THIRD MARKET?



**50,000 WATTS OF SALES POWER**

Radio British Columbia

# CKWX

Vancouver

REPS: CANADA — All-Canada Radio Facilities Ltd. • UNITED STATES — Weed and Company

# SIGHT & SOUND

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



Compiled by  
Ian Grant

## Radio & Television

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**G.** ORDON REID has been appointed president of KVOS (Canada) Ltd., Vancouver it was announced by Rogan Jones, Chairman of the Board. He has been actively engaged in the Canadian broadcasting industry for 20 years.

## Shows

**F.** OUR STAR FILMS, Inc., Hollywood last month announced plans to produce 28 million dollars worth of television films for the 1958-59 season. The company is owned by actors Dick Powell, Charles Boyer and David Niven.

Four Star has 312 half hour television films in preparation for six different series. It said it expects to employ 500 actors and technicians steadily through the year.

The producers have taken over 20th Century-Fox's Western Avenue studio with seven sound stages and have purchased a ranch for outdoor locations.

Four Star produces Dick Powell's *Zane Grey Theatre*; *Trackdown*; *Richard Diamond, Private Detective*; and *First Anthology*. New series to be undertaken are *Wanted Dead or Alive* and *The Rifleman*.

**T.** HE CBC-TV CONNECTED network summer schedule begins Monday, June 30. Weekday sign-on will be at 5 pm, and from July 6, Sunday sign-on will be at 3 pm.

*Front Page Challenge* will be replaced by a new show, *Come Fly With Me*, featuring Shane Rimmer. It begins Tuesday, June 24, 8.00 to 8.30 pm.

Ivan Romanoff will be in charge of a program of ethnic music 10.30 to 11.00 pm Tuesdays from July 22 to October 14.

*Music Makers '58* will be replaced on Thursday, July 10, 8.00 to 8.30 with *Summertime '58*.

A drama series produced by Ken Davey will replace *The Big Record* August 1 to September 26 in the time period 9.00 to 9.30 pm, Thursdays.

On Thursdays, 10.00 to 10.30 pm from June 5 to July 24 there will be a new series of CBC Vancouver-produced dramas called *Spectrum*.

*Plouffe Family* will be replaced by a new quiz program, *One of a Kind*, on Fridays at 8.30 to 9.00 pm from June 6.

Jack Duffy will be the star of the program, *Here's Duffy*, which will replace *Cross Canada Hit Parade* at 10.30 to 11.00 pm, June 21.

Sunday, June 22 from 3.00 to 3.30 pm, from Winnipeg, sees the beginning of *Hometown*, a weekly series about the activities of the people of a mythical town, Willowbend.

Also on Sunday from 4.30 to 5.00 pm, June 22 for 15 occasions, is *The Sky*. The series will deal with such subjects as astrology, weather, rockets and clouds.

Because of the later sign-on, Sunday, July 6, *This is Your Life* moves to a new time of 3.00 pm. *Country Calendar* moves from 1.30 to 4.00 pm.

*Fighting Words* moves from its Sunday time of 5.00 pm to Thursday 10.30 to 11.00 on July 10.

## Stations

**S.** TUART KING, president of radio station CJRL, Kenora said last month that CJRL will provide television service to the Kenora area within the next few months if the town council grants the station permission to use present town power lines. He added that tentative commitments for television equipment have been placed by the station.

**T.** HE CORNWALL STANDARD-FREEHOLDER, which operates radio station CKSF, has announced it will seek a licence for a television station in Cornwall.

The application will be filed in association with Horace N. Stovin, Toronto radio and television executive. The Transport Department announced recently that television channel 8 had been allocated to Cornwall, subject to certain technical reservations.

**R.** ADIO STATION CKBB, Barrie, currently broadcasting at 1230 kcs on 250 watts, will increase its power July 15 to 5,000 watts. It will also change its frequency to 950 kcs.

With this increased power CKBB estimate they will serve approximately 250,000 residents plus the summer influx.



# KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE MOST POPULAR SYNDICATED SHOWS

KVOS TV is the most powerful television selling force in the ever-growing 1¼ billion dollar VANCOUVER-VICTORIA market. Its audience tops by a healthy margin its nearest competitor. The reason: KVOS TV carries the best in TV entertainment, the syndicated programs people want to see such as "Highway Patrol," "Decoy," "The Honeymooners," "Harbor Command," "Sea Hunt," "Target," and a host of others as well as top sports and CBS network shows. Sell where the audience is. Sell consistently on KVOS TV.

**BIGGEST B.C. AUDIENCE — LOWEST RATES**

		Daytime Sales Blazer Package (1 Minute Spots)	
20 secs.	\$130.00*	5 per week	\$200.00*
1 min.	\$162.50*	10 per week	\$370.00*
30 min.	\$390.00*	15 per week	\$530.00*
* Up to 25% frequency discounts.		20 per week	\$680.00*
		* Less frequency discounts.	



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

CHANNEL 12



REPS: Stovin-Byles Limited, Montreal, Toronto, Winnipeg.

Forjoe TV Inc., New York, Chicago, Los Angeles, San Francisco.

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**J**OSEPH G. MORGAN has been appointed as a sales representative by Fremantle of Canada Ltd. He has had extensive experience in film distribution in England, having been associated with Columbia Pictures and British Lion in that country.

**W.** E. ROBINSON HAS been appointed assistant manager of radio station CKSL in London. He has been with the station since it went on the air in the summer of '56.

**G**ORDON REID has been appointed president of KVOS (Canada) Ltd., Vancouver it was announced by Rogan Jones, Chairman of the Board. He has been actively engaged in the Canadian broadcasting industry for 20 years.

## Shows

**F**OUR STAR FILMS, Inc., Hollywood last month announced plans to produce 28 million dollars worth of television films for the 1958-59 season. The company is owned by actors Dick Powell, Charles Boyer and David Niven.

Four Star has 312 half hour television films in preparation for six different series. It said it expects to employ 500 actors and technicians steadily through the year.

The producers have taken over 20th Century-Fox's Western Avenue studio with seven sound stages and have purchased a ranch for outdoor locations.

Four Star produces Dick Powell's *Zane Grey Theatre*; *Trackdown*; *Richard Diamond, Private Detective*; and *First Anthology*. New series to be undertaken are *Wanted Dead or Alive* and *The Rifleman*.

**T**HE CBC-TV CONNECTED network summer schedule begins Monday, June 30. Weekday sign-on will be at 5 pm, and from July 6, Sunday sign-on will be at 3 pm.

*Front Page Challenge* will be replaced by a new show, *Come Fly With Me*, featuring Shane Rimmer. It begins Tuesday, June 24, 8.00 to 8.30 pm.

Ivan Romanoff will be in charge of a program of ethnic music 10.30 to 11.00 pm Tuesdays from July 22 to October 14.

*Music Makers '58* will be replaced on Thursday, July 10, 8.00 to 8.30 with *Summertime '58*.

A drama series produced by Ken Davey will replace *The Big Record* August 1 to September 26 in the time period 9.00 to 9.30 pm, Thursdays.

On Thursdays, 10.00 to 10.30 pm from June 5 to July 24 there will be a new series of CBC Vancouver-produced dramas called *Spectrum*.

*Plouffe Family* will be replaced by a new quiz program, *One of a Kind*, on Fridays at 8.30 to 9.00 pm from June 6.

Jack Duffy will be the star of the program, *Here's Duffy*, which will replace *Cross Canada Hit Parade* at 10.30 to 11.00 pm, June 21.

Sunday, June 22 from 3.00 to 3.30 pm, from Winnipeg, sees the beginning of *Hometown*, a weekly series about the activities of the people of a mythical town, Willowbend.

Also on Sunday from 4.30 to 5.00 pm, June 22 for 15 occasions, is *The Sky*. The series will deal with such subjects as astrology, weather, rockets and clouds.

Because of the later sign-on, Sunday, July 6, *This is Your Life* moves to a new time of 3.00 pm. *Country Calendar* moves from 1.30 to 4.00 pm.

*Fighting Words* moves from its Sunday time of 5.00 pm to Thursday 10.30 to 11.00 on July 10.

## Stations

**S**TUART KING, president of radio station CJRL, Kenora said last month that CJRL will provide television service to the Kenora area within the next few months if the town council grants the station permission to use present town power lines. He added that tentative commitments for television equipment have been placed by the station.

**T**HE CORNWALL STANDARD-FREEHOLDER, which operates radio station CKSF, has announced it will seek a licence for a television station in Cornwall.

The application will be filed in association with Horace N. Stovin, Toronto radio and television executive. The Transport Department announced recently that television channel 8 had been allocated to Cornwall, subject to certain technical reservations.

**R**ADIO STATION CKBB, Barrie, currently broadcasting at 1230 kcs on 250 watts, will increase its power July 15 to 5,000 watts. It will also change its frequency to 950 kcs.

With this increased power CKBB estimate they will serve approximately 250,000 residents plus the summer influx.





# KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE MOST POPULAR SYNDICATED SHOWS

KVOS TV is the most powerful television selling force in the ever-growing 1 1/4 billion dollar VANCOUVER-VICTORIA market. Its audience tops by a healthy margin its nearest competitor. The reason: KVOS TV carries the best in TV entertainment, the syndicated programs people want to see such as "Highway Patrol," "Decoy," "The Honeymooners," "Harbor Command," "Sea Hunt," "Target," and a host of others as well as top sports and CBS network shows. Sell where the audience is. Sell consistently on KVOS TV.

### BIGGEST B.C. AUDIENCE — LOWEST RATES

		Daytime Sales Blazer Package (1 Minute Spots)	
20 secs. ....	\$130.00*	5 per week .....	\$200.00*
1 min. ....	\$162.50*	10 per week .....	\$370.00*
30 min. ....	\$390.00*	15 per week .....	\$530.00*
* Up to 25% frequency discounts.		20 per week .....	\$680.00*
		* 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.

## UBC Seminar

### SECURE PEACE BY PROGRAM EXCHANGE

THE GREATEST BREAKDOWN in communication is the breakdown between the United States and Russia, said Dr. Stanley Donner, Stanford University, California, in discussing international radio at the BCAB-UBC seminar at the UBC campus.

The two countries, he said, are virtually two warring camps which could best be described by the Greek word, Xenophobia, meaning fear of the stranger. The question of not understanding the other person was the real cause of the cold war.

"Because we think as we do, we have endangered some of our freedoms, built some of our indecisiveness and fallen into a smog of distrust," said Dr. Donner.

The alternates in situations like this were to go to war or to try to

understand each other through a renewal of communications. The essential understanding was at the level of the ordinary citizen, out of which would come a peaceful existence even if tense times continued for a while.

In the discussion period following, Rooney Pelletier, BBC, agreed on the great need of international understanding. Another, Gene Hallman of CBC Toronto, said the BBC in this respect was a leader through export of programs for other countries. Mr. Hallman suggested the problem of re-building communications between countries could be done best by exchange of programs between ordinary broadcasting systems rather than on high political or diplomatic level. Dr. Donner and Mr. Pelletier agreed, although they conceded difficulties lay in the way.

### Agency VIP Gives Advertising The Gears

THE UNUSUAL SITUATION of an advertising agency executive criticizing commercials on radio and a CBC regional defending commercials cropped up at the BCAB-UBC radio seminar when advertising and the sponsor was under discussion.

John Baldwin, All-Canada Radio Facilities, Vancouver, asked a panel for opinions on believability of radio commercials, and the extent to which they were accepted or criticized by

the listener.

James E. Lovick, head of the Lovick Agency, said one great error was the over-writing or the excess of adjectives or "downright trash" in a lot of advertising in radio, television and all other media.

Money spent in research would be better and more effectively spent in employing a supervisor of commercials and better writers.

Later, Ken Caple, CBC Regional Superintendent, Vancouver, recalled a trip through the B.C. interior and 50 hours of listening in six days. The news and sports were particularly well done, and the commercials were good, said Mr. Caple, but the music and entertainment was very bad. In the 50 hours he heard nothing but rock and roll and similar music except once when a station played "Nothing Like a Dame." The worst part was the monotony of the music. "I found the commercials best," said Mr. Caple.

#### BUSINESS BOOKS

##### *The basis of education*

Radio - Television - Broadcasting - Technical Subjects  
Sales - Advertising - Reference

Book Department

CANADIAN BROADCASTER  
54 Wellington St. W. — Toronto  
EM. 3-5075

#### NEWSMAN WANTED

West coast station going to 10 kilowatts in August is enlarging its news staff and requires another newsman. Applicant should have at least one year's experience on the desk, voicing his own news. Applications and audition tapes should be addressed to:

PATRICK BURNS,  
News Director,  
Radio Station CKLG,  
North Vancouver, B.C.

#### RADIO STATION EQUIPMENT FOR SALE

Complete transmitter equipment including CGE model 4 X-T1A1 1,000 watts and spare transmitter, Model N-E type 23-A N903, 250 watts, GE Voltage Regulator, Onan 10 KVA gas driven auxiliary power motor and complete transmitter room equipment including Consolette, Microphones, Hi-Fi speaker as well as antenna system including 3 masts, 175 feet, by Ajax, Andrews phasing and coupling equipment and CGE Remote Automatic Control.

The replacement value, new, less labour would amount to \$65,935.00. This equipment is in good working condition and can be examined at Laprairie, P.Q. by appointment through Phil Lalonde, CKAC, Montreal, UNiversity 6-7301. Offers are now being considered. Inventory available upon request.

## SHORT WAVES

### Cartoons Need Live Action

A STUDY OF THE animated cartoon commercial on TV by Schwerin Research Foundation has revealed that the commercial has a much better chance of success if there is a live-action sequence in it.

Schwerin ran eight tests for a product used mostly by men which had a "results" sequence in it, i.e., the man in the commercial gained something — a promotion, or a girl, or a better appearance — because he had used the product. In three of the eight tests, the sequence was handled completely by animated cartooning.

The result: no interest shown in the animated commercial, and a marked increase in brand preference when this part was presented in live action.

When Schwerin applied the same test on foods, they discovered that a live insert again had greater effectiveness than a straight animated commercial. But the insert, Schwerin states, "must be shown attractively and clearly. It is put there to establish a single, special impression (of attractive and tasty food) and should not be obscured or diminished in effect with supers or other diversionary matter."

### CKCK Starts Safety Drive

THE CO-OPERATION OF all law enforcement agencies, the Regina city council and the Saskatchewan government has been enlisted by CKCK-TV, Regina in an all-out campaign to reduce traffic accidents in its viewing area.

As part of the campaign, CKCK announcers and graphics spread the catch-phrase: "... CKCK-TV, Regina - your life-saver station." To hammer home the incidence of damage and injury caused by traffic mishaps, accidents of every description are reported on all newscasts, together with a traffic safety lesson once each day.

Citizens are being urged to report

to the city police, or to CKCK, the license numbers of cars which commit offences. Police are issuing warnings to the drivers of such cars.

With the co-operation of the police and safety authorities, the production department is producing a fifteen-minute program which will emphasize the week's traffic accidents, and how good safety habits might have avoided them.

Every day the news film department is shooting footage which shows the careless driving habits of Regina car owners.

To complete its program, the "life-saver station" will bring to the attention of the city council any criticisms and suggestions which are presented to CKCK by Regina listeners. The criticisms and suggestions will be incorporated into the news telecasts.

### Radio On The Campus

A COMPLETE radio studio has been offered the University of Montreal by CJMS-Radio, to encourage students to take an interest in radio as a career. CJMS Manager Johnny Nadon says the station is willing to build and equip such a studio itself, or will co-operate with the other Montreal stations on a joint project.

It has also been proposed that each of the Montreal stations provide personnel to instruct and supervise various student productions. When these productions reach suitable broadcast standards, CJMS hopes to air them as part of its public service programming.

Nadon has also suggested that a full-time producer be employed, his salary to be paid jointly by the Montreal stations, whose job would be to conduct regular radio training courses at the University. It is hoped by so doing to overcome the shortage of French-language announcers and generally to stimulate French-Canadian interest in broadcasting as a career.

### LOOKING FOR AN OPENING

Age 30 — married — no children — 3½ years agency experience radio writing and production — then two years in the San — out 14 months completely recovered — now busting to get back into station or agency in junior capacity. I am not an air man but I can write, punch a typewriter, produce or sweep. What offers?

JOHN LYONS

85 Silverbirch Avenue, Toronto

OXford 9-5624

### WONDER WHERE THIS FELLOW WENT?

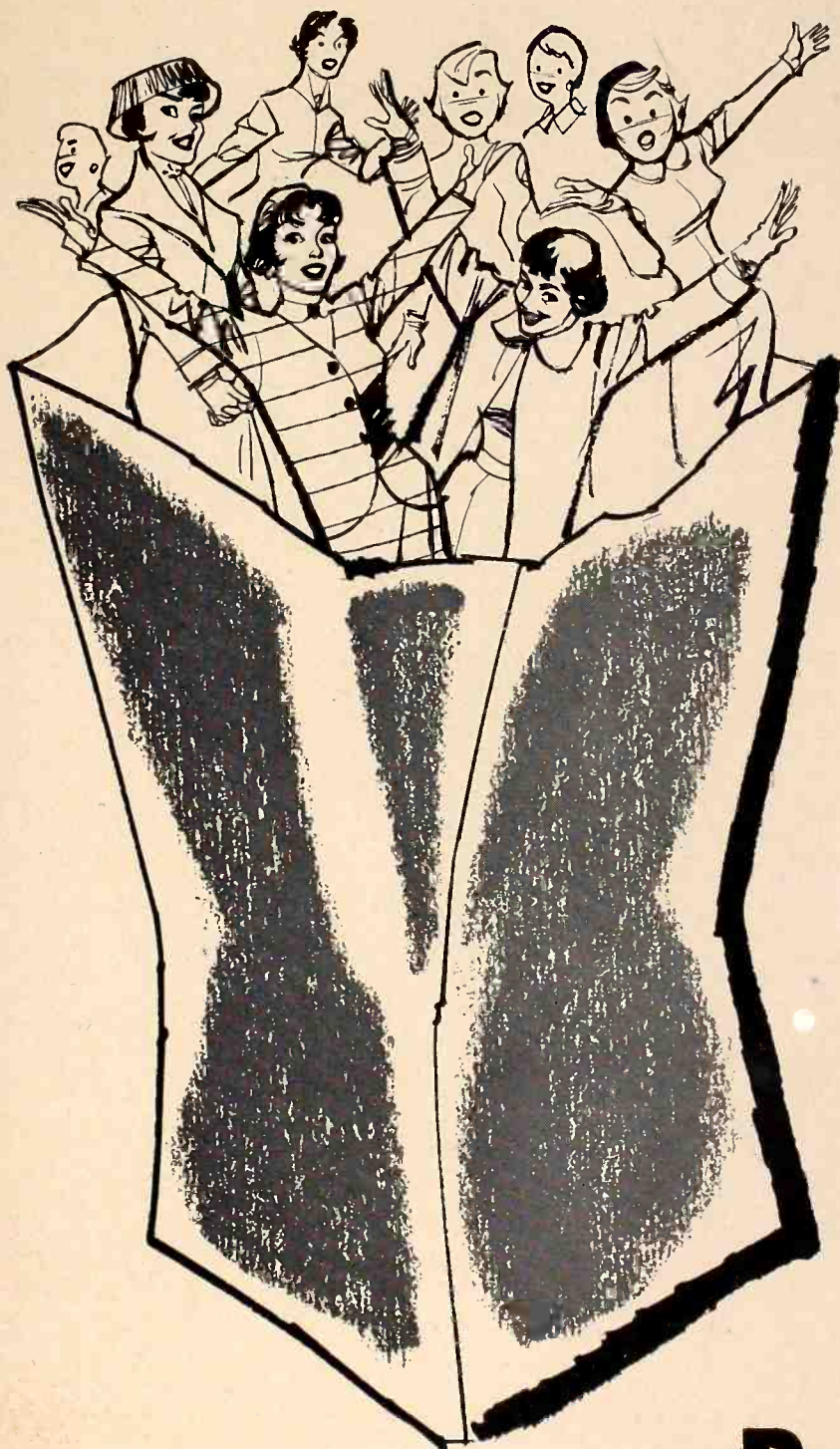
All we need is a creative, imaginative, capable, dependable, prolific, enthusiastic, level headed —

#### MALE COPYWRITER

Seasoned by a minimum of two years experience. This is a great place to live; a promising market to work in. Write or call our Client Service Director.

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

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

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

Over half a million radios in daily use.

**"WHEREVER YOU GO THERE'S RADIO"**

**THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**



8.00 a.m. — the last passenger joins engineer Harold (Jake) Elston in his pool car, and they're off to their offices 14 miles away — with the men catching the latest news over CFRB.

## Meet the Elstons of Agincourt

*(happy adventurers in living... and buying)*

The Elstons—Georgia, father Harold and little Harold—spend many happy hours at their place in Agincourt. One well-loved spot is the patio—perfect for summer meals. With the Elstons, nothing beats outdoor living, whether they are in Agincourt or at the family cottage. And, of course, they've discovered that a radio on the patio or beach . . . in a car or boat . . . adds to the fun of outdoor living.

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

The Elstons are only one of the 1,194,800 households\* in CFRB's listening area, an area where there is a total family income of almost \$6½ billion.\* *Here* are families willing, and financially able, to buy your product. *Here* is Canada's No. 1 market.

Ask a CFRB representative today to explain how you can get the most sales in this richest market . . . at the lowest 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.