

Canadian BROADCASTER & TELESCREEN

TWICE
A
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THE BEST IN THE PARADE



FIRST PRIZE WENT TO CKOM SASKATOON for the float it entered in the Travellers' Day Parade at the recent Saskatoon Exhibition. Since this year Saskatchewan celebrated her Golden Jubilee, CKOM's float depicted the province's growth with youngsters representing 1905 and the young lady 1955. The CKOM float won over 55 other entries. The station also had a booth at the week-long Exhibition from which they aired live shows every evening.

In This Issue:

"You can get your name in the paper — or keep it out depending on what you've been up to" by Hugh Newton tells you how to write a better press release. Page 6.

Some solutions to the problem of hiring the right man for the right job are given by J. K. Thomas on Page 14.

A look at the future of Canada's Atlantic provinces. Part one of an address given to the 1955 AAB Convention by Professor W. Y. Smith. Page 10.

A new technique was used by Elliott-Haynes in a recent survey of radio listening habits in Ontario. Page 21.

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TV reps see full fall and winter schedules for Canada's private TV stations. Page 25.

Chrysler Corporation of Canada and the CBC will bring professional football to television viewers. Page 25.

"They Laugh At Themselves" says an article on BBC-TV comedians by Helen McNamara. Page 28.

All the regular features as well.



The

**WESTERN
RADIO
PICTURE**

is

NOT

★
COMPLETE

without

**OUR
1000
PERSUASIVE
WATTS!**

★ NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT

An All-Canada-Weed Station

YOU CAN GET YOUR NAME IN THE PAPER . . .

By HUGH NEWTON
Public Relations Counsel

There was a time when I could, and would, offer a definition of public relations, that included learned observations and traced the business back to the Sumerian civilization. I would toss off pithy quotations from such works as Professor Wilhelm Bauer's *Die Offenliche Meinung in der Welgeschichte* — a book which the reader will instantly recognize as one of the soundest expositions to be had on the subject. "Public relations," I would say, deftly ridding myself of my empty martini glass and reaching for a flake of crabmeat. "Public relations. Ah, yes, the engineering of mass acceptance, the development of consent. Fascinating field."

Public relations, schmublic relations. Let's face it. Eight out of ten people who want "public relations" want publicity. They want to get their name in the paper. The fact that public relations covers a very wide gamut of operations — from employee relations to the copy on a label on a can of dog food, and happens to include publicity as only one of its many facets — is academic. To Canadians, it's publicity.

At some time or other, in your own career, you will want either your name or the name of your company in the paper. Probably you will have only slight justification for such a desire, but that's what you want and you may even be willing to pay some public relations counsel to assist you. It is even possible that you will desperately want to keep your name out of the paper. If that's the case, don't look at me for help, pal. Go on down and tell the city editor the truth and it's ten to one that he wasn't going to run the story anyway, and twenty to one that if he was, if you ask him nicely and have a sound reason, that he will comply. As long as he is not covering up something that, in the public interest, the reader should know.

But the main problem is usually how to get the story in.

NEWS IS RELATIVE

First of all, and most important, there *must* be a legitimate basis to your story. Don't ever try to fool the public or the press — or the news editor on a radio or TV station. Sure, you may get away with it once. Or even twice. But never again. When you come along with a real story, your copy will be handled like a sheaf of poison ivy.

All right, you have a story, you say. It's legitimate. It's the truth. But is it *news*? A surprisingly high number of businessmen think that anything they do in their business is news. It isn't necessarily so.

Here's an example. A few years ago the opening of a new manufacturing plant in Metropolitan Toronto was news. Today even a two-million



dollar plant isn't news itself in the Toronto area.

On the other hand, a \$100,000 plant in a small city that has been having trouble getting new industry will rate an eight-column line in the local paper. These things are relative.

All news is relative. That's the thing to keep in mind.

Its importance to the city editor of a paper or the news editor of a broadcasting station depends upon what else is going on. I recall one story that we worked on for weeks and provided to the dailies with a specified release date. The papers themselves prepared layouts and wrote extensive copy and had it all set to go on a summer's day in 1949. No one could foretell that the night before that story was to appear the SS Noronic would catch fire on the Toronto waterfront. Our story never showed up. There were more important things.

Another carefully prepared and carefully time (we thought) piece of publicity went into the hell box when the United States ambassador to Canada was killed in a plane crash. On another occasion there was an attempted assassination of President Truman. If you were a news editor which would you choose to play? At the same time, although you cannot predict news, you can stay away from the opening of Parliament or the Grey Cup game.

On the other hand, however good a judge of news you may think you

are, there is no inflexible rule for usage. There is no consistency in acceptance by news desks. I've seen carefully prepared stories and/or pictures that were naturals — and you knew it — end up in the wastebasket, while some little piece of trivia, that you sent in just because things were slow, blows up into a national story. That has happened more than a few times.

Basically, however, your copy must be news, or it must be feature. The difference between the two is that one, the first, is of immediate interest to the public, and the second could be used at almost any time and will edify or amuse the reader.

All right, it's news. Now, how do we send it out?

HOW TO SEND NEWS

Oh, you've written these things before, so I don't have to tell you to use white paper of letterhead size, to double-space your copy, write on one side of the page, and have it properly typed. Fine, you want to send out several copies. All right but use a duplicator that prints with black ink. Avoid the processes that give a faded blue copy. Nobody on a desk likes handling that stuff.

Spelling. You're not worried about spelling, you say; you're a good speller. All right, spell "harbor". Spell "program". Oh, you use "harbour" and "programme" because that's the way they teach it in school in Canada. Maybe so, but on newspapers they spell it in the American way, whether you like it or not. Spell it their way, so they won't have to change it.

How do you head up your release? Why not just put it like this:

From: Publicity Department,
XYZ Manufacturing Company,
Anytown, Canada. EXchange 1234

FOR RELEASE 11 A.M. TUESDAY,
JULY 00, 1955

No need to fancy it up with a headline. Let the paper write its own. Although you may put an identifying line such as "XYZ Manufacturing Company Will Make Atomic Eggbeaters".

Then, get down to facts. Never mind the claims. Leave those for the advertising copy. Give the reader information. Don't say: "The XYZ Company, makers of the world-famous Warmo tea cozies, announces that . . ." Who said that Warmos are "world famous"? The president did? Only in his opinion. Leave out the descriptive product adjectives.

WHAT IS NEWSWORTHY?

Should we start with the words "The XYZ Company"? Is that the most important and the eye-catching phrase. Probably not. Start with

Phone ATwater 9-1768

George Mather & Associates

Broadcast & Television Consultants

Now in Independent Practice

2051 RUSSET ROAD

PORT CREDIT, ONT.

... Or Keep It Out, Depending On What You've Been Up To

the news. For example: "A 15-storey administration building will be built by the XYZ Company to house its vice-presidents and legal staff, it was announced Thursday by John Jones, president of the company. XYZ is the nation's largest manufacturer of tea cozies." You will notice we did not say "John Jones, President of the Company." Newspapers don't use capitals every time such words, even though they may be revered by you, turn up in the copy. Follow the newspaper style.

Now let's examine the newsworthiness of that opening sentence. Is a 15-storey administration building very important? In Toronto or Montreal not terribly so. There are plenty of 15-storey buildings in those cities, with new ones going up all the time. But if it was a 15-storey building of plate glass and aluminum with a landing deck for helicopters on top, it would be of more than ordinary interest. At the same time, an ordinary 15-storey building without helicopter deck, would be quite a story in, say, Belleville or Moose Jaw.

And just because you think it's news doesn't automatically make it so. Ask yourself if you really, honestly think that the guy on the street will be interested.

All right, it's news. Now, when do we send it out? Timing is another essential ingredient of successful publicity.

Think about this for a moment. Don't, if you can possibly help it,

pick Monday for your release date. Monday papers are crowded with weekend news, and editors are over-busy on Monday mornings. Don't pick Thursday because that is usually the big retail advertising day and the paper will be so crowded that even major news will have a tough time getting in. Tuesday, Wednesday, Friday and Saturday are your days — unless Tuesday falls after a long weekend. *Never* send something in after a long weekend. Saturday is a good day for feature stories.

Give the news desk time to handle your copy. Don't bring it in at 11 o'clock in the morning and expect it to appear in the noon edition the same day. If possible give the desk a day or so — longer if it is complicated. Wait till the first edition has been made up before you bother anyone on the city desk. They're busy. Find out when the editions come out and stay away until after these times.

Don't demand that a story appear. Never. It's not that important and neither are you, unless you're a major stockholder in the publishing company. Don't try and tell the man on the desk that you're a big advertiser. Even if he is not independent of the business office in his decisions, he likes to think he is. Don't worry, he reads the paper, too, and he knows who's a big advertiser and who isn't.

Give the desk the story and let the editors decide whether or not

it's news. But offer to be helpful. Is there any further information they require? Is it clear? Fine. Thank you. Now go away and leave them alone.

HOW ABOUT PICTURES?

A picture? By all means. But not a head and shoulders of the president of the company to accompany such cutlines as "XYZ Company president announces new building". People don't care what the president looks like; they want to see the building. Get an architect's rendering. Better still, if there is a model of the building, get a picture of the model. Be sure to put a human being in the picture. All right, the president if necessary, standing looking at the building. But better still, little Miss Widget, the blonde in the sweater, from the accounting department.

Speaking of pictures, undoubtedly the worst offense in company publicity is the "appointment announcement". Even companies that should know better — even public relations companies — can turn what could be a reasonably interesting announcement into a miasma.

The temptation is always to write for the boss, rather than for the public. And seeing that most publications make you buy this space at double rates, you feel you should get your money's worth. So you try to pack the history of the company and a bit of puff on the boss in the space, almost forgetting what you started out to do. It sounds like this:

"Mr. Joe Doople, President of the

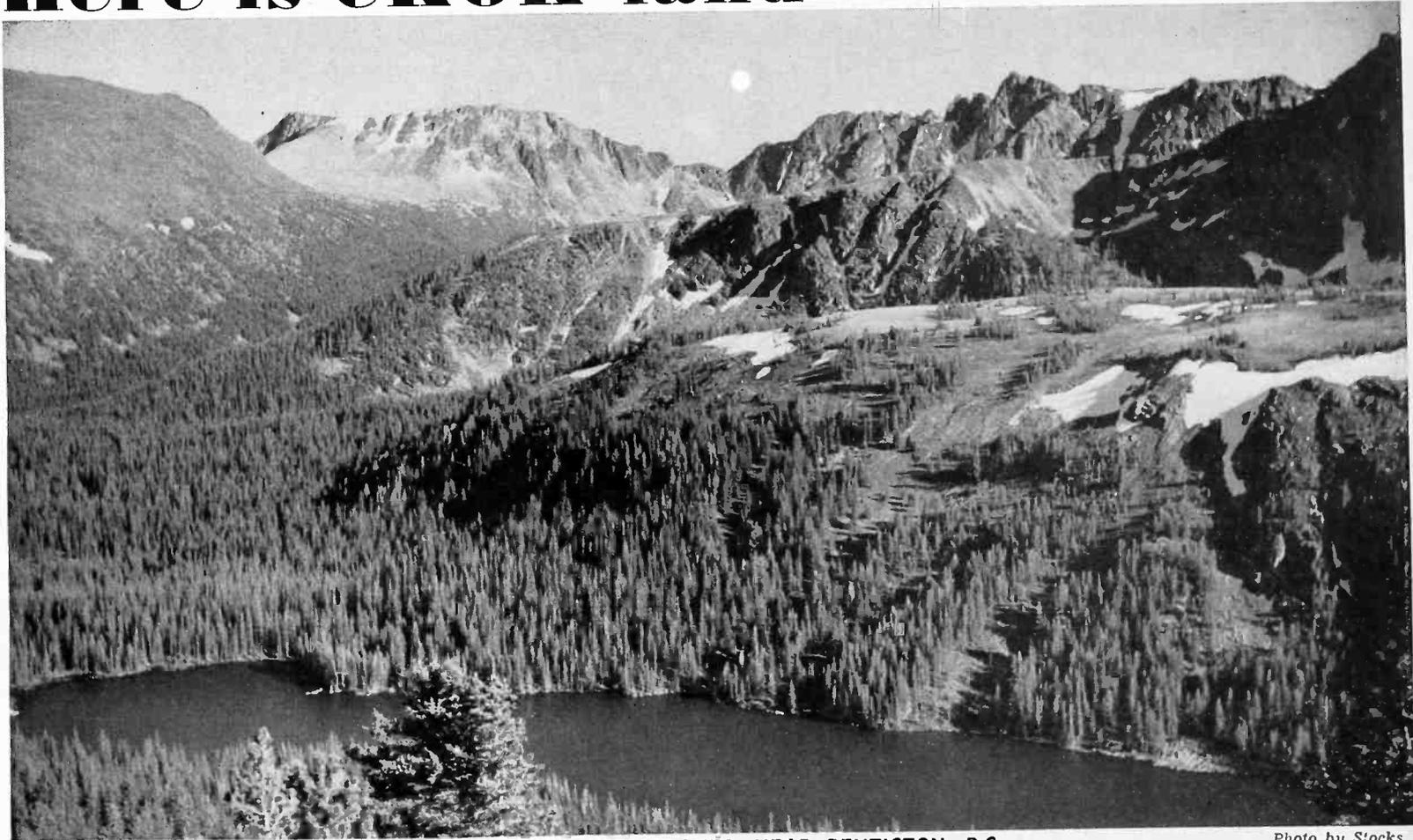
Doople Company, makers of the world-famous Doople's Double Duty Doilies, and with agencies from coast to coast and in all principal ports of call in the British Empire, is pleased to announce the appointment of Gus Glotz as Sales Manager of the Company. The Doople Company was founded in 1851 by Mr. Doople's great-grandfather who came west in a wagon train with Davy Crockett and who commenced business as an Importer of Fine Doilies from Ireland. Mr. Doople, the present President of the Company, is, of course, known widely for his generous gifts to charity and his many acts of Public Service. Millions of Doople's Doilies were distributed to the Armed Services during the Recent War. Doople's Doilies are best known for their Long-Wearing and Fire-Resistant Qualities. Mr. Glotz was formerly in the insurance business."

You will notice how we almost forgot all about poor old Glotz and snuk him in just at the end. You think that's exaggerated? Study the announcements on the financial pages of your local newspaper. Some of them carrying notices of appointment actually show the *president's* picture instead of the man appointed.

The trouble is that the average person writing a press release seldom knows whether to write for the public or for the boss. As he has a mortgage payment to meet on the first of every month and a family to feed he picks the safe course, if not the literary one.

Here is CKOK-land

One of a series



CATHEDRAL FISHING LAKES, NEAR PENTICTON, B.C.

Photo by Stocks

SEE PAUL MULVIHILL & CO. IN CANADA

Served by
RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

Here's how to make your agency presentations more effective!

Clients appreciate efficient presentation of material whether it's a new merchandising idea, media analysis, schedule or report. That's why more and more progressive agencies are using plastic binding to give that professional look to their material — and it costs so little — can be done right in your own office.

Write today for your copy of the special **FREE PLASTIC BOUND PORTFOLIO PRESENTATION** giving complete list of binding applications and costs.

General Binding Corporation (Canada) Limited

Dept. CBR-5A
855 Eastern Ave. Toronto 8
Phone Riverdale 8128

CKCH

Soon

5000 WATTS

With a potential listening audience of over

400,000

French speaking people is a **MUST**

.....CKCH.....

Hull and Ottawa

Representatives:
Omer Renaud in Canada
J. H. McGillvra in U.S.A.

Stovin Sales Office Reorganized



HELLMAN



HARRISON



ROBERTSON



RAEBURN

MANAGEMENT of the Horace N. Stovin & Co. national sales representation office has been reorganized on a three-way basis under Stovin.

Directing sales promotion is George Hellman; Art Harrison is in charge

of radio sales and Lee Raeburn heads up the television sales department.

Continuing to back both radio and TV sales department is John Robertson, functioning as director of client services.

Radio-TV Billings Increase

Advertising on radio and television is rising. 20.9 per cent of all commissionable billings of advertising agencies in 1954, as against 18.7 per cent in 1953, was in these two media, according to a report from the Dominion Bureau of Statistics. Advertising in publications of all types dropped from 59.1 per cent in 1953 to 56.4 per cent in 1954.

DBS statistics also show that a total of 91 advertising agencies operated in Canada in 1954, three more than in 1953.

ELECTED TO CAAA

Atherton & Currier Inc., 100 Adelaide St. W., Toronto, was recently elected to membership in the Canadian Association of Advertising Agencies. Membership in the Association now totals 48 agencies.

A Growing Market

Building permits for the City of Prince George in July totalled \$1,152,948. This is an all-time record in value of building permits issued in one month.

COVER THIS
MARKET OVER

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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



TORONTO'S exciting DAYTIME Radio Station!

- Frank Tumpane 8:00 a.m. news
- Phil Stone 8:10 a.m. sports
- Harvey Kirk 1050 Morning Show

CHUM — 1050 — can deliver "sales" at the lowest cost in Toronto. Call us for particulars:

Allan F. Waters — EMpire 4-4271
Radio Station CHUM — 1050 kc.
250 Adelaide St. West

*cover London and
Western Ontario with*

—CFPL radio dial 980—

Contact All Canada Radio: In U.S.A. Weed & Co.

FOUR STATION CAMPAIGN USED BY CAR DEALER

A saturation campaign in the form of five to ten spot announcements every day from September 1 to 30, over four Toronto stations, CKEY, CFRB, CKFH, and CHUM, is currently being waged by a new and used car dealer, A. D. Gorrie & Co. Ltd., Toronto, through their agency Paul-Phelan Advertising Ltd.

The firm has set aside some \$14,000 for the sales-push, most of which it will invest in advertising on radio. It has also evolved a profit-sharing gimmick to attract customers.

In its radio commercials the firm offers to share its profits with car buyers. This is how it works: customers who buy cars during the month of the campaign are issued with certificates. These certificates are redeemable for cash from a fund the

company has gathered by setting aside a part of the profit from every car sold. At the start the fund contained \$5,000, but this will grow steadily each time the firm sells a car.

Woolworth Hour On Dominion Net

Forty-seven stations on the Dominion Network will join CBS in presenting the *Woolworth Hour: What's New In Music*. Starting September 5, the show will be heard every Sunday. It concerns itself with what's new in music from jazz to opera.

Toronto-born, Percy Faith, is the program's musical director, and Donald Woods, who was born in Manitoba is the show's emcee.

The *Woolworth Hour* has been on the air in the U.S. since June 5, and originates with the CBS System in New York.

NEW SALES DIRECTOR



The appointment of Arch Ferrie as sales director of CFCO, Chatham has been announced by station owner John Beardall. Ferrie replaces Peter A. Kirkey who has moved to Fort Lauderdale, Florida.

POINTS of Sale

MORE and more Vancouver and district listeners are tuning in their new favorite station, C-FUN.

Ratings are up again this month.

Programming on this station is for easy listening.

C-FUN for Listeners

C-FUN for Sponsors

C-FUN
VANCOUVER

CKBB
BARRIE

CKTB
ST. CATHARINES

CKOK
PENTICTON

CJCH
HALIFAX

CHOK
SARNIA

CJFX
ANTIGONISH

CKVR-TV
CHANNEL 3

PAUL MULVIHILL & Co.

Toronto
77 York Street
PAUL MULVIHILL
EM. 8-6554

Montreal
1250 McGill College Avenue
MURRAY MacIVOR
UN. 6-8105

CKOY Staff Strike

The staff of radio station CKOY, Ottawa, went on strike last month in support of demands for a wage increase. The station was forced off the air for 15 minutes when the 27 employees walked out.

However, operations were resumed with a skeleton staff, and reportedly with the help of five members of CKEY, Toronto's staff. Both the Ottawa and Toronto stations are operated by Toronto publisher Jack Kent Cooke.

Last week, four members of the CIO-CCL National Association of Broadcast Employees and Technicians picketed CKEY in Toronto. The picketers said they were protesting the sending to Ottawa of the five CKEY staffers.

Heads News Department

A member of station CFQC, Saskatoon's staff for seven years, and second in command of the news department for three years, Bill Cameron has been appointed director of the station's news service, succeeding Godfrey Hudson whose resignation was recently reported. Cameron, who is twenty-eight, brings to his new job experience in all phases of reporting, including civic affairs and sports. He was born in Humboldt, Sask., attended the University of Saskatchewan, is married, and has a nine months old daughter.

In Northern Ontario radio listenership is high.

MORE SETS IN USE

	Sets in Use
CKGB Timmins	51.8%
CJKL Kirkland Lake	41.2%
CFCH North Bay	42.0%

THE RESULTFUL buy CKY WINNIPEG

MORE LISTENERS THAN ANY STATION ON THE PRAIRIES

CFGP OUR NEW "VOICE of the MIGHTY PEACE"

5000 WATTS

"SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT."

SERVING ONE QUARTER OF THE RICHEST PROVINCE IN CANADA CFGP IS 300 AIR MILES FROM THE NEAREST NETWORK STATION.

IN CANADA ASK AN ALL-CANADA MAN, IN THE U.S.A. WEED & CO.



**YOU GET ACTION
WHEN YOU USE
CKLC—Kingston**

**1st with LOCAL
ADVERTISERS — over
twice as many as
Kingston's "Station B"**

**1st in LISTENERS!
(BBM radio ratings
report)**

**1st with the NEWS in
Eastern Ontario**

**1st in RESULTS, with
Kingston's most effec-
tive sales promotion
campaigns!**

Contact: Horace N. Stovin

**CKLC
KINGSTON**

THE ATLANTIC ECONOMY HAS A BRIGHT FUTURE

Part one of an appraisal of Canada's Atlantic Region, slightly condensed from an address delivered to the Atlantic Association of Broadcasters at St. Andrews, N.B., June 21, 1955.

By W. Y. SMITH

Professor of Economic & Political Science at the University of New Brunswick.

THE four Atlantic provinces occupy one of the five great economic regions which make up the Canadian nation. The region is closer to Europe than any other part of North America so that, as a result, it was one of the first parts of the continent to be explored, and many sections of the four provinces rank with the oldest settled portions of North America. St. John's Newfoundland, was a thriving centre for the international trade in fish when Toronto and Hamilton were simply clearings in the forest.

The Atlantic provinces have, at the present time, a population of approximately one and three-quarter million people and a land area of over 200,000 square miles. This is about eleven per cent of the population of Canada and five per cent of the land area. In population, the Atlantic provinces are only slightly smaller than the Dominion of New Zealand and they have approximately double the land area.

Economically, the comparative advantages of the region have always been based on the resources of the forest and the sea. That is to say, the important exports of the region have traditionally been forest products and fish and fish products, relying heavily on the economies of water transportation to get them to external markets. This remains sub-

stantially true today.

The three Maritime Provinces have, of course, a political and an economic history which is in rather sharp contrast to that of Newfoundland. New Brunswick and Nova Scotia have been members of the Canadian Confederation since the very beginning in 1867. Prince Edward Island entered Confederation shortly afterwards, in 1873. As a consequence, the three Maritime Provinces have all been influenced, in various degrees, by the development policies which have been necessary to create the Canadian nation. The transcontinental railway system, the national policy of tariff protection, the opening up of the western lands to settlement — all these had a very great impact on the economic development of the Maritime economy.

On the other hand, Newfoundland preferred to chart an independent course, until it was brought into the safe harbor of Confederation in 1949,

under the skilled seamanship of Premier Smallwood.

SLOW GROWTH BUT SURE

The Maritime Provinces entered Confederation with a highly developed and prosperous economic system. Indeed, the rate of economic growth of the Maritimes in the period 1800-1870 was much faster than that of the Central Provinces, and probably has seldom been equalled by any region anywhere. After 1880, the rate of growth slowed down due to economic, technological and political changes.

Some of these changes were world-wide in scope, while others came as a direct consequence of Confederation. In the last seventy years, the rate of growth of the three Maritime Provinces has lagged behind that of Canada as a whole. Now this is not to say that we haven't enjoyed considerable economic growth and development in this period, because of course we have. Consider, for example, the development of the pulp and paper industry in Nova Scotia and New Brunswick over the last forty years. Our problem is that our rate of growth had been slower than that of the whole Canadian nation. Of course, compared with some parts of North America, such as many of the Southern States of the United States, we have made most satisfactory progress. However, no citizen of these Maritime Provinces will ever be satisfied with a rate of growth which continues to lag behind that of the nation as a whole. But we should be clear in our own minds as to what our economic problem actually is. It is a rate of economic



You SHOULD be --

and

You SHALL be--

TAKE TO THE "AIR" VIA THE 600 SPOT!

FLY HIGH WITH CFQC!

See our reps!

Contact: RADIO REPS - Canada
ADAM J. YOUNG, JR.,
U.S.A.

CFQC
600 SPOTS
1000 WATTS



THE RADIO HUB OF SASKATCHEWAN

EXPERIENCED ANNOUNCER WANTED

for staff duties at
a northern Ontario
radio station.

Apply to:
**Radio Station CHNO
Sudbury, Ontario**

Only CKTB can sell the rich Niagara Peninsula

with its constantly expanding diversified industry, its stupendous hydro electric power developments and its prosperous orchards and vineyards.

Get the whole story from our
reps.: Mulvihill in Toronto and
Montreal, McGillivra in U.S.A.

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

growth which is considerably slower than the national average.

RICHEST FISHING GROUNDS

Newfoundland's economic and political history has been conditioned by one basic fact. It is adjacent to what are, without doubt, the richest fishing grounds in the world. Indeed, into the late nineteenth century, Newfoundland remained primarily a one industry economy. As late as the early 1890's, ninety per cent of the export trade consisted of fish and fish products. In the first three decades of this century, considerable progress was made in diversifying the Newfoundland economy. In 1925, the large paper mill at Cornerbrook came into production. In 1928, the mining industry was greatly expanded with the development of the base metal deposits at Buchans. By 1930, Newfoundland's exports of forest and mineral products exceeded that of fish and fish products. Progress has been made in diversifying the economy, but little has been done to reduce the dependence of the economy on international trade.

This fact became only too apparent with the onslaught of the great depression of the 1930's. World War II brought considerable improvement in the economic fortunes of Newfoundland, but, at Confederation in 1949, the basic problem of the Newfoundland economy still remained: How to increase the diversification of the economy and lessen the great dependence on exports.

The six years since Newfoundland entered Confederation in 1949 has been a period of great growth and expansion for the Canadian economy as a whole. In the three Maritime Provinces, the rate of expansion continued to be considerably below the national average, but, nevertheless, the very great expansion in other parts of Canada did have a considerable impact on the Maritime economy.

The most striking thing about this period, from the standpoint of the Atlantic region as a whole, was the remarkable progress that Newfoundland has made since she entered Confederation. The two most important indicators of economic growth — personal income and new investment in fixed durable assets — both increased at a rate very much above the national average. Even when one considers that these indicators were at a very low level when Newfoundland entered Confederation, the record of growth is impressive. The statistics indicate clearly, beyond any reasonable doubt, that the people of Newfoundland did a very wise thing when they decided to become shareholders in the Canadian nation along with the rest of us.

It is now a full decade since the conclusion of World War II and the expansive forces which originated in the war have long since disappeared and been replaced by others. The peak of post-war rearmament has been passed and the cold war seems to stretch ahead into the indefinite future. It seems to be a good time to assess the future of the Canadian economy. The federal government has recognized this fact by appointing a Royal Commission to enquire into Canada's economic prospects.

(Professor Smith proceeded to take the four Atlantic Provinces one by one and delve into their respective economies. A reprint of this portion of his speech will appear in an early issue.)

New Style For Special Events

A NEW approach to special events or remote broadcasts has been developed by station CJCH, Halifax. After experimenting with the new approach, the station has abandoned the old method which employs an announcer to describe everything he sees by painting word pictures, or by setting up a microphone to record the event and merely handling the introduction and sign-off. The station's new special events technique calls for the announcer to give a brief description and then proceed to elaborate on some particular highlight, event, or person in the situation. The main script is written beforehand, and fantasy, assumption and speculation are injected into the broadcast.

Terms, such as "we are speaking to you from", or "from our vantage point" are never used in the new technique, described by CJCH's manager Finlay MacDonald.

With this technique, the station feels, it is overcoming the main problem of finding a way to make a more interesting broadcast of an event the listener knows is going to happen anyway. Events such as the laying of corner stones, or the opening of institutions, which are usually very dull, but which, MacDonald says, a station cannot overlook from the public relations point of view, are made much more appealing.

The technique was used recently at the opening of the Canso Causeway, at which the station aired a fantasy entitled *The Saga of the*

Reluctant Piper. The story dealt with a Cape Breton Scot who wouldn't play his bagpipes in a march of a hundred pipers at the opening of the causeway, because, he thinks, the resultant traffic across the road connecting the mainland to Cape Breton Island will spoil the native beauty of the island and its solitude. The script was written by Raold Buckley of Sydney.

The program was rebroadcast following general acclaim, and a NBC official, who heard it while vacationing in Nova Scotia, made arrangements for its presentation on NBC's *Monitor* series.

In the North

RADIO SELLS

To move merchandise in Northern Ontario you need

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

The "Northern" Stations

An 8 Million Dollar Gas Pipe Line

The Saskatchewan Power Corporation has started work on an eight million dollar pipe line linking Prince Albert with the Saskatchewan gas fields, making Prince Albert the second city in the province to be served with natural gas!

Get complete coverage and results in this progressive Western Market — use CKBI.

CKBI

PRINCE ALBERT

SASKATCHEWAN

5,000 Watts

HATS OFF TO THE LADIES!!!

who INFLUENCE 85% of all consumer purchasing. The best way to INFLUENCE them, in turn, is to use THE LOW-COST, MASS-MEDIUM OF INFLUENCE — RADIO*.

*

RADIO REP STATIONS

- Vancouver's CKLG
- Vernon's CJIB
- Dawson Creek's CJDC
- Calgary's CFCN
- Red Deer's CKRD
- Regina's CKRM
- Dauphin's CKDM
- Edmonton's CFRN
- Saskatoon's CFQC
- Brandon's CKX
- Winnipeg's CJOB
- Fort Frances' CFOB
- Fort William's CKPR
- Guelph's CJOY
- Tillsonburg's CKOT
- Bridgewater's CKBW
- Summerside's CJRW

*

Effectively yours,

Radio

Representatives

Limited



TORONTO
MONTREAL
WINNIPEG
VANCOUVER



Elliott-Haynes Limited
**ANNOUNCES A NEW RADIO-TELEVISION
 COVERAGE SERVICE**

**Following two years of study and experimentation,
 this new coverage yardstick incorporates the following features:**

★ Annual Measurements

Measurements are taken annually, assuring up-to-date data on an individual station's circulation, with detailed reports released within sixty days following completion of field work;

★ Personal Interviews

All material based on personal interviews, assuring an accurate cross-section and balanced sample, including men and women, from all age groups (16 years of age and over), from all income levels and occupational groups;

★ Adequate Samples

All statistical tabulations based on a large and adequate sample. A minimum of four hundred completed interviews, taken in a minimum of four interviewing areas within each county or census division;

★ Use of Check-List

Respondents are supplied with a check-list of all radio stations which, under normal circumstances, can be heard within the county or census division. This permits all stations whether large or small, within or without the county or census division boundaries, an equal opportunity of receiving full listening credit;

★ Total Listening

This new service is designed to measure total listening, including in-home listening, out-of-home listening, automobile listening, etc. It is based on the individual's listening pattern over the 24-hour period prior to interview, with interviewing spread throughout the week, to de-emphasize any particular hours or days of the week;

★ Projectible to Population

The unit of circulation is the individual, and not the home. It is a tabulation of what the individual's radio listening pattern has been over an average 24-hour cycle, rather than what one individual in the home estimates the normal weekly listening habit of one or more other persons in that same home.

Elliott-Haynes Limited

515 BROADVIEW AVE.
 TORONTO

441 SEYMOUR ST.
 VANCOUVER

1500 ST. CATHERINE ST. W.
 MONTREAL

Les Holroyd's Show Case

RADIO SPOTLIGHTS SWIMS

SWIMMING lakes, straits, channels or any other body of water, fresh or salt, has become big business and big news and radio stations and, more lately, television stations have been right there giving these swims extensive coverage. It all started when Toronto schoolgirl Marilyn Bell swam Lake Ontario last summer. Interest was renewed last month when Marilyn became the youngest person to have ever conquered the English Channel. Now it seems to be the exception rather than the rule when someone isn't swimming something. In the August 3 issue of CB & T we reported how CJVI, Victoria, covered Bert Thomas's successful swim across the Strait of Juan de Fuca. In the "Telescreen" section of this issue there is a story about CKCO-TV's report on film of Shirley Campbell's vain attempt to follow in Marilyn's wake.

Radio was also there on the Campbell swim with CKFH, Toronto and CKLB, Oshawa on the job. Shirley had already been in the water for several hours before the Toronto station learned about it but in a short time production director Frank Somerville and announcer Barry Nesbitt were flying above Shirley sending back reports over marine short wave. Another CKFH reporter, Jerry Wilson, was on board the TORONTO DAILY STAR yacht which was sailing alongside Shirley. He too was sending on-the-spot reports which were carried on the marine band to police headquarters in Toronto and then relayed to CKFH's studios by telephone. Mead Johnson & Company of Canada Ltd. sponsored the broadcasts as soon as it was known that Shirley was eating Pabulum to maintain her strength.

Bill Smith of CKLB covered the swim over a telephone hook-up which went directly on the air.

Another recent attempt to swim Lake Ontario was made by Jim Edmunds, a PT instructor at Collins Bay Penitentiary. He was sponsored by CKLC, Kingston, but it turned out to be more than just another swim. Edmunds had been in the lake for almost 24 hours and was still swimming strongly when a sudden wind storm hit, blowing up waves of eight to ten feet. With only five miles to go to the Toronto shore, his handlers had to take him from the water.

The 42 foot launch "Enbee" which was accompanying Edmunds had to cut its motors while he was pulled aboard. When they tried to start them again the batteries were dead. Sixteen people were aboard the "Enbee" as she floated helplessly with the waves battering her hull. One

call was put through on the ship-to-shore telephone before it too went dead.

However CKLC's sportscaster Johnnie Kelly was on the "Enbee" from where he had been broadcasting a stroke-by-stroke account of the swim via a mobile transmitter. He immediately began sending distress signals which were picked up at the Toronto control point by CKLC's chief engineer Barry Ogden and station manager Terry French. They relayed Kelly's directions to the Toronto Harbor Police who in turn contacted the pleasure ship "Cayuga" which was in the general vicinity of the stricken vessel.

The "Cayuga" was eventually able to reach the "Enbee" and a rescue was performed with the 16 people jumping from the smaller craft to the higher deck of the "Cayuga".

The swimming craze has also invaded Manitoba. When a 20 year old secretary, Kathie McIntosh, started out to be the first to conquer Lake Winnipeg, CKRC, Winnipeg flew in special equipment from The Pas, Manitoba to cover the event. CKRC staffers were on hand in a fishing vessel throughout the attempt until bad weather forced her to give up.

The unsuccessful attempt aroused so much interest that three days later CKRC announced that it would award a trophy and \$1,000 to the first person to make the 18 mile swim. Before the station had even completed arrangements to cover

any assaults that might be made, four people had already announced their intentions to plunge in between three and four o'clock the following morning.

With some fast work CKRC managed to have everything ready to give on-the-spot coverage.

The four swimmers started out shortly before dawn and CKRC aired progress reports every half hour. By noon only one swimmer remained in the water — Kathie McIntosh.

At 10:30 that evening she stepped out of the water, the first conquerer of Lake Winnipeg. But while Kathie was finished CKRC was not. Another girl, Vivian Thompson, was scheduled to enter the water in five hours and they had to rush back to cover her attempt. However she postponed her try for several hours and everyone had a chance to get some rest.

Vivian finally took to the water at 10:30 in the morning and CKRC was there to follow and report her advance across the lake. After eight hours of swimming and with only two miles to go, a storm whipped up ten foot waves and she had to be pulled from the water.

With everybody out of the lake the climax came when Kathie was presented with her trophy and a cheque for \$1,000 at the Winnipeg-Edmonton football game the following week.

Announcement
GREAT-WEST LIFE APPOINTS KNOX IN VANCOUVER



W. H. KNOX

The Great-West Life Assurance Company has announced the appointment of W. H. Knox as Group Representative for British Columbia with headquarters at Vancouver. Mr. Knox, a native of St. Boniface, Man., was formerly merchandising manager of radio station CJOR in Vancouver. In his new capacity he will assist C. W. Miller, Group Supervisor, in developing and servicing Employee Benefit Plans in the Life, Accident and Health and Pension fields of the Company's expanding operations in the Province.

CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

- ★ GREATEST POWER
- ★ BIGGEST BBM
- ★ LARGEST CITY AND AREA ACCEPTANCE
- 5000 WATTS**

Stephens & Towndrow Ltd.

Toronto - Montreal



**keep ahead of the game
IN NEW BRUNSWICK**

CFNB

and the game is bigger than ever this year. Six thousand workers will be employed in construction and clearing at Camp Gagetown. Many of them and their families will live in trailer camps fifteen or twenty miles from Fredericton. Most of them will have radios and the nearest retail market is Fredericton. CFNB is the way to reach this big addition to the Fredericton market with your sales message.

NEW BRUNSWICK'S MOST LISTENED TO STATION

For the whole story see

The All-Canada Man

Weed & Co. in the United States

YOUR BEST BUY

in

CANADA'S 3rd MARKET!

CHUB — Nanaimo, covers 100,000 population on Vancouver Island —

AND — is often in SECOND PLACE in Vancouver Area Elliott-Haynes ratings —

\$8.00 for 1-Minute!

CJAV — Port Alberni, gives you 92% of Alberni Valley listeners AND top coverage in the rich Mainland Area of Powell River —

\$5.00 for 1-Minute!

SEE OUR REPS TODAY:

Stephens & Towndrow Ltd. — Toronto and Montreal.

Horace N. Stovin & Co. — Winnipeg

John N. Hunt & Assoc. — Vancouver

Donald Cooke Inc. — U.S.A.

CJOR SELLS!

On The Air

with the largest group of experienced and popular air personalities in Canada.

In The Stores

with merchandising tailor-made for each national account — directed and carried into action by experts.

SEE HORACE N. STOVIN FOR THE DETAILS

CJOR

Vancouver, B.C.

Personality Testing Predicts Performance

Scientific Method Finds Man For Job And Job For Man

By J. K. THOMAS

Director, Personnel Laboratory, Toronto

OVER-ESTIMATING the qualifications of an applicant for a sales position can only result in a loss, in terms of time and money — the acute distress that every normal person feels when he has to fire an employee — the painful suggestion that in taking such action, his own prestige has suffered in the eyes of his management.

Then there is the not infrequent experience of underestimating the potentials of a subordinate. Bill Jones thinks he can handle the job of field supervisor and wants to know why he can't have a crack at it.

We review his figures for the past few years and find them unimpressive. A nice, sober, well-meaning lad, but definitely not the supervisory type. A bit thick through the ears. We know it takes real leadership to hold the field men in line. Jones hasn't got it. So we tell him as kindly as possible.

His resignation comes in some weeks later. We accept it with passing annoyance. It's a nuisance to have to find a replacement.

A couple of years roll by and we have completely forgotten the existence of Jones until we encounter the general manager of a competing company who hails us rather too

enthusiastically. "By the way, old chap. I've got a new sales manager who's doing a bang-up job. Worked for you for a while, Fellow named Bill Jones. A pity you let him get away from you."

If you've shared this kind of experience, you've probably asked yourself how you could have possibly missed the boat. It's all very clear to you now, of course. Jones' reserve and quiet demeanor were mere modesty. The reason he hadn't shown any spark in the field was because his supervisor didn't know how to handle him. Well you learned a lesson. You won't be caught napping again.

Shortly after this you're interviewing another applicant. Strikes you as a bit flabby, but reminds you dimly of somebody. Jones! — that's it! This man's a carbon copy of Bill, who's a vice-president by this time. Well, you won't make that mistake again. The man is hired. And how does this duplicate of Jones turn out? In two weeks he's made a reputation. He's pawned his sample case, jumped his hotel bill, assaulted a bartender, wrecked the company car, and set fire to the jail.

Since we all recognize that mistakes like these are not only costly to our company, but threaten our own job security, why do you suppose we countenance them? It's my impression that the vast majority of employers today, even those who utilize the latest technical equipment in the manufacture of their products, are inclined to scoff at scientific techniques for evaluating human potential. They feel that their knowledge, based upon everyday experience, is best. They like to contend that any executive worth his salt can recognize ability in a man by just using good old-fashioned, down-to-earth, common sense.

NO TWO THINK ALIKE

Suppose we take a look at this "sensible" method as generally prac-

ticed by employers today and see what makes it tick. The first step in considering an applicant is, of course, the hiring interview. This is where he's sized-up and neatly classified as to appearance, manner, voice, aspirations and so on. This is the stage at which the advocates of common sense decide whether the applicant is worth further consideration or is to be tossed out.

At this point I suggest we consider the conclusions of the social scientist who deals with objective rather than subjective data and who works within the framework of carefully-defined and systematic experimentation. He reminds us that when it comes to analyzing a man's personality or appraising his capacities for accomplishment, our eyes and ears are totally unreliable. He documents his case by proving that you and I might interview the same applicant and yet arrive at entirely different opinions. There are persons I will like or dislike because of my own past experience with others who look, act, and talk like them. Try as I may, I cannot separate myself from my past and neither can any other human.

To the extent that we succumb to these deep-seated and often unconscious biases, our judgment is made unreliable. The very person I like, you may dislike and for the very same reasons I give for liking him.

Surely we don't need to be reminded that a high forehead is not a reliable sign of intelligence. That fat men are not always good-natured. That red-heads are not infallibly hot-tempered. That some of the smoothest confidence men that ever trimmed a sucker can look you straight in the eye. Perhaps some of you are thinking, "Surely no one is dumb enough to hire on looks alone. Factors like education, the kind of experience he's had, and testimony from previous employers are just as important." Let's examine these criteria for a moment and consider just

RESULTS...

From a campaign which started early last winter the RAINBOW THEATRE, Rocky Mountain House, report that attendances have jumped by 20%. They credit this increased business to advertising on CKRD's "Showtime". They also point out that where they had extra spots, advertising Outstanding Films, there has been a noticeable increase in out of town patrons, whose only knowledge of the shows was from listening to CKRD's commercials.

prove
CKRD
RED DEER

Your **BEST BET** for Advertising to **CENTRAL ALBERTA!**

Advertise over—the only daily medium selling this rich, eager, progressive market

CKRD
RED DEER — ALBERTA
850 Kcs. 1,000 Watts
See Radio Reps.

STILL THE LOWEST COST PER "M" HOMES IN WESTERN ONTARIO

Total Daytime Audience: 65,110 homes.
½ hr. program "B" time Basic
32c per M Homes

Total Night-time Audience: 34,480 homes.
½ hr. Night-time "A" time Basic
87c per M Homes

"No other Western Ontario Station as low regardless of power"

BBM STUDY NO. 6

CFCO — 630 Kcs — Chatham

how reliable they are as predictors of success — in selling or any other vocation.

It certainly seems credible that there would be a high relationship between the number of years of formal education an applicant has and his ability to get ahead on the job. But the cold fact is that a college diploma is one of the most dubious of selection instruments. A man can be top-heavy with gray-matter and yet be devoid of the qualities that are really vital for success — initiative, sound judgment, pushfulness, perseverance, and social skill.

EXPERIENCE OVER-EMPHASISED

Work experience as a job qualification is grossly over-emphasized by the average employer. According to this theory, John, with 10 years' selling experience, is a better hiring risk than Frank, with only six months'.

This kind of reasoning might hold up if all humans were carbon copies of each other — if they all had the same capacity to learn from experience and the same ability to put this learning to practical use. On the contrary, no two persons on the face of the globe are identical in any respect. This means that Frank, with little sales experience but a superior aptitude for learning persuasive techniques, will be a far better hiring risk than John, who lacks such capacity and therefore has not been able to profit from his years of selling experience.

Another venerated practice to which so many of us cling so tenaciously is checking with past employers. Yet even the most superfi-

cial research demonstrates the fallacy of relying on former employers' testimony. Here are some of the reasons.

Individual employers have widely different standards for evaluating work performance. You have no assurance, therefore, that the sales manager who describes Bill Connor as reliable and hard-working uses the same yardstick as you do.

No aspect of the complicated organization known as the human personality is static. No individual develops to a certain point and remains stationary. In terms of ability to cope successfully with our environment we are progressing or regressing. This explains why yesterday's world-beater can be tomorrow's flop. Or why Joe Doaks whose past record was mediocre suddenly gets on the ball and performs brilliantly.

Now if we're going to toss out all the traditional and time-honored methods of selection, what have we got that's better? No sales executive today has to be reminded that a falling sales curve will blast him out of his job. How is he going to assemble a sales force that can be counted on to not only fight for business but get it on the books?

TOO MANY FAILURES

Those of us who are engaged in the business of predicting job performance feel we might have found the answer in aptitude testing. It seemed plausible that tests of mental ability, verbal skills, sales aptitude, and social intelligence could discriminate between the potential record-breaker and the bag of wind.

Perhaps, because any test is better

than no test at all, the initial results looked promising, until we began to accumulate the results of follow-up studies of those men who were hired on the basis of aptitude test scores.

We found too many men with impressive aptitudes failing to make the grade. So we undertook research to learn why these potentially superior men had fallen by the wayside.

We found that the reasons these men had conked-out had little to do with their aptitudes. In 80 per cent of the cases the causes for firing were directly related to behavior and work characteristics. Their supervisors specifically mentioned uncooperativeness, drinking problems, laziness, emotional instability, conning, afraid to ask for an order, woman trouble, dishonesty, and so forth.

In the face of this evidence my own organization promptly revised its entire concept of selection techniques and overhauled its methods.

Since it was obvious that the make-or-break factor was the personality pattern, rather than mental equipment, we concentrated on developing test devices that were more valid and reliable than those in general use at that time. We found what we were looking for in what are technically known as projective tests — diagnostic devices that might be likened to the X-ray or fluoroscope.

These bore no resemblance at all to the so-called personality inventory which asks the applicant to answer honestly "yes" or "no" to such questions as: "Do you like to speak in public?" or "Are you troubled

with shyness?"

FAKE-PROOF TESTS

For one thing, these new tests could not possibly be faked by the smart lad who was intent on giving us the answers that would get him the job.

While we make no claims for infallibility, I can say that the use of these deep-probing and highly-refined instruments have enabled us to provide employers with predictions borne out in eight out of 10 cases as to how successful an applicant or employee will be in any job described to us.

The direct benefits of pre-employment appraisal of applicants and pre-promotion evaluation of employees are by no means limited to the employer. The individual testee is far better off when his management is in possession of a factual inventory of his personal assets and liabilities, because his progress is no longer dependent on the whim of some supervisor who doesn't happen to like the way he parts his hair.

Our own files are filled with case histories of men who have been consistently passed over for promotion because they didn't conform to the social stereotype of what an executive is supposed to look and act like. They would have remained just so many names on the payroll if it had not been for psychological testing.

The only man who has any cause for anxiety about these new and more reliable techniques for appraisal is the character who tries to get ahead in the world solely on bluff and bluster.

TO SELL FRENCH CANADA YOU NEED RADIO...

In French Canada, RADIO is not only the best and most economical buy, it is also the most productive. And, in some areas, it is the ONLY DAILY ADVERTISING MEDIUM.

French-speaking Quebec is the fastest growing market in Canada. Hardy Stations are "promotion-minded" stations and assist many National advertisers on Direct Mail and "Point-of-Sale" displays in their trading areas.

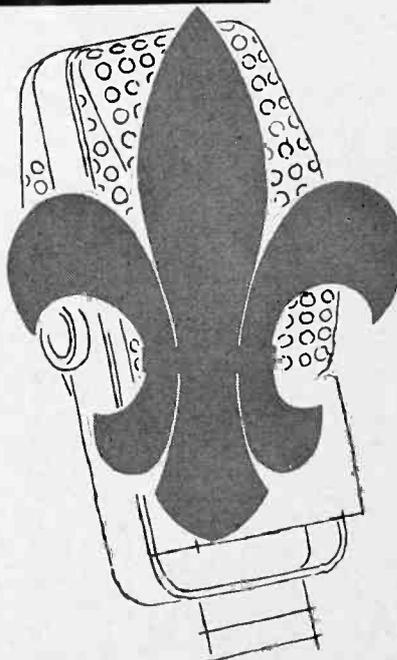
Ask your district Salesman or your Sales Agent to call personally at any Hardy Station and let them see for themselves what we mean by top co-operation with Manufacturers and their Advertising Agencies.

For complete information, write, wire,
or phone any of our three offices.

1489 Mountain St.
Montreal, Quebec
PL. 1101

39 St. John St.
Quebec City, Quebec
5-7373

129 Adelaide St. W.
Toronto, Ontario
EM. 3-6009



These important radio stations are essential to selling and merchandising your products successfully in French Canada.

CHRC, Quebec City

CHNC, New Carlisle

CKBL, Matane

CHLT, Sherbrooke

CKRS, Jonquiere

CKVM, Ville-Marie

CJSO, Sorel

CHRL, Roberval

CKSM, Shawinigan Falls

CKLD, Thetford Mines

CKTS, Sherbrooke (Eng.)

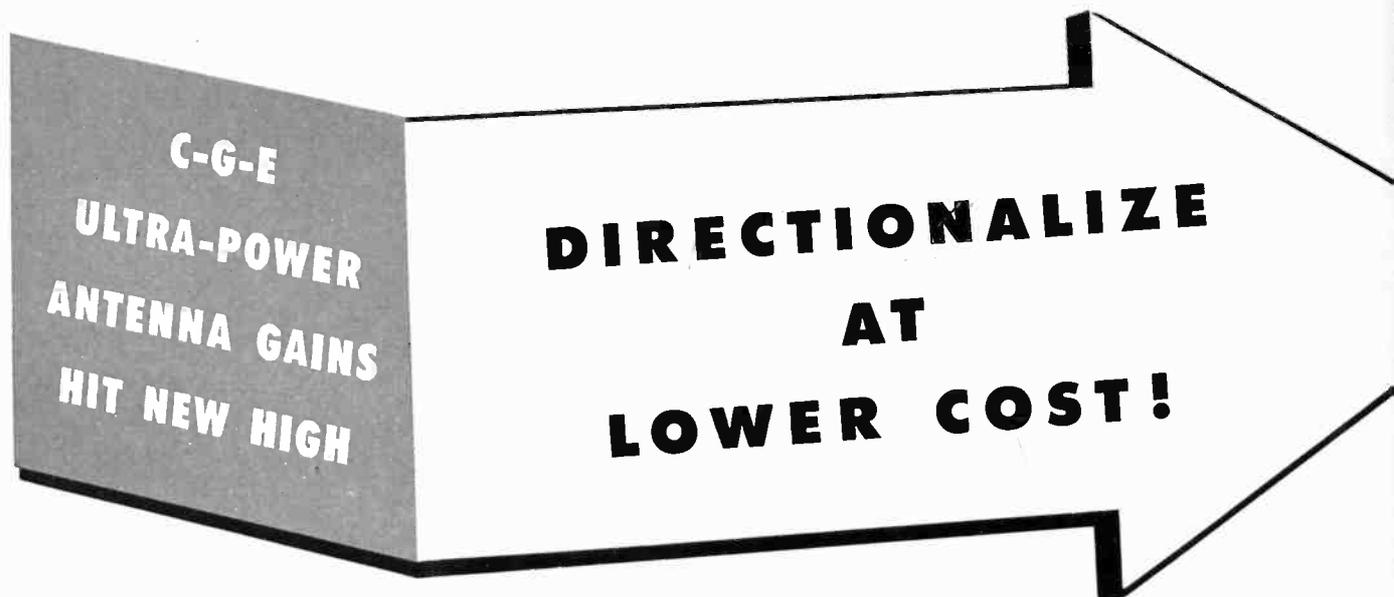
CKNB, Campbellton, N.B. (Eng.)

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3½ MILLION FRENCH CANADIANS DAILY



NEW C-G-



**C-G-E EQUIPPED NORTH BAY — TV — CHANNEL 10
CONSIDERED AND COMPARED THESE OUTSTANDING ADVANTAGES
OF THE C-G-E ULTRA-POWER PACKAGE**

1. The Ultra-Power Antenna is a standard stock unit — *not* a custom-built antenna.
2. A costly slot (notch) diplexer is not required. Addition of a diplexer later allows doubling of station output power at cost of diplexer *only* and *without* climbing the tower or adjusting the antenna.
3. The TT-6-E 5 Kw High Channel Transmitter allows addition at a later date of an Amplifier to go to maximum power. Block Building reduces obsolescence. Transmitter Control Panel included at no extra cost.
4. Extended TT-6-E 5 Kw Transmitter tube life achieved through conservative operation below maximum rated output.
5. Transmission lines to Antenna are rugged, reliable Styroflex. Reliable because there are *no joints* where moisture can get into the line and force you off the air.
6. The TT-6-E Transmitter is completely air cooled and contains automatic overload protection for transmission line, antenna, tube filaments.
7. If it becomes necessary to switch channel, the Ultra-Power Antenna can be modified at your site for any channel from *7 to 13*.
8. C-G-E supplies de-icing equipment with its slot antenna, because severe icing conditions can force a station off the air. With C-G-E De-Icers *ICE CANNOT FORM*.

C-G-E NOW OFFERS 3 STEPS TO MAXIMUM POWER

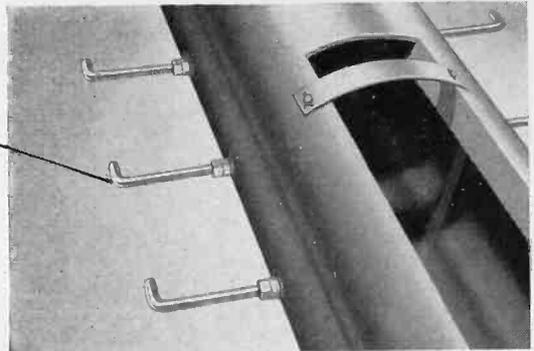
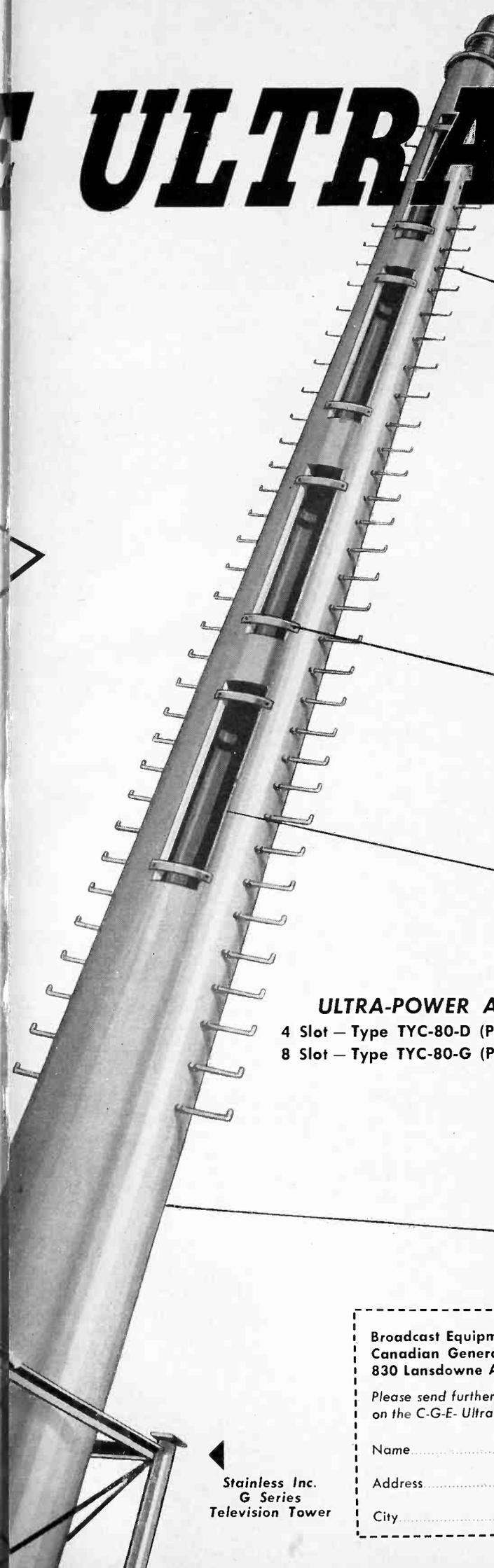
For VHF TV Channels 7 through 13, C-G-E offers three steps in reaching the maximum allocated power — 325 Kw Effective Radiated Power.

ULTRA-POWER PACKAGE

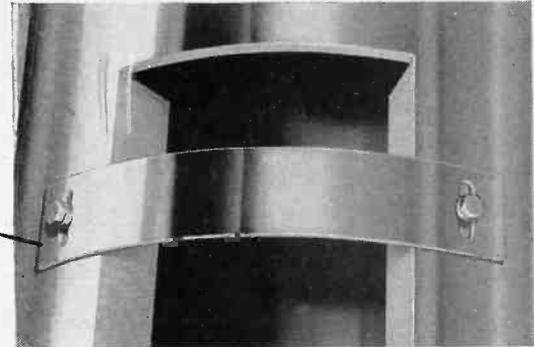
- STEP 1** 5 Kw TT-6-E High Channel Transmitter and 8-slot Ultra-Power Antenna. Audio and Video fed separately to each 4-slot portion eliminating necessity of using costly slot (notch) type diplexer initially. Step 1 provides 60 Kw ERP (less feed line loss).
- STEP 2** Diplexer is added to the system allowing doubling of station Effective Radiated Power to approximately 120 Kw. Cost of doubling power is cost of diplexer only. Ultra-Power Antenna adjustment is not required as the antenna is already correctly phased at the factory for separate feeds employed in Step 1.
- STEP 3** 20 Kw TF-4-A medium power amplifier combines with the simple 8-slot Ultra-Power Antenna giving a gain of 24 and ERP's in excess of 325 Kw. The 20 Kw Amplifier is driven with the 5 Kw TT-6-E exciter. When it comes to installation, Canadian General Electric saves time and money with its simplified block-building transmitter design.

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED
ELECTRONIC EQUIPMENT DEPARTMENT**

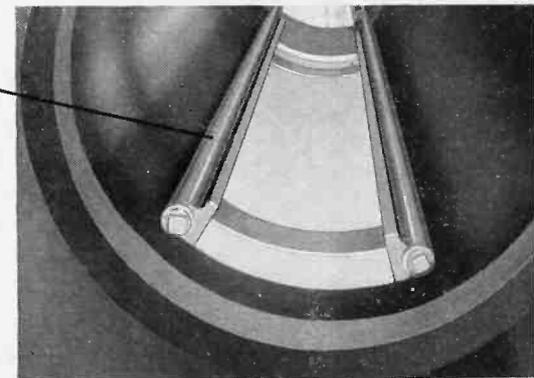
ULTRA-POWER



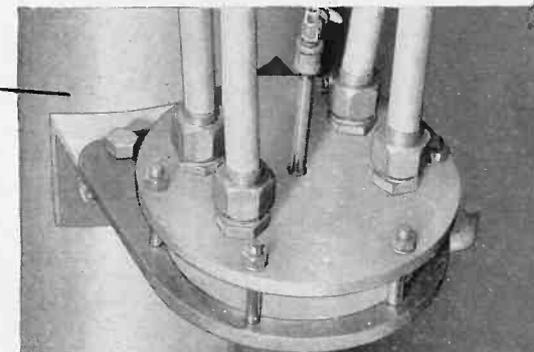
Simplified Design for antenna accessibility! This pole step, welded to antenna, facilitates beacon light maintenance.



Simplified Design permits slot adjustment in event of channel shift. Symmetrical shorting bars on each slot are provided for this purpose.



Simplified Design for antenna de-icing. G-E Calrod elements behind the lip on the sides of each slot prevent ice from forming.



Simplified Design . . . Just one low impedance feed point per slot. 7/8" Styroflex feed from Junction Box to slot allows extreme ease of maintenance. Factory construction throughout results in stable antenna performance even in toughest weather.

ULTRA-POWER ANTENNA

- 4 Slot - Type TYC-80-D (Power Gain 12)
- 8 Slot - Type TYC-80-G (Power Gain 24)

Broadcast Equipment Sales, B-1575
 Canadian General Electric Co. Ltd.
 830 Lansdowne Ave., Toronto

Please send further information
 on the C-G-E-Ultra-Power Antenna to:

Name

Address

City Prov.

Stainless Inc.
 G Series
 Television Tower

CFCN

**Best
Broadcasting
Medium**

Ask Radio Reps. for CFCN STORY

**IN CALGARY, ONLY CFCN DELIVERS
A BONUS AUDIENCE . . .**

on a basis of 3½ to a home CFCN talks
to over 40,000 more people every day
than any other station in Calgary.

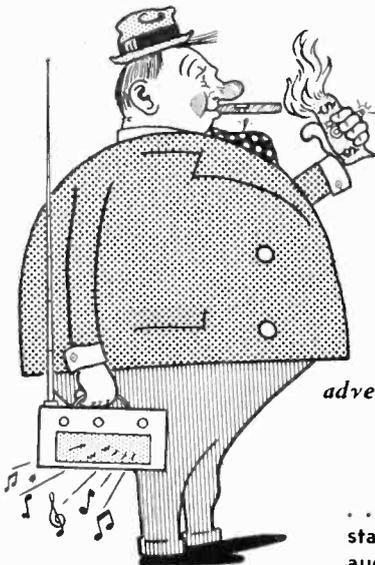
*The
Buyers
Choice*



10,000 WATTS

*The
Sellers
Voice*

**To reach SASKATCHEWAN'S
PRO\$PEROUS
WELL
ROUNDED
LISTENING
AUDIENCE . . .**



advertise consistently over . . .

CKRM

*. . . Regina's important radio
station with the big listening
audience.*



Spotlighting Saskatchewan

CKRM REGINA

980 Kcs.

See or write "RADIO REPRESENTATIVES",
Montreal · Toronto · Winnipeg · Vancouver

5000 Watts



SOMEBODY once wrote that England is only Merry England when she has her back to the wall, is beset by threatening invaders from across the sea, or otherwise beleaguered. Be that as it may, this scribe found her gloating boastfully about a subject that usually gives little cause for pride — the weather. It's the first summer of steady sunshine they've had for two hundred years, or so the store clerk told me when I went to buy a light jacket. They have been grumbling about the weather for those two full centuries — in a nice pleasant English way of course — because of what the unseasonable climate has done to business. This year, when it is "seasonable" for the first time in two hundred years, they are sold right out of "seasonable" merchandise!

On this, my seventh visit since the war, there seems to be nothing afoot of great political significance. The current attack of "dollar dol-drums" has been dealt with on another page. Actually outside of the test matches — cricket that is — number one item in the newspapers these days is the coming, on September 22, of independent television.

COMPETITION FOR THE BBC

Perhaps the most important aspect of this information is contained in a special radio and television supplement of THE LONDON TIMES, which points out editorially that, for better

or worse, the BBC is now faced with competition, and will be forced to a "greater skill in presentation and enthusiasm in production than ever before."

Pointing out that commercial television "must also seek to make its program range as wide as possible", it goes on to say that: "Competition can be of two kinds. There can be emulation in producing better, higher-powered, and more attractive programs of the same kind as those already being broadcast. There can also be a continual effort to think up and devise programs of a completely new kind. One is admittedly more difficult than the other. Imagination and creation are rarer gifts than skill or craft. But the Independent Television Authority will best commend itself to the thinking parts of the nation if, in its annual reports, it can show ways in which the program companies have widened the scope and enhanced the possibilities of television, doing worthwhile things that the BBC has not done. If there can be justification for the new dispensation, it would be thus; far more convincing than whatever millions of people are attracted to look in or of £'s that find their way into the program companies' pockets."

SIGHT AGAINST SOUND

In the same supplement, Robert Silvey, BBC Research head, analyzes listening and viewing habits in an article called *Television Tips The*



- in AUDIENCE RATING
- in RESPONSE and RESULTS
- in FACILITIES and PERSONNEL

CHNS has it all and it's all yours when you air your wares on the 960 spot in Halifax. So follow the lead of successful advertisers — both national and local — and sell well with CHNS!

all Ratings place
CHNS Tops



*The Voice
and Choice
of HALIFAX!*

**YOU
CAN'T
COVER
SIMCOE
COUNTY
Without
CKBB
BARRIE**

REPS—
PAUL MULVIHILL -
TORONTO - MONTREAL
ADAM YOUNG USA

Scale. Using two kinds of licenses, sound only and sound and television, he shows that for four years after June, 1946, when they started issuing two kinds, the number of sound-only licenses continued to increase, but that since then they have diminished. "Television licenses", he says, "though increasing rapidly, constituted only three per cent of all licenses in mid-1950. In the last five years they have grown ten-fold; today one license in every three is for television." He adds a passing note that "the total of all licenses has steadily increased, having grown from 10 to 14 million since the end of the war."

THE MONOPOLY IS BROKEN

"The Conservatives have made their dash for freedom. The monopoly of the British Broadcasting Corporation has been broken." Thus significantly begins an article by "Our Special Correspondent", who points out that Milton's *Areopagitica* was a speech for the liberty of unlicensed printing, not for the establishment of a second licensed printer.

He quotes the theory, which is rather *old hat* to us, that advertisers want to reach the greatest possible audience, but that "the most popular form of entertainment . . . is by no means the most edifying"

Under the title of *Television Advertising*, Cyrus Ducker points out that the history of advertising in Great Britain now approaches an interesting centenary. He goes on to say that it was on September 15th, 1855 (within five days of a hundred years from the beginning of ITA) that THE DAILY TELEGRAPH & COURIER reduced its price to one penny following the abolition of the newspaper stamp duty and the impost on advertisements. This writer hails the coming of something against which the British Press, which, "with its fabulous array of newspapers and periodicals is the most highly developed advertising medium in the world . . . may be pitted and assessed."

He advances the view that to start with the advertising money will not come from existing media, but during the first year at least is going to be new or unspent money. "During the

second or third year of independent television — provided it succeeds in building a large and responsive audience — one might expect to see a certain amount of cutting back in other media; and those whose efficiency can least be measured will be the likeliest first to feel the pinch", he says.

Of major significance is this direct quotation from this article: "As more and more manufacturers, some of them doubtless with regret, are obliged to abandon the static and comfortable economies created for them by post war controls and to move forward again into the half-forgotten rigors of competitive marketing, so will the demand for advertising impact grow. In the field of branded goods many promising new horses have been kept in the stables for lack of the proper conditions in which to release them".

With commendable realism, Ducker presents advertising by television as offering "technical possibilities so strange and numerous as to be bewildering to 'normal' copy writers."

He sees every possibility of independent television prospering during the first five years and getting its rate down to ten shillings (\$1.40). "At that point", he says, "television might begin to merit serious comparison with the Press, at present the unchallenged king of advertising media."

THE MALADY LINGERS ON

Indicative of the fact that restrictions die hard, smaller London cafes still ask if you want sugar with your tea or coffee. In a suburban grocery there is a

sign which says that customers who want goods delivered must advise the store well ahead of time.

BITS AND PIECES

The coming of independent TV is stirring the BBC no end. Starting September 19, just three days before ITA opens, program hours are to be stepped up from 36 hours a week to 49, only one hour less than the Television Act permits. Separate programs will be increased in number by about twenty a week.

There is a marked tendency to give the professional type of panel chairman the hatchet in favor of a more down to earth variety of emcee.

While commercial TV here "sets a lot of store by morning programs," the BBC regards the afternoon as a better bet.

After the first panic occasioned by the news that commercial TV was on the way, there seems to be a general feeling of stoic resignation among most people. One philosopher I met in a bus said he thought it might make the BBC pull its socks up. Lots of them say they aren't going to have their sets adjusted to enable them to tune in ITA, which the service people I have talked to say is just as well, because if there was any more set adjusting to be done, they just wouldn't be able to cope with it.

And that cleans off the kitchen table for now, just in time to airmail it back to Toronto for the September 7th issue. Buzz me if you hear anything won't you? I shall be back by the time this gets into print so the number will be once again EMpire 3-5075.

SALES OPPORTUNITY

If you have sold radio in a competitive market there's an excellent opportunity waiting for you as Assistant Sales Manager with an aggressive and growing radio station in a large Alberta city. Only those with experience and proven sales record will be considered. Here is an excellent future for the right man. Apply giving full particulars to:

Box A246, Canadian Broadcaster & Telescreen

**Tops for Tests
Peterborough and CHEX**

Ideal testing city — Peterborough, Ont., recently selected by Coca-Cola Ltd. to test their new King Size bottles. Ideal selling medium — CHEX, Peterborough, used by Coca-Cola to make their campaign more effective.

Let this progressive station sell your products in a rich rural and urban market, Peterborough and district.

**CHEX
PETERBOROUGH**

THE STATION WITH THAT
"SPECIAL BRAND OF ENTHUSIASM"

Under Northern
Management

Reps:
NBS in Canada
WEED & CO. in U.S.A.

It's
Results
That
Count!

\$100
of
Advertising
produced
\$60,000
in
Sales

For particulars see . . .
OMER RENAUD & CO.

CHNO

SUBBURY'S
RADIO ACTIVE
STATION

GET YOUR SIGNALS STRAIGHT...



Offside (Violation of scrimmage or free kick formation)



Defensive Holding



Unsportsmanlike Conduct



Roughness and Piling On



Illegal Use of Hands and Arms



Illegally Passing or Handing Ball Forward



Forward Pass or Kick-Catching Interference



Clipping



Incomplete Forward Pass, Penalty Declined, No Play or No Score



Roughing the Kicker



Touchdown or Field Goal



First Down

—everyone has his own ideas about sports, and whether the referee is right or wrong. But before drawing any conclusions about spot radio . . . call your CFCF-Radio representative.

He will be glad to help you turn your radio spot campaign into a media champion.



RADIO

MONTREAL

EST. 1919

Represented:
In Canada, by All-Canada
In U.S.A., by Weed & Co.
In Montreal, REgent 1-1101

Research

COUNT LISTENERS BY STATIONS AND RADIO HOMES BY COUNTIES

A "RADIO CIRCULATION REPORT" which gives a county-by-county count of the radio equipped homes in the fifty-four counties of Ontario, the "daily circulation" of each radio station which can be heard in each county and the total "daily circulation" of each station has just been released by Elliott-Haynes Limited, Toronto. The data is based on approximately 20,000 personal interviews which were made in 237 Ontario cities, towns, villages and rural communities during April and May this year.

In its measurement of "daily circulation" the study is the first of its kind ever undertaken in Canada according to Elliott-Haynes. The radio coverage of a station is expressed in terms of the number of people, 16 years of age and over, who listened to the station at any time in the 24-hour period prior to the interview. Thus the measured listening is not restricted to the respondent's own home but may include listening in automobiles, on portable sets, in the homes of neighbors and in public places.

All the material on which the survey results are based was obtained by personal interview. 400 people in each county constituted the minimum sample requirements and the interviews were divided half and half between men and women and covered all age and income groups. They were distributed to represent all geographic areas with at least four interviewing centres being used in each county.

Interviewing was conducted Monday through Saturday and on Sundays from noon to six p.m. by local representatives under a county supervisor.

The interviewer first asked the respondent, "do you have a radio set in your home?" This established the percentage of radio equipped homes in the county. Whether the answer was yes or no the respondent was then given a check-list with the call letters of all the Canadian radio stations which can normally be heard within that county.

Then he or she was asked: "Here is a list of all radio stations which can normally be heard in this area. Which, if any, of these stations have you listened to in your own home, in some other person's home, in automobiles, in stores, or in any other place, at any time during the past twenty-four hours?" Answers to this determined the percentage of people, over 16 years of age, who listened to each station at some time during the previous day. This percentage was then projected to the known popula-

tion of the county giving the station's "daily circulation" in terms of people.

All interviews were conducted with persons 16 years of age or over which, according to census data, represents 68% of the total population. The remaining 32%, again according to the census, breaks down as 9.6% between 10 and 16 years of age; 10% between 5 and 10 years and 12.3% 4 years and under. The report says, "should the listening habits of children be similar to those of adults, it can be estimated that, for every 1,000 reported circulation among adults, there are 471 children — with 143 in the 10-16 age bracket, 147 in the 5-10 age bracket and 181 under five years of age."

MARGIN OF ERROR

The report also contains a chart which can be used to determine the margin of statistical error in the ratings. This chart shows that for the 400 interviews per county, which was the minimum made, the maximum expected variation is plus or minus 4.75%. This means that where the "daily circulation" of a radio station in a county is given as 50% it may vary five percentage points each way or from 45% to 55%. This maximum expected variation drops as the "daily circulation" gets higher or lower. When the "daily circulation" is 10% or 90% the variation is about 3% so that reported figures can vary from 7% to 13% and from 87% to 93%.

SITUATION WANTED

Where 10 years all round radio experience is needed. Top morning man. 4 years as Program Director. Versatile, Reliable, Married, Immediately available.

Write Box A245 CB & T

WANTED — TWO ANNOUNCERS

With at least 1½ years experience each. One announcer with leaning towards country and western shows, the other to act as a salesman first and a DJ second. Wire Chief Announcer, CKBC, Bathurst collect if you feel you can fill either of these positions. Salary commensurate with ability and experience.

RADIO STATION CKBC
BATHURST, N.B.

OLD-TIMERS TELL TALES

British Columbia's Okanagan Valley celebrated three Golden Jubilees this year, at Enderby, Salmon Arm and Kelowna, and CKOV, Kelowna, gave due publicity to each event, particularly to the celebration in its home city. In fifty years Kelowna has become one of the province's major cities and is a model Canadian city in many respects.

To commemorate the city's Golden Jubilee, programs entitled *Old Timers at the Microphone* have been aired every Sunday evening since festivities began in May.

Mrs. J. W. B. Browne, widow of CKOV's founder, the late J. W. B. Browne, and Chief Announcer Jack Thompson arranged the series with an able assist from Program Director Frank Bond.



Mrs. Browne's knowledge of Okanagan Valley history, especially concerning pioneer days in Kelowna, was invaluable, and she contacted many of the old-timers personally. During the fifty years which have passed, some of them had migrated to other nearby regions, but by diligent sleuthing they

were ferreted out, one by one.

Some were reticent when they approached CKOV's "Golden Jubilee Microphone", but gradually they recalled the Kelowna of yesteryear.

One of them, of Indian ancestry, remembered battles at two historic forts and an epic journey down the turbulent Fraser river. In those early days the Okanagan Lake monster, Opopogo, was known to the Indians as Naitaka, and even the bravest Brave kept a wary eye open as he paddled his canoe between the westside bank and the opposite side where Kelowna is now located.

Enough "old-timer" tapes were made to last for an entire year's programming. When CKOV is finished with them they will be donated to Kelowna's Jubilee archives to be preserved for posterity.

AGGRESSIVE SALESMAN

fully experienced in all phases of radio & TV time sales desires position in expanding radio or TV sales market. Presently employed with established sales record. Excellent references.

Write Box A244 CB & T

WANTED: EXPERIENCED ANNOUNCER

Urgently require a mature experienced announcer who knows his music but is versatile and can rise to any occasion.

Good position with salary commensurate with ability and experience.

Full employee benefits.

Please write, giving outline of experience, marital status, plus audition tape.

All applications should be addressed to:

Jack Illman, Production Manager,
CFPL RADIO, London, Ontario
and will be treated confidentially.

RADIO-RIMOUSKI CJBR

*Always a Good Buy ---
Now Better Than Ever*

CJBR Rimouski **Now**
QUEBEC **10,000**
WATTS

In The Works!

CANADIAN RETAIL SALES INDEX, annual statistical supplement of this paper, is in the works.

It will contain estimates of retail spendings in twenty different lines of business, broken down into counties and census divisions.

Stations, sales reps and others will want their advertisements to appear in the section of the book which is devoted to statistics about their own areas.

Now is the time to reserve space. Closing date has been set for September 20th, but space is allotted on a first-come-first-served basis. So why not reserve yours now?

**Canadian
RETAIL SALES INDEX
is not for sale!**

It goes out to subscribers to CB & T, without extra charge. Make sure your subscription is in order.

Additional copies are available
to subscribers only at
\$1.00 each



54 WELLINGTON ST. W.

TORONTO

CBC BOARD TO HEAR FOUR AM BIDS

FOUR applications for radio station licenses will be on the agenda when the CBC Board of Governors holds its 97th meeting in the Chateau Frontenac Hotel in Quebec City on September 15. Three of these were deferred for further study at the Board's last meeting in Ottawa on June 24. F. Vincent Regan is again applying for a license to operate a 5,000 watt station on 1,290 kcs in London, Ontario while two competing applications from Frontier City Broadcasting Company Limited and Swift Current Broadcasting Company Limited for a station in Swift Current, Sask. will be heard again. Both companies are asking for a license to operate a 250 watt station on 1,400 kcs.

The one new application is from T. M. Fielder, on behalf of a company to be incorporated, for a 250 watt daytime station on 1,560 kcs in Simcoe, Ontario.

CFPL-TV, London is applying for an increase in power from 117 kw video and 59.6 kw audio to 325 kw video and 195 kw audio. The application does not ask for a change of Channel or an increase in antenna height.

Evangeline Broadcasting Company Limited is requesting a power increase from 250 to 1,000 watts and a change of frequency from 1,490 to 1,350 kcs. for CKEN, Kentville, N.S.

An application for transfer of control of CHWK, Chilliwack, B.C. from Fraser Valley Broadcasters

Limited to Jack Pilling will be heard.

A change of the name of the licensee without affecting control of CFCL, Timmins is being sought. The change, if approved, will be from J. Conrad Lavigne to J. Conrad Lavigne Enterprises Limited.

Permission to operate standby transmitters is being sought by CKNW, New Westminster; CJVI, Victoria; CKMR, Newcastle, N.B.; CFOB, Fort Frances, and CFOR, Orillia, Ontario.

The Quebec Association of Broadcasters is asking for a modification of the rules governing sponsorship of programs by wineries and breweries. At present the approved form is "This program is presented with the compliments of the ABC Brewery". No other advertising is permitted. The request is for a change in form so that such words as "makers of XYZ Beer" might be added.

18 applications for share transfers and reorganization of licensee companies will be heard. These are from CKRD, Red Deer, Alta.; CKOK, Penticton; CJIB, Vernon; CKX, Brandon; CJOB, Winnipeg; CJFX, Antigonish, N.S.; CFAB, Windsor and CKEN, Kentville, N.S.; CKBB, Barrie; CJBQ, Belleville; CKV, Fort William; CJSP, Leamington, Ont.; CKOY, Ottawa; CKEY, Toronto; CFCY, Charlottetown, P.E.I.; CKAC, Montreal; CKVM, Ville Marie, Que.; CFRG, Gravelbourg, Sask and CKRM, Regina.

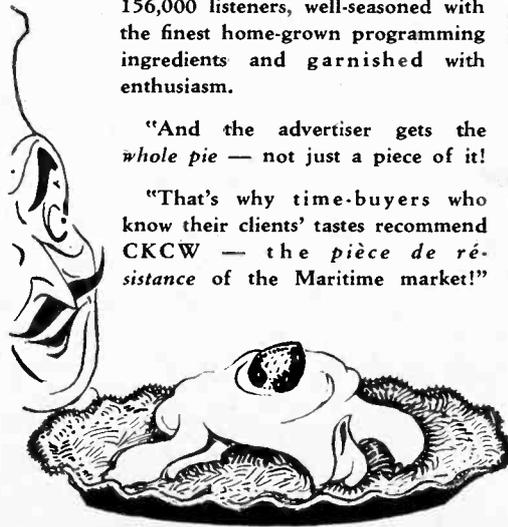
"IT ISN'T THE SIZE OF THE PIE THAT COUNTS,"
Says Lionel

" . . . it's how big a piece of it you get. That's the important thing to remember when you check on what's cooking in Maritime radio.

"Here at CKCW, we serve up a pie to tempt any advertiser — 156,000 listeners, well-seasoned with the finest home-grown programming ingredients and garnished with enthusiasm.

"And the advertiser gets the whole pie — not just a piece of it!

"That's why time-buyers who know their clients' tastes recommend CKCW — the *pièce de résistance* of the Maritime market!"



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



CALLING ALL RADIO

Is your sound broadcasting really sound?

• • •

MULTI-LINGUAL

Even the waiter was impressed as he ordered from the menu in perfect French. Then he came to the cheese and ordered the proprietor.

• • •

HOME TRUTH DEPARTMENT

Somewhere between saving all you can save and spending all you can spend is progress.

• • •

MORE OF THE SAME

The fight for freedom of speech is worth the trouble only if you have something to say after you've won.

• • •

SECRET SESSION

There's always the trade association member who should be banned at conventions because he invariably picks up lost balls before they have stopped rolling.

• • •

HOWZATSKI!

Under the above title, the London DAILY MAIL comments poetically on Russian interest in cricket.

*There's a breathless hush
in the Krem. tonight,
Ten to make and the
match to win.
A bumping pitch and a
blinding light,
An hour to play and
Ivanovitch in . . .*

• • •

WHAT NEXT? DEPARTMENT

Thanks to THE WOMAN via READER'S DIGEST for the one about the New York department store which received a call from a customer who asked: "Do you carry maternity bridal gowns?"

• • •

\$64,000 QUESTION

Either I should resent the fact that this bumper issue came into being while I was out of the country, or see if I can book a passage to Haiti.

• • •

PAN MAIL

Sir: I have been reading your column for ten years. Lately some of the gags have been up to your usual standard and some have been even worse.

—Sub Scriber



Nina Anthony (B.Sc., M.S., by the way) has run a newspaper, had her own radio program, and handled the Dorothy Douglas Show for 4 years. CKWX Women's Editor for the past 6 years, she is now devoting her time exclusively to "Our Neighbor Nina."

"Our Neighbor Nina"

*is our star saleswoman
she can sell for you, too!*

It's a new CKWX show featuring popular Nina Anthony.

Monday through Friday from 3:05 to 3:30 p.m., Nina

talks to the women of B.C. — advises them on what to buy and where to buy it. And what's more, the ladies love it! You'll love it,

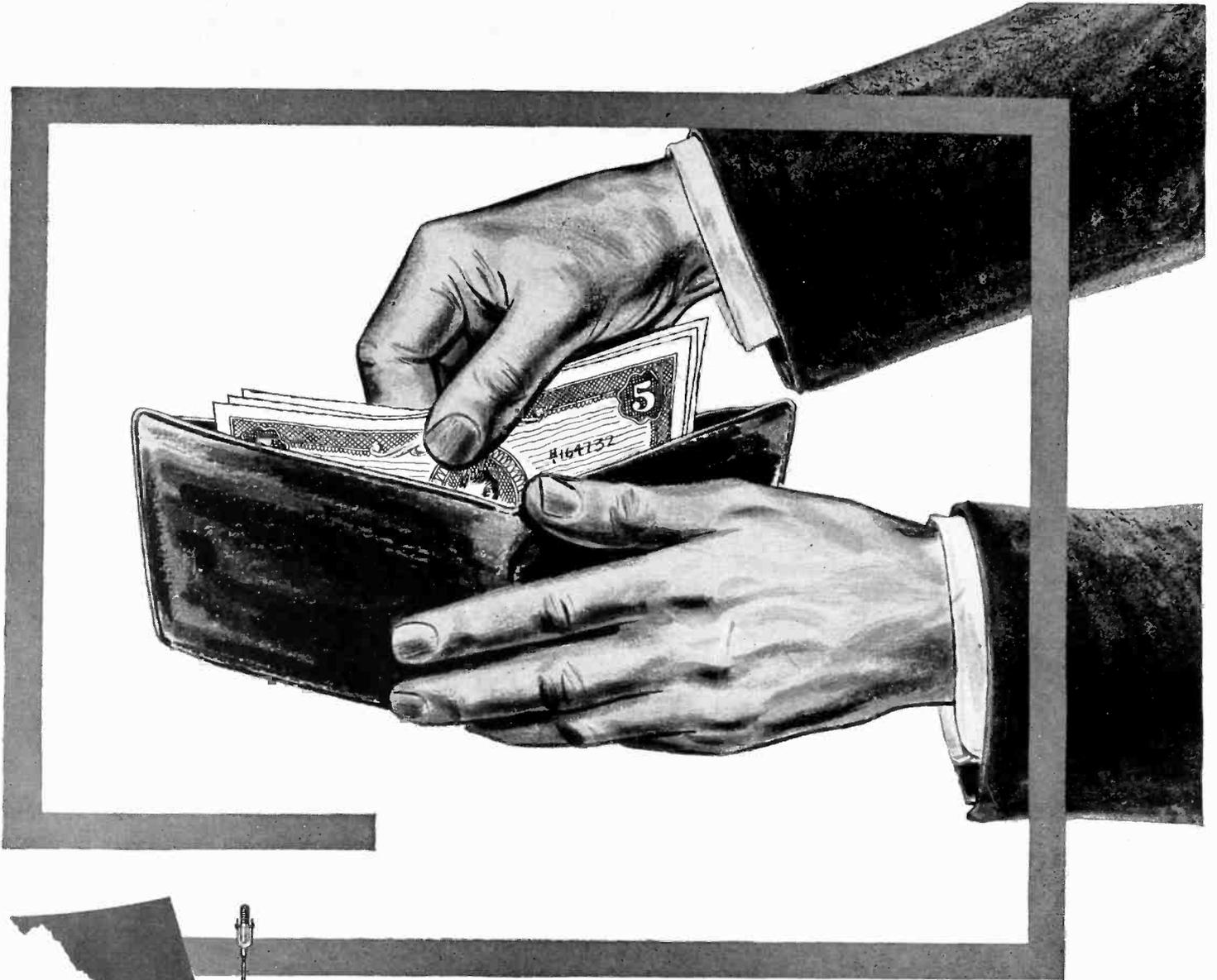
too, when "Our Neighbor Nina" talks about **your** product to the ladies who do the shopping.

dial **980**

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

radio Vancouver





IN THE BIG BOOMING B.C. MARKET...

B.C. RADIO DELIVERS THE CUSTOMERS!

CHWK CHILLIWACK
 CJDC DAWSON CREEK
 CFJC KAMLOOPS
 CKOV KELOWNA
 CHUB NANAIMO
 CKLN NELSON
 KKNW NEW WESTMINSTER
 CKLG NORTH VANCOUVER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL
 CJOR VANCOUVER
 C-FUN VANCOUVER
 CKWX VANCOUVER
 CJIB VERNON
 CKDA VICTORIA
 CJVI VICTORIA

B.C.'s fabulous post-war growth has created a king-size, big-buying market of over 1¼ million people.

You cover this rich, responsive market completely when you schedule B.C. radio. 584,000* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

British Columbians are radio listeners . . . with money to spend! Small wonder more national advertisers are using more B.C. radio than ever.

*D.B.S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

SCHEDULES CROWDED FOR COMING SEASON

THE fall and winter program schedules of Canada's independent television stations are going to be booked almost completely very shortly and advertisers wanting to sell their wares via TV will have to make their minds up soon, as choice availabilities are limited — this briefly is the TV picture as painted by the four national representatives of these TV stations.

At least a 50 per cent increase in advertising dollars will be spent in television this September over what was spent in June. This was the estimate made by Ross McCreath, manager of television time sales at All-Canada Television, representatives for 13 private stations. McCreath said that day time sponsorship is picking up considerably with about a dozen national advertisers planning to buy day time campaigns on many, if not all, of the All-Canada represented stations.

Three more stations which will go on the air this fall will be repped by All-Canada, McCreath said. CJON-TV, St. John's plans to make its debut on September 12 and CKNX-TV, Wingham and CJLH-TV, Lethbridge are due to open in mid-October.

"Business looks very good" was the way Lee Raeburn, the head of Horace N. Stovin's TV department put it. At the stations he reps, CKCW-TV, Moncton, CJBR-TV, Rimouski and KVOS-TV, Bellingham, Washington, Raeburn said schedules are getting "tight".

CJBR-TV has just recently moved into a new building and the enlarged

quarters will facilitate live programming, he said. CJBR-TV plans to air about ten hours of live programs each week, Raeburn said.

Live programming at CKCW-TV, Moncton, will amount to about 18 hours a week while at KVOS-TV little live programming is planned because that station became a CBS affiliate a short time ago and will have only a small amount of air time left for local originations, he said.

Raeburn felt that homemakers' shows which are generally sold on a participating basis are an economical buy for advertisers who get excellent commercial value for their investment. This idea was also put forth by Bill Stoeckel television sales manager at Radio Representatives Limited who said that shows of this type are very popular with viewers. The two TV stations he represents, CFQC-TV, Saskatoon and CFRN-TV, Edmonton, both carry homemakers' shows which will be coming back on the air in September after a summer hiatus. Stoeckel said that advertisers were showing a lot of interest in these cooking and home-making shows and in day time programming in general.

Bookings are coming in all the time he said with many advertisers who have never used TV before seriously thinking about getting into it this fall.

The number of sponsors is up "tremendously" on CFQM-TV, Quebec City and CKCO-TV, Kitchener according to their rep, Bob Armstrong of Joseph A. Hardy and Co. Ltd. Armstrong said that fall would probably see an extension in the hours his stations will be on the air during the day since some sponsor interest is being shown in day time.

Homemakers' shows will also be seen on both of these stations but are not as yet completely sold out Armstrong said.

He expects that advertisers will become more concerned with the French speaking market when two more French language stations come on the air before the end of this year, CKRS-TV, Jonquieré is aiming for a November 15 start and CHLT-TV, S'erbroke will probably be on the air by mid-December. Both will be repped by Hardy TV. This will make a total of four independent French language stations plus the CBC outlets in Montreal and Ottawa.

Chrysler And CBC Team For Football Telecasts

CHRYSLER Corporation of Canada and the CBC will participate in bringing telecasts of professional Canadian football to viewers across Canada this fall. The announcement is contained in a statement issued jointly, last month, by E. C. Row, president and general manager of Chrysler, and Alphonse Ouimet, general manager of the CBC.

The Big four games will be carried on all inter-connected English stations in the Eastern time zone, while non-connected stations will receive kinescopes.

In accordance with the agreement between the CBC and the Inter-provincial Rugby Football Union (the Big Four) home games will not be telecast in home areas, either "live" or by TV recording. Nor will any Big Four telecast be carried in any city where a Big Four game is being held.

However, all Eastern inter-connected stations will carry "live" all Eastern Playoffs, other than those originating in their own area, while non-connected stations in Eastern and Western Canada will get tele-recordings of the games the following day. All Western Playoffs will be on kinescope in both Eastern and Western Canada.

The Grey Cup final, which will be played in Vancouver this year, will be seen "live" on inter-connected Eastern stations. Delayed telecasts will be seen on all other TV stations on either the Sunday or Monday following the game.

In the East, the 10 connected stations will telecast from 20 to 26 games each. They are: CBLT, Toronto; CBOT, Ottawa; CBMT, Montreal; CHCH-TV, Hamilton; CFPL-TV, London; CKCO-TV, Kitchener; KKLW-TV, Windsor; CKWS-TV, Kingston; CHEX-TV, Peterborough; and CKVR-TV, Barrie.

Fourteen games will be seen on CKSO-TV, Sudbury; CJIC-TV, Sault Ste. Marie; and CFPA-TV, Port Arthur, the stations which are not connected to the microwave.

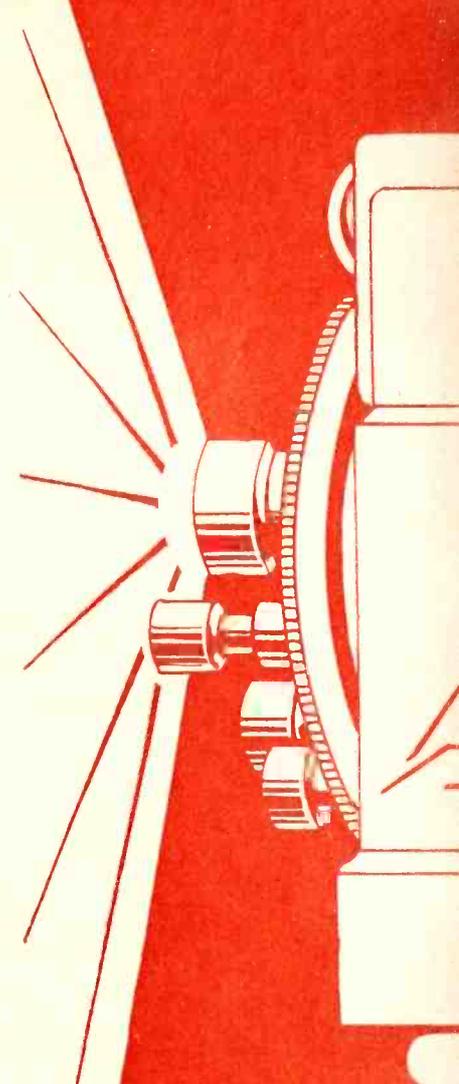
In the West, seven stations will carry kinescopes of the games to be played in the Western Interprovincial

Football Union. These stations are: CBWT, Winnipeg; CKX-TV, Brandon; CKCK-TV, Regina; CFQC-TV, Saskatoon; CHCT-TV, Calgary; CFRN-TV, Edmonton; and CBUT, Vancouver.

All in all a total of twenty stations will carry the Western or Eastern conference playoffs, or both. An estimated four and one-half million persons will see the games.

Chrysler Corporation of Canada has also been named as sponsor of the 3:30 to 4:30 time slot on Sundays, following the conclusion of the football series.

Climax, kinescoped in Hollywood, will be seen three weeks out of four and *Shower of Stars*, also telerecorded, will be seen every fourth week in the same time-slot on all stations, except the French network. The series is slated to commence in December.



aerials alone **DON'T** tell the story

Aerials certainly give you an indication of the number of sets in a community. But they don't tell you anything about the people living in the homes under them.

And it's these people who buy your products.

Knowing about these people . . . when they watch TV . . . what they like to see . . . and how they buy is our business.

We offer you the services of an experienced Television Staff completely equipped with the facts for "Teleselling" . . . to help you plan sales strategy and the kind of schedule best suited to your specific needs.

When you use any or all of the outstanding TV stations we represent, you'll reach the largest and best possible audience for your product . . . that includes both TV aerials and people.

- CJON-TV St. John's
- CJCB-TV Sydney
- CHSJ-TV Saint John
- CFCY-TV Charlottetown
- CKWS-TV Kingston
- CHEX-TV Peterborough
- CHCH-TV Hamilton
- CFPL-TV London
- CKLW-TV Windsor
- CKNX-TV Wingham
- CKSD-TV Sudbury
- CJIC-TV Sault Ste. Marie
- CFPA-TV Port Arthur
- CKX-TV Brandon
- CKCK-TV Regina
- CHCT-TV Calgary
- CJLH-TV Lethbridge

ALL-CANADA TELEVISION

CANADA'S FIRST TELEVISION SERVICE ORGANIZATION

Montreal • Toronto • Winnipeg • Calgary • Vancouver

E-3388

Closed Circuit TV

SPOT HORSE RACING FOULS ON TV

Four minutes after the finish of any race at Montreal's Richelieu Raceway, judges can settle before telescreens in a room on top of the grandstand and examine films of the entire horse race.

The television monitor in the judge's room is part of a new industrial closed-circuit hook-up installed by the track's owners to insure quick spotting of unlawful racing practices.

This is what happens during the four minutes that elapse between the end of the race and the time the judges view the film on their TV screens: The movie camera operators, stationed on the top of 90-foot towers, pop the film into a bag and shoot it down along a wire directly connected to the developing room. There the film is developed and shoved into a specially modified

projector that focuses directly into the TV camera's picture tube. From the tube the picture is relayed through a coaxial cable to the judges' room.

The judges are connected by telephone to the developing room, and can instruct the operator to slow down the film, run it through again, or hold it on a single frame.

The Richelieu industrial TV hook-up was installed by RCA at an estimated cost of \$20,000.

North Bay Station Starts In December

The structure that will house CKGN-TV, North Bay, is currently under construction, and telecasting activities are expected to start in December of this year, according to a report in the *North Bay Nugget*.

Gerry Alger is named as head of the group which received the license for the station. The station will operate on Channel 10 with a video power of 28.5 kw. and an audio power of 14.25 kw. It will be a basic CBC station.

Another station in Ontario's north, CFCL-TV, is slated to commence telecasting activities in the fall of 1956. It is expected that seventy-five per cent of the station's activities will be conducted in English and twenty-five per cent in French.

Conrad Lavigne, who is the manager of CFCL-Radio, will also be head of the television station. The station will operate on Channel 5 with a radiated power of 18 kw.

Private TV For Major Cities Says Vancouver Sun

Major cities across Canada will be granted licenses to operate private television stations, according to a report in the *Vancouver Sun*. The newspaper quotes "a source close to the government" as saying that private operators will be allowed to build stations in Halifax, Montreal, Toronto, Winnipeg, Vancouver and probably Victoria.

The unidentified spokesman is reported as having said that the Royal Commission appointed last month by parliament to inquire into radio and television is expected to recommend that a five member board be established to assume control of broadcasting.

"It will be an independent authority, similar to the board of Transport Commissioners, and both private and publicly-owned broadcasting systems will come under it," he said.

ADVERTISING AGENCIES— FILM COMPANIES

Save Time!
Let "Central" Handle Your Casting Problems

FOR INFORMATION — HOWARD MILSOM

Central Casting Agency
519 Jarvis St. Toronto, Ont.

WA3-8429

ANNOUNCER-WRITER WANTED

with pleasant appearance for Television. Apply in writing with picture and tape to Claude Baikie, Production Manager, CKVR-TV Channel 3 in Barrie. The right man will find opportunities unlimited.

TV SOON TO BE POWERFUL AD FORCE IN EUROPE

Says ACA President Following Conference In Switzerland

USE of television as a medium of advertising has just started in Europe but it promises to be a big and powerful force in the near future, Merle M. Schneckenburger, vice-president of Joseph E. Seagram & Sons Ltd. and president of the Association of Canadian Advertisers told members of the Toronto press last month. Radio, he added, is used very slightly commercially with the bulk of advertising being placed in the daily newspapers. The opposite of this is true in South and Latin Americas where it is impossible to make an advertising impression without extensive use of radio he said.

Schneckenburger had just recently returned from the first conference of the International Advertising Association on export advertising which was held in Zurich, Switzerland in July. He was the only Canadian at the conference which was attended by 400 delegates from 21 countries.

Discussions at the three-day conference centred around research and how to apply it, how to work with, and use, advertising agencies and how to boost advertising effectiveness, all as concerned with world markets.

Europe, Schneckenburger said, is becoming increasingly prosperous and is keenly aware of Canada, both as a market and as a supplier. With labor costs rising in Europe it is becoming easier all the time for Canadian manufacturers to compete there he said. This higher standard of living he felt was one reason why emigration from Europe to Canada was declining.

To make inroads into these world markets Schneckenburger said Canadian manufacturers must adapt their advertising techniques to fit the temperament of the peoples of these countries and to local conditions. He suggested that the best way to accomplish this would be to hire skilled help within the country itself. He illustrated this point saying that on a recent tour of the Seagram collection of paintings through South America he had been able to find at least one competent public relations firm in each city on the route.

Since the United States and Canada lead the world in advertising and selling delegates from other countries were interested in follow-



Merle M. Schneckenburger

ing this lead. "They want to learn how to increase productivity and how to do a more effective advertising job," he said.

It is planned to make the conference an annual affair and next year it is to be held in Stockholm, Sweden.

PROMOTIONS AT CBC

Several promotions and new appointments have been announced by Ira Dilworth, CBC director for Ontario.

Donald J. Macdonald, formerly assistant manager of the CBC's national TV news, will move up to the top position, while Kenneth P. Brown now a TV news editor, will take Macdonald's place.

W. Hugh Clark, assistant supervisor of commercial sales, has been promoted to supervisor, and Gunnar Rugheimer formerly with the national TV news, will become a senior sales representative.

Charles Fouriezos has been appointed legal assistant to Dilworth.

CKCO-TV COVERS CAMPBELL SWIM

While a trim nineteen year old receptionist named Shirley Campbell, from Fergus, Ontario, was doggedly battling the elements in an attempt to become the second person ever to swim across Lake Ontario, a CKCO - TV, Kitchener, cameraman, Jack Phillips, was flying overhead in an amphibious aircraft and was recording her struggle.

At 6:30 that afternoon, television viewers in Central Ontario were the first to see any films of the swim.

But, at that time, the most grueling part of the swim still lay ahead of Shirley, and CKCO-TV sent program director Don Mantz and sports director Tom Rafferty down to Toronto. Mantz took up a position at the grandstand on the Canadian National Exhibition waterfront, and Rafferty stationed himself beside the TORONTO TELEGRAM headquarters, also along the waterfront. Together with CKCO-TV news editor, Al Hodge, who interviewed the two men regularly by telephone before live cameras, they kept viewers informed about the swim's progress.

Two special swim programs were televised and at 12:30, that night, CKCO-TV joined the CBC television network for telecasts direct from the Toronto waterfront.

By the time it became apparent that Shirley would not succeed,

Phillips, with camera and spotlights, was on board a boat in the flotilla of craft beside her. He filmed the girl's desperate last strokes before she was pulled from the water at 2:10 a.m., in a state of exhaustion, and rushed to the hospital by ambulance.

Central Ontario viewers saw the film the following day. They also saw Shirley discuss her swim, and plans for future swimming attempts, with her coach Max Hurley and the mayor of Fergus, J. N. Milligan.

Olympic Film Rights To Toronto Firm

Rights for the production of 16mm films of the 1956 Olympic Games at Melbourne, Australia, have been secured by Milo R. Tuma Ltd., Toronto, the company's sales manager, Willy Hoelzle claims. The 35mm rights are expected to be included in the agreement.

The rights for the 16mm filming of the Winter Olympics at Cortina d'Ampezzo, Italy, have been secured by an Italian firm, R.A.I. Televisione. M.R.T. Ltd., and the Italian firm are expected to exchange rights so that both may film both events. The 35mm rights for the Winter games are held by another Italian firm, Cina-Citta Ltd.

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JOHN N. HUNT IN VANCOUVER

UK 70

They Laugh At Themselves

After a week or so of close attention to BBC programs, it would seem that the British are at their best in comedy, which may sound a slightly over-enthusiastic description of a nation reputed to have absolutely no sense of humor. On a recent trip to Great Britain, I was greatly impressed with BBC documentaries, drama and travelogues, but like many viewers I like shows that allow the viewer to laugh and relax. And the British comedy shows do just that.

The comedy programs proved to be bright spots among the "heavy" shows. They also proved that the British comedian is much underrated on this side of the Atlantic. Deluged with the fast-talking, wise-cracking American comedians, we are apt to look upon the British funny man as a slow-talking, pun-making fuddy-dud.

Tony Hancock, Fred Emney, Norman Evans, and Harry Secombe did more than their share to kill that illusion.

It is true that British programs are like American efforts in many ways. Both schools of humorists use comedy that ranges from understatement to slapstick.

HUMOR IS NATURAL

But the British comedian differs, I believe, in his greater reliance upon the natural humor of his people. The Englishman has a natural tendency to look at the humorous side of things. Most of all, he can laugh at himself. All you have to do to realize it, is to listen to the talk around you. The conversation of

waitresses, shopkeepers, landlords. Or read the newspapers.

There's an abundance of material to be found anywhere you care to look or listen. And this, most comedians over there, have discovered and profited by.

Like the American comedians, British comics also make good use of stooges, or lesser known personalities.

On Hancock's radio half hour, for example, there was a character, who whenever he appeared (like Jack Benny's Rochester) brought forth howls of laughter. He had only to open his mouth, utter a word or two in his peculiar and undecipherable accent, and his audience was reduced to helplessness.

Another Hancock helpmate delivered his lines as though he were Prime Minister Anthony Eden, which isn't considered the least bit disrespectful. It is reported that he got an even greater reception when Winston Churchill was Prime Minister. The English audiences love to hear take-offs on famous personalities.

Hancock is a tubby comedian, a physical state typical of many British comics. For some reason, the best of them are men of ample proportions, which may have something to do with that old saying "laugh and grow fat".

Certainly Hancock seemed to be enjoying his dialogue as much as his studio audience. He, incidentally, came closer to the U.S. comedians, for he favored "situations" rather than straight talk or monologues.

But unlike the Americans, and like his fellow comedians in England, Hancock had an offhand way of mouthing a line, sometimes almost throwing it away.

The punch lines came so fast and so often the listener had to strain to keep up with the flow of laughs.

ONCE PLAYED TORONTO

One of the most enjoyable television shows was *Lower the Gangway*, a special 45 minute performance put on for the crew of *HMS Bulwark*. Headliner on this was another chubby lad, name of Fred Emney, who not



By HELEN McNAMARA
Toronto Telegram Record Columnist

so many years ago was entertaining audiences in Toronto.

Emney took advantage of his great size by appearing in a pair of shorts, which naturally accentuated his size and brought forth the inevitable reaction.

In this particular skit he was supposed to accompany a serious young singer on the piano. His complete disregard for her efforts was about the neatest bit of comedy I've ever seen. Half the time he didn't even have to play. Just stared at the audience, and he got his laughs.

A thoroughly successful show was something called *Secombe Here!* (or *Secombe There!*) featuring acts from foreign lands. On that show, Toronto's comedienne, Libby Morris, did so well that she was immediately offered engagements in London and

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You'll find out more about these programs in future issues, but Lee Raeburn of Stovin's has the facts. Just ask him!



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

Manchester theatres, as well as a contract with British commercial T.V.

Here, the comedy was sheer slapstick, although Harry Secombe, who sings an excellent operatic aria when he's in the mood, also favors more subdued humor. His takeoff on a folk dance, seen earlier in the week on a TV broadcast from the Llangollen Folk Festival, was almost as intricate as the original — with certain unforeseen complications.

It was in the final moments that Secombe outdid himself. Maybe he behaved the way he did because the show was the last program in a series. Anyway, he said goodbye to his producer in a rather unorthodox manner. He pelted him full in the face with a cream pie.

The producer lost no time in returning it. And in five seconds the whole cast, including Libby, were hurtling pies in all directions, with Secombe delivering the final crowning blow. He threw a pie directly at the camera. In other words, his TV audience.

DRESSING UP WITH APLOMB

The English comics love to dress up. Nearly everyone on TV or on stage, donned strange looking costumes, or hats or wigs.

In North America such a procedure is known rather derisively as a "funny hat" routine. Many a time, I have yawned with boredom and embarrassment watching American and Canadian entertainers who resorted to such props for their laughs.

But — and it's hard to explain — the English comedian does not bore or embarrass.

Again, it may be that offhand manner that allows him to carry off such indignities with aplomb.

Undoubtedly, the funniest in this category was the Lancashire comedian, Norman Evans, who dressed up as an elderly lady, takes over a hotel switchboard to help out a friend.



NORMAN EVANS

His facial expression, his frenzied efforts to untangle the telephone lines, while keeping up a running conversation with his pals at the other end of the line, was side-splitting comedy. Broad, yes, but beautifully timed and perfect for television.

It is, incidentally, an odd and unhappy coincidence that Evans, like the American comedian, Sammy Davis, Jr., recently lost an eye. He now has an artificial one and like Davis, the accident does not seem to have impaired his great capacity to entertain. On September 26, he begins a two week engagement at the Royal

Alexandra Theatre in Toronto, the kick-off performance in a Canadian tour on behalf of the Variety Club.

TV'S APPETITE

While many British comedians are considering "going over" to commercial TV when it begins operation, one thing is certain.

Few of Britain's comedians will make so many appearances on television, sponsored or not, that their popularity will be impaired.

Most of the top men make a point of spacing their appearances. In England, as in Canada and the United States, television has a monstrous appetite.

A comedian can spend years using the same material on the theatre circuit. But once he has appeared on television — and in England, it is estimated there are three and a half million sets — the comic's material is old stuff after one appearance.

From the standpoint of slapstick, I don't suppose anyone has ever surpassed the Crazy Gang. This gang of middle-aged comedians, in show business for over thirty years, is so popular that one has to book days or weeks in advance to see their stage show.

Luckily, I caught them on a TV panel program. The idea was that the panel (you might call them the British equivalent of *What's My Line?* types) had to guess what was in the Crazy Gang's respective minds. When they finally arrived at the answer (something about prices coming down) the Gang said everything had to come down and immediately showered those knowing, sedate personalities with bags of flour suspended above them.

It brought the show to a smashing close. Days later British critics were agreeing it was one of the best panel shows ever broadcast.

In England, as in North America, audiences are surfeited with "question and answer" programs, and not always to good effect. As you might expect, anything that tends to discourage this type of entertainment is eagerly pounced upon by Britain's acid-tongued critics.

Perhaps of all the American comedians, Jackie Gleason comes closest to the English humor. He too likes to rant and roar, and he isn't above indulging in prat falls — a form of humor dear to English audiences. He also builds his comedy around ordinary people and everyday situations.

(Perhaps his people aren't really ordinary, but the scrapes his buddies get into have the essence of familiarity, the first thing an audience

(Continued on page 30)

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(Continued from page 29)
recognizes and appreciates.)
I am certain that Art Carney, Gleason's buddy who works in the sewers, would be a delight to British audiences. One of his retorts is a line that could be universally appreciated.

His wife sympathizes with him after coming home from a day of hard work.

"Oh, honey," she says, "You must be tired after a day in that sewer."
"You bet I am," says Carney.
"Couldn't keep my head above water."

NO CANADIAN COMICS

Canada has yet to produce a really great comedian. (If only Wayne and Shuster were as funny on the air as they are in their pre-show!) Probably the best known is Bernard Braden, but I found him more of an

English comedian than Canadian on his *Bath-Night With Braden* BBC telecast. When the Canadian Comedian does emerge, it will be a man who does not rely on either British or American sources of humor, but a man who can make good use of comedy in Canadian life.

Somehow, I don't think he'll have to look too far. People are funnier than we sometimes suspect.

Just the other day, watching newsmen prepare the day's edition in the composing room of my newspaper, I overheard a reporter comment about his makeup man.

"Watch out for that guy," he said. "He puts type in upside down."

"That's O.K." said the makeup man. "That's for people in street cars. The ones who can't get a seat and have to read the papers of the guys sitting down."

FUN PARADE SWITCHES TO TV

COME September 20, Roy Ward Dickson's show, *Fun Parade*, switches from radio in Toronto to television in Hamilton. On August 28, *Whadda y' Know* also goes before CHCH-TV cameras. Two other Dickson productions, *Turnabout* and *Claim to Fame*, may be seen now on Hamilton telescreens, and will continue right through fall and winter.

sponsor *Fun Parade*, which starts its seventeenth year on the air.

With the co-operation of CHCH-TV and Spencer Caldwell Ltd., Dickson says, he's working toward kinescoping the *Fun Parade*. Anyway, he says, he'll tape it, and distribute it to about 17 radio stations across Canada. Among the usual cast is a gal who gets her TV break on the show—Sheila Billings, the current Miss Toronto.

When this show first hit the airwaves, some said that the stunts, games and gags contained in the program should be seen, not heard. Dickson refuted such criticism by pointing out that he thought of the program as "mental television" — the listener's imagination sees all that he hears. Come fall, the listener becomes a viewer too, and no longer will need his imagination.



ROY WARD DICKSON

Claim to Fame is seen at 7:30 p.m. Thursdays. The show originates from the Hamilton Forum, and as Dickson puts it, is based on the premise that everyone has done, seen or heard something unusual. A panel tries to guess what it was the person did, saw or heard. Agnew-Surpass Shoe Stores Ltd. is the sponsor.

Turnabout is seen at 10 p.m. Sundays. Helene Curtis and Face-Elle sponsor the show alternate weeks.

Whadda y' Know? is a pictorial quiz show. The show, Dickson said, will consist of asking a whole family to step on stage and identify pictures and objects. It's probably the only show, he added, on which the "asked" gets a chance to get even with the emcee who "asks". A dictionary is handed the family, and from it they may choose any word, which the emcee has to spell correctly. Lever Bros. will pay the shot on this one. They will also

TEST SHIP-TO-SHORE TV

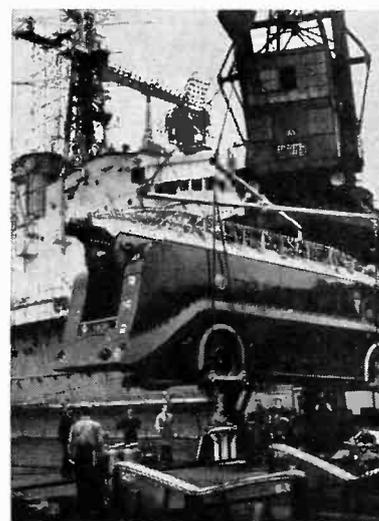


Photo by BBC.

Ship-to-shore television was demonstrated to viewers in the United Kingdom, when the BBC telecast three programs from a flat-top. A thirteen ton truck containing a power transmitter and aerial was hoisted on board for the telecasts from out at sea. The BBC claims the programs enjoyed first-class reception throughout Britain, and included one program in which a BBC commentator was dunked in the drink for a demonstration of the carrier's latest helicopter rescuing techniques.

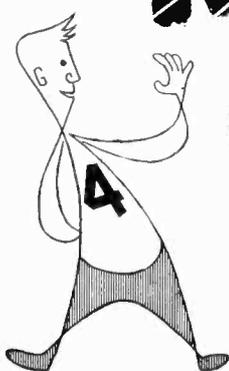
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CKLW-AM is still your biggest radio buy in its area. With 50,000 watts' power, day and night, it enjoys consistently highest ratings. Latest BBM figures show 186,140 radio homes in CKLW's coverage area.

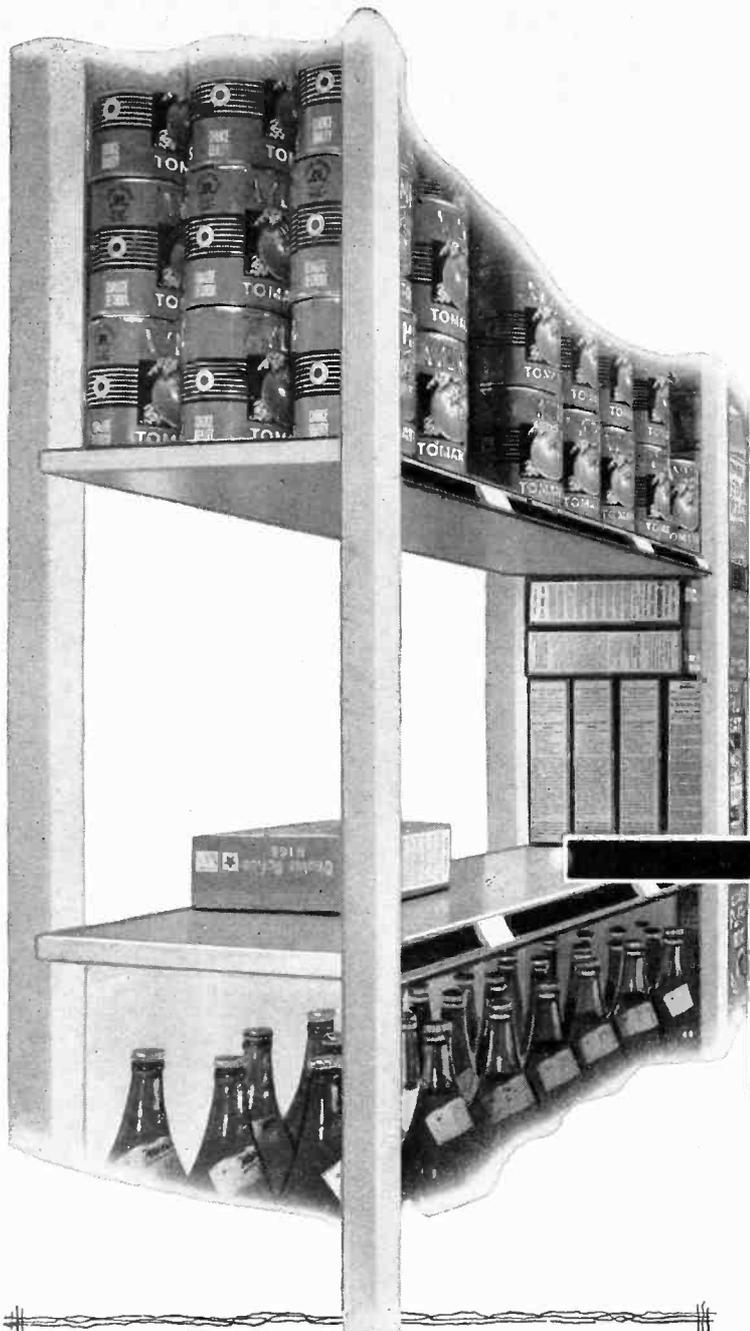
Whatever your television budget may call for in the rich, burgeoning Southwestern Ontario area — whether they be spot announcements, participations or exclusively sponsored shows, live or on film, CKLW-TV can provide the right program with a good choice of time availabilities, a vast, able-to-buy audience, and tested, PROVEN results. With more than 100,000 TV sets in its signal area, CKLW's 325,000 watt power provides the greatest concentration of viewers in ratio to population in the entire Dominion. Before you select any Southwestern Ontario medium, call your nearest All-Canada Television representative and let him give you ALL the facts about CKLW-TV's market, coverage, programming and Elliott-Haynes Ratings.

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The "everywhereness" of radio is one thing, but to have this "everywhereness" in Ontario—the market where 1/3 of our Canadian population lives, and where 40% of all retail sales are made, is everything!

CFRB can be your opportunity to increase your sales in this No. 1 market. Why not talk it over with the CFRB people?

*Based on Dominion Bureau of Statistics report for period from 1951 to 1952

**Based on CFRB program schedule for January, 1955

CFRB is the radio station that covers Canada's most profitable market, Ontario, completely