

Canadian
BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. 16, No. 11

TORONTO

June 6th, 1957





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

SUMMER RADIO

Portable Radio set sales for January and February 1957 increased 37.9%* over the same months in 1956. Car Radio sales increased an outstanding 97.2%* for the same period.

This shows that Summer Radio, daytime or nighttime, is a better buy than ever. In fact, portable and car Radio set sales indicate that in the summer especially, people are doing more out-of-home listening than ever before.

To reach people during the summer at home or enjoying the great-out-of-doors, use Radio. No other medium equals its tremendous coverage nor matches its maximum flexibility at such low cost.

Ask your advertising agency, local station or BAB to show you how Radio can be tailored to your advertising needs. Do it now!

*Dominion Bureau of Statistics

Reach Them All

With Radio - - The Sound Medium

BROADCAST ADVERTISING BUREAU
Radio Division

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

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



FIRE DESTROYS CFOR TRANSMITTER



A FIRE OF UNDETERMINED origin broke out in the transmitter building of CFOR, Orillia, but thanks to help from other stations they were back on the air in a day.

By the time a passing truck-driver had noticed the fire and called the Fire Department, the building and its contents, worth over \$75,000, was a complete loss. At this point it looked as if CFOR would be off the air for days or even weeks. The building housed the station's 5,000 watt day-time transmitter, a 1,000 watt stand-by transmitter, a portable console-turn-table unit, spare tubes, testing equipment, an air-conditioner and all the accessory equipment.

By 7 a.m. this had all been destroyed.

STATIONS RALLY ROUND

Shortly after news of the fire had been broadcast over CFRB, CJBC, CHUM and CKEY in Toronto; CKLY, Lindsay; and CKBB, Barrie, offers of assistance came in from other stations, technical equipment companies and engineers.

Ralph Snelgrove, owner-operator of CKBB-radio and CKVR-TV in Barrie applied for and got permission from the Department of Transport to carry CFOR broadcasts on the CKVR-TV channel 3 audio frequency. This was not used, because engineer Frank Flood of the Canadian General Electric Co. in Toronto informed CFOR General Manager Gordon Smith that a new transmitter could be shipped from Toronto by mid-afternoon, and a technical crew was standing by for its installation.

A special rush job was made of the new 1570 Kc. crystal by a Toronto company headed by Ralph Snelgrove's brother Gary, and installation began at 6:30 the night of the fire.

By 3 a.m. Tuesday, installation was complete and all tests were made.

CFOR signed on the air at its usual time Tuesday morning, after Peter Rowe, chief technician, and Bob Douglas, news director, had worked a straight 24 hours.

Commenting on the fire, CFOR Production Manager Pete McGarvey said "there's no calamity that doesn't have a silver lining. It appears we are going to sign on at 10,000 watts somewhat sooner than expected".

On Our Cover

Announcers Jack Kyle and Gerry Davies help to prepare dinner for Mrs. Norman Nelson of South Burnaby, B.C., who was chosen as CKNW's Mother of the Year.

The New Westminster station held a banquet in Mrs. Nelson's honor on Mother's Day because of her outstanding work in the community. Her name was chosen over 600 others by Vancouver Alderman Mrs. Beth Wood. For prizes, Mrs. Nelson won a vacation week-end, a complete wardrobe and an automatic dryer, in addition to having CKNW announcer Bob Hutton serve her breakfast in bed.

Listeners Are Stirred When Power Fails

SOME SURPRISING calls were made by listeners in and around Regina early this month when radio station CKRM went off the air Friday morning, May 3 and did not return until Saturday evening, May 4, due to a major transmitter breakdown.

Many housewives wanted to know if the station would be on the air Friday morning. They wanted to do their shopping, but they didn't want to miss Johnny Sandison and his *Dollars and Sense* show.

One lady said she had four radios in her house including an expensive Hi-Fi set, and she couldn't get CKRM on any of them. Her husband was just about to call the repair man.

A traveller phoned in and said "I've tried for two days to get you on my car radio and now I find that even my home radio emits only static at your spot on the dial. Is it me? Is it my radios? Or are you off the air?"

After putting up with this for two days, the station now has a new slogan: "You never miss the radio 'til it goes off the air".

Quarter Century

Congratulations are in order for CKLW, Windsor, Ont.

On June 1, the station celebrated its 25th Anniversary.

Since 1932, CKLW has grown to be one of the largest and most powerful radio stations in Canada.

POINTS OF SALE

SIX TOURIST MARKETS

are served by these

SIX LIVE COMMUNITY STATIONS

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

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



CKTB Sells St. Catharines, the Niagara Peninsula and Away Beyond

Check the BBM Reports and see the tremendous Central Ontario bonus audience you get at no extra cost.

Copies available from our reps: Paul Mulvihill & Co., in Toronto and Montreal; J. H. McGillvra in U.S.A.

The NIAGARA DISTRICT STATION

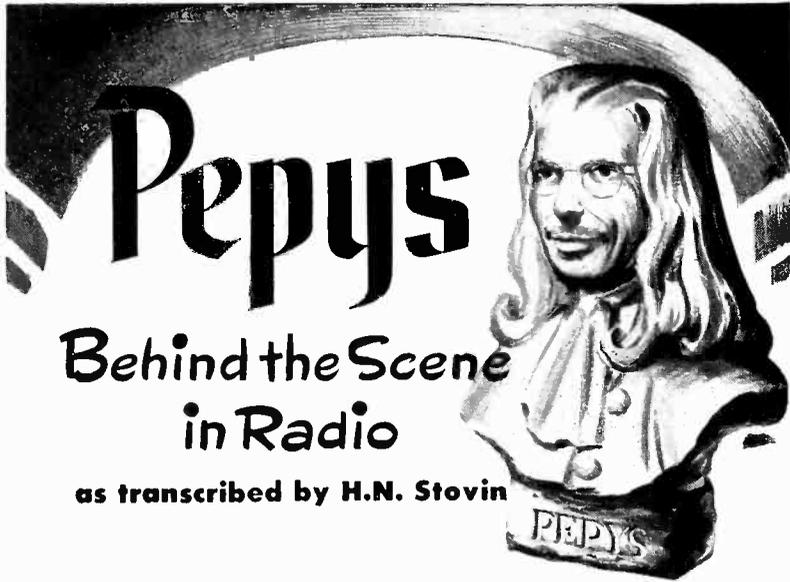
CKTB

ST. CATHARINES



The Biggest Ford Dealer East of Montreal is located in St. John's, Nfld. . . it's truly a booming market . . . \$300,000,000 retail trade predicted for the next 12 month period . . . And you reach 'em all with CJON RADIO.

See All-Canada in Canada — Weed & Co. in U.S.A.



Do with considerable pleasure mend my pen that I may set down a sincere tribute to a man who has devoted 25 years of his life to Radio — the same being DON E. LAWS, Commercial Manager of Radio Station CJOR Vancouver ● ● ● Don, coming to Canada in 1913, lived on a farm and did learn his 3 R's in school at Grand Forks, B.C., thereafter joining a Bank. That proving monotonous, he joined a Brokerage House, and the single word "Crash" brings this biography up to 1929. Being broke (as I observe the laws often are) he did then load cars for a fruit-packing house in Kelowna for 25 cents an hour, while his wife packed apples — a normal day's work being 16 hours! ● ● ● In the Spring of 1932, he made his start in Radio by selling radio advertising to local merchants in Vancouver — a foot-wearying phase which will be ruefully remembered by many others who started in the same way! By the next year he was with CJOR, working on 15% commission and earning all of \$5.00 a week, (this peak of opulence may also arouse memories). But hard work did, as ever, pay off; for in 1936 he became Commercial Manager, and DON does interject that he has had no promotion since, though his income is somewhat increased. (Here Pepys would add that it is deservedly so, for DON's contributions to Radio over the years are right well-known) ● ● ● Has, community-wise, served with the Vancouver Ad. Club; the Advertising and Sales Club of the Vancouver Board of Trade; and also of its Sales Executive Club ● ● ● Claims to have no hobbies save the strenuous one of gardening sans benefit of a power mower, and the occasional temptation to draw to an inside straight ● ● ● In all, a moderate and modest man who has served Radio long and well — and is indeed doing so still — and it pleases me much to set down this tribute to his worthy service to, and accomplishments in, the medium of Radio.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
these live Radio and Television Stations

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

Promotion

WHEREVER YOU GO THERE'S CJON



was borrowed for a station ad, using a CJON secretary in the famous cluttered crib listening to a portable radio tuned to CJON. The latest edition of this type of promotion is a monthly calendar bearing a picture of a pretty model — each month the same girl in a new pose — who has been elected "Miss CJON".

The largest promotional undertaking occurred when Geoff and his photographer friend Stan Waterman went looking for a shark in the waters off Nassau. They tracked one down, harpooned it through its head and when it was drowned, one of the blue and white metal signs was placed in its mouth. The result was a half hour film showing Geoff in 100 feet of water removing the sign from the shark's mouth.

Four other half hour films were made by the pair in and around Nassau and the various islands of the British West Indies. These are now having sound tracks applied to them, and will be used by several American stations in addition to CJON-TV.

**McQuarrie Joins Shoe Biz
As P.R. Counsel**

ATHOL McQUARRIE, recently retired general manager of the Association of Canadian Advertisers, has been appointed merchandising counsel of The Shoe Corporation of Canada.



IF THE PEOPLE of Newfoundland are still unaware of the qualities of CJON, St. John's, they cannot blame President Geoff Stirling, who has developed a continuous stream of promotional stunts and ideas to prove that "CJON is the first with the news in Newfoundland".

Each year the station places over 10,000 metal signs throughout the island, many in most unusual places. It is not unusual for a fisherman in some isolated area to come upon a neat little picnic site erected by CJON complete with the little blue and white metal sign reading "CJON — First with the news in Newfoundland".

The advertising theme of the controversial motion picture "Baby Doll"

CJAV RADIO
Port Alberni — B.C.
is the most!
over
90%
of the early
morning audience

Contact

| | |
|---|---|
| VANCOUVER John N. Hunt & Associates | TORONTO & MONTREAL Stephens & Towndrow |
|---|---|

U.S.A.
Donald Cooke
• Elliott-Haynes

He will be associated with C. H. Watson, former vice-president of the J. Walter Thompson Co., New York, and since 1956 senior advertising and public relations counsel of the Shoe Corporation in Canada.

Before joining ACA, McQuarrie worked for several weekly newspapers; was an account executive with two Toronto advertising agencies; was sales promotion manager of the B. F. Goodrich Rubber Co. of Canada Ltd. and was advertising manager of Purity Flour Mills Ltd.

In his fourteen years with the ACA, he incorporated and managed the Canadian Advertising Research Foundation; the Bureau of Broadcast Measurement and the Canadian Circulations Audit Board.

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

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Vol. 16, No. 11

25c a copy — \$5.00 a Year — \$10.00 for Three Years

June 6th, 1957

Democracy Means The Right To Be Wrong

The Royal Commission on Broadcasting, which delivered its report this spring, was the third such commission to examine the broadcasting industry in less than thirty years. Its findings have inspired varying reactions in the industry ranging from a mixture of resentment and guilt over the blunt and all-embracing criticism of their programs to a sense of triumph over the points which, in part at least, gave them what they wanted.

When the Aird Commission started the ball rolling in 1929, it recommended the closing of all privately owned broadcasting stations in favor of complete nationalization, and that seemed to be the end of that.

Next, in 1951, the Massey Commission wrote off the private broadcasters as virtually non-existent, because of their failure to develop along artistic and cultural lines, especially in the encouragement of Canadian talent.

Finally, this year, the Fowler Commission criticized the private broadcasters for irresponsibility in their failure to contribute to Canadian unity and suggested compulsory programming of Canadian talent. On the other hand, it also recommended in favor of an independent regulatory board and suggested that the time would shortly be ripe for TV licenses to be issued in the major areas now monopolized by the CBC. It also stated emphatically that the private stations are part of the national system, thereby acknowledging their existence for the first time.

The question of Canadian unity is an extremely cogent one, and in our opinion its furtherance is a very real duty of broadcasters. The geographical and consequently sociological differences in Can-

ada's five regions create gulfs which need bridging. This end can be attained, not just by broadcasters, but by newspapers, magazines, air lines, railroads, lecturers, clergy and every other medium of communication, to say nothing of chambers of commerce, trade unions and the government itself. The commission's criticism indicates that this is not being done, but it is strange that the entire onus seems to be loaded on the shoulders of the broadcasters, who are singled out for this biting criticism.

Unity is one of Canada's most vital problems, but it can hardly be attained by act of parliament.

As far as criticism of their programs is concerned, the constructive manner in which the industry is accepting it is commendable. It will be even more so when the introspective stage gives place to action right on the program front.

As for the validity of this criticism, we are inclined to go along with it. But this is simply our individual opinion, which broadcasters may accept or reject. With the Fowler Commission, it is more than opinion. The Commission not only expresses its views, but also advocates what amounts to the most flagrant form of censorship by the imposition of a system of legal penalties to be imposed upon those who refuse to agree with them.

There is every indication that the Royal Commission has caused the broadcasters to take stock of themselves and the responsibilities which go with their licenses. This is a good thing. But surely one of these responsibilities is to fight for the principles and ideals of progress and freedom which are called — a little whimsically at times — democracy.

News Briefs

• • • The Western Broadcasters are meeting at Jasper Park, June 19 (golf) and 20-1 (work). Agenda is not available but president Bob Buss wires: "The WAB, meeting in Jasper, have lined up a solid grass roots back to work agenda covering several pertinent aspects of the broadcasting and telecasting industry. With John Fisher as keynote speaker, the meetings will be highlighted by several panel discussions led by a total of sixteen prominent Canadian broadcasters. The WAB this year has an all-star all-Canadian cast."

• • • The BCARTB summer meeting will be held at the Allison Hotel in Vernon June 27-28. Willard Ireland B.C.'s provincial archivist will address the banquet on B.C.'s centennial year. The speech will be carried on a private network by all BCARTB stations 9:30 to 10:00 p.m. June 28. There will be panel discussions of B.C. station reps and also members of the University of British Columbia Radio Society.

• • • Canadian Tabacofina Ltd. has started distribution of its two cigarette brands - - Carousel (plain) and Belvedere (filtered). Advertising, through Walsh Advertising Co. Ltd., Montreal, has started with newspaper space in cities where they have distribution. The agency says there has been no decision regarding radio and TV, but hints that it is under consideration.

• • • The research organization Pulse of New York announces that their Sydney Roslow has evolved a single yardstick for print and broadcast media, based on cost per remembered impression. Interviewers visit homes to check remembrance of previous day's newspaper ads and radio and TV commercials. Using this system Roslow claims to have found that newspaper costs per remembered impression were as much as 40 times higher than radio and 15 times higher than TV.

• • • Charles C. "Bud" Hoffman, former administrator of the Canadian international Trade Fair and latterly vice-president of Business Planning Associates Ltd., has taken over business management of the Bureau of Broadcast Measurement, effective June 1.



Our Own Teen-Ager Reports

STATIONS GIVE KIDS THEIR HEADS ON YOUTH SHOWS

By IAN GRANT
CB & T Staff Writer

TWEEN-AGERS, as we are called, are getting a lot of attention these days. I don't know whether we rate it or not but I do know we love it. Radio stations and advertisers think we're a good bet, so we get lots of time on the air everywhere in Canada.

Programming varies for every station, but it follows a pretty general pattern right across the country - - entertainment, information and education.

The entertainment side of things is made up mostly of music which follows the modern trends of Rock 'n' Roll, Rhythm & Blues and Jazz. Some stations feature shows which present local and guest name-talent. Two such stations are CKBW Bridgewater, N.S., and CKCK Regina, Sask.

CKBW has an hour long show on Saturday afternoon split up into four portions: A local female vocalist; a local teen-age male vocalist; recorded dance music; and a recorded pop vocalist or group.

CKCK features a talent show twice a month made up of young artists from the local Regina schools.

Both of these shows seem to be well received. This fact is brought out by the studio audience they get.

Information somewhat borders entertainment inasmuch as on these



EVERY STATION HAS ITS TEEN-TIME and here are three pictures to prove it. Top, Jack Cullen, C-FUN's "Owl Prowler" is seen working in his isolation booth. This Vancouver deejay, who runs his own record bar as well, has built a loyal following among the city's youth. Centre, Fred Roy leads the glee club at CKCR, Kitchener, as they begin another Assembly broadcast of the Kitchener-Waterloo Collegiate. Below, subjects from career days to the influence of Rock 'n' Roll music get the treatment on CFCW, Camrose's "Campus Hi Lights" in panel discussions with (left to right) Dave Cooke, Louise Roose, Bev Stillings, Terry Steere and producer Ken Olson.

shows the teens get information and news of local clubs, school activities and projects.

CFCN Calgary has shows every Saturday morning conducted informally from the floor of the teen-age department of the Hudson's Bay store. The Bay has formed a Fashion Council made up of twelve students from four local schools. These girls help the buyers keep up with the latest trends in teen-age fashions. Each week the "outfit of the week" is described and commented on by the girls. Recordings which are played on the program are picked by the students themselves. The show is emceed by one of the twelve girls on the Fashion Council.

JUDGES AND POLICEMEN

Education covers many topics. Here again this borders information.

Ltd. (Department Store). Both have expressed their satisfaction with the show.

Another program which has good educational value is presented by CFQC Saskatoon, Sask. It is called *Career Counsellor* on which guidance counsellors from collegiates in and around Saskatoon give talks about the various opportunities awaiting high school graduates.

A national program prepared by Charles Clay for the CARTB and distributed to their member stations is *Teen-Age Book Parade*. These talks give the teens information on the latest books, discussion of various authors, comparisons of books covering the same topic, and library facilities.

One type of show which the teens really go for is one in which they can participate.

QUESTIONS AND ANSWERS

CHNS Halifax, N.S. is one station which has a good schedule of programs along these lines. Here is an outline of one of these programs.

I. Q. is a quiz program on which teen-agers from the Halifax area schools match their brains with questions and answers. Twenty-nine schools take part in the quiz with each school sending a team to compete with another school over the air from separate studios. Each team takes its turn answering four sets of questions on subjects ranging from current events to literature and mathematics.

I. Q. has been on the air for twelve years and during that time a keen spirit of rivalry has developed among the schools. The teens consider it a high honor to represent their school on the program.

The sponsor of the show is a leading milk producer and at the end of each year the annual banquet is held and the coveted "I. Q. Tournament" trophy is awarded to the victorious team. There is also an award for the highest individual scorer.

A wide variety of sponsors use the various teen shows for their sales messages. These include record bars, theaters, soft drink firms, department stores, restaurants, clothing stores and the RCAF.

How do the stations feel about these shows? Here are a few comments on that question.

Jerry Forbes, production manager of CHED, Edmonton, says that, "any station that overlooks the power of the teen-agers is missing a big bet; they are a whale of an audience that can talk up your station and put you way out in front rating wise."

Mrs. Shirley Stuart office manager of CFOB, Fort Frances, writes that, "the teen-ager is the adult of tomorrow and will be a much better citizen if educated fully today."

Because of the first hand experience the kids get on these shows, Jim Shearon, promotion manager of CKCR, Kitchener says that, "it is very possible that many of them might consider the industry as a career".

THESE MEN KNOW THE KINGSTON MARKET!

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

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

(Elliott-Haynes Surveys)

BUY CKLC
CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

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

ACA Convention

INTERURBIANS CREATE NEW MARKETS

THE FINDINGS of a marketing survey recently conducted jointly by J. Walter Thompson Company, Yale University and FORTUNE MAGAZINE were reported to ACA members by J. Walter Thompson's vice-president Maurice Hanson.

Hanson said that, according to the study, vast social and marketing changes are resulting from the formation of "interurbia" - - large agglomerations of cities surrounded by densely populated non-farm areas. U.S. areas studied were those similar to the "Canadian horseshoe" stretching from Niagara Falls through Hamilton and Toronto to Oshawa.

Some differences between the interurbia-dweller and his counterpart in other sections of the country were brought out by the survey, said Hanson. Among these were the following: The interurbian is above average in his ambitions and desire to dominate others for prestige. He is more willing to talk about taboo subjects like sex and less strict in his attitudes. He likes change in his daily routines and is more aggressive than the national average.

"Interurban man", Hanson said, "will continue to have two major appetites for news; one, national and international, the other regional and local. Radio is expected to be forced into simpler, more economical programming, making it a vehicle more for music and news. More efficient TV networks are anticipated."

Because even economists have already failed to predict the speed with which interurban development is taking place, Hanson said that great changes will take place in population growth, purchasing, home construction, shopping and living habits. More "fragmentation" of living conditions is predicted, with different communities catering to different age and income groups.

Other changes affecting marketing in the competitive age to come due to the rapid development of interurbia were:

Interurbia will push us toward bigger and more stable economy, changing city dwellers with no possessions to people of property with a hunger for hard goods driving them to work, not just for a livelihood, but for extras.

Marketers should be cautious and not give exclusive attention to interurbia - - though these sections will be the pace-setters for the nation.

In the U.S., and probably in Canada, interurbia will represent 70 per cent of retail sales by 1975.

Advertising media will be faced with the problem of conforming their coverage to interurbia's re-arrangement of population. Advertising people, said Hanson, are "at the foothills of a way of life which will require a higher degree of scholarship than we have ever employed before. They must learn people's motivations and desires; learn how they live and why they live as they do; and learn it all before it is too late."

"What is too much and what is

too little in determining an advertising budget?" was the question asked in a talk given by G. C. Clarke, vice-president of advertising, Standard Brands Limited, Montreal.

He said that the method used in his own company was called the "marketing strategy" format, which breaks down into three major stages, marketing analysis, sales forecasting and marketing program.

In its marketing analysis, Clarke said that Standard Brands examines the complete market structure according to three considerations: basic market factors, basic product factors and basic competitive factors.

On the basis of this marketing analysis - - which establishes who the company's prospects are, where they are, how much they buy, where and when they buy - - he said that Standard Brands is able to formulate its sales forecast.

Analysis and forecast together makes it possible to develop the third phase, the marketing program which establishes the "how" to sell the determined number of units within the given period of time suggested by the other two phases.

Clarke said that Standard Brands then proceeds to the task of selecting its advertising media, a selection governed by two considerations: the vehicle must reach the group; and it must be suitable to our type of message.

"If we have decided to sell the whole group of consumers, we choose the media that will give us broad, minimum effective support in all areas. Then a further selection of media is necessary to give the intensity of coverage required for each area or group of consumers. As a result, our advertising budget is now the result of a plan, not the cause of a plan" Clarke said.

AGENCY REMUNERATION

John B. McLaughlin, director of sales and advertising, Kraft Foods Company, Chicago, spoke of the "Great Debate" recently taking place in the U.S. about the financial remuneration advertising agencies should receive from their clients. McLaughlin spoke of the role the U.S. Association of National Advertisers played in resolving this debate.

He told how the ANA had assigned Prof. Albert Fry, of the Tuck School of Business Administration, to conduct a detailed probe into the matter.

McLaughlin said that the Fry report, which will be read at this fall's meeting of the ANA, "will stress the fact that each individual advertiser's agency needs must first be established before value and price can be assessed. The report will study the whole subject of advertising and the agency functions before it arrives at the specific study of agency compensation.

"Therefore it should add appreciable knowledge to the question of agency compensation and varieties of service rendered by agencies and should be useful in helping agencies and advertisers everywhere to chart their individual courses through a transition period", he said.

Traffic Show

They Take The Studio To The Sponsor



BROADCASTING from a mobile unit, CKRC, Winnipeg, does *Traffic Show*, an on-the-spot program aimed at drivers in the 5 o'clock rush. The music show is emceed by Bill Guest and sponsored by the British-American Oil Company on a dealer-participation basis.

Reports from the mobile unit are made from the vicinity of the B-A station that is sponsoring that particular segment of the show, and gifts

for the Lucky Licence Number are given by that dealer.

As a tie-in there are Lucky House Numbers selected at random from different parts of the city and prizes are awarded for these.

Bill (with mike) is assisted by Roy McGuire as operator, and George Knight who looks after the music at the studio as well as chatting with Guest on road and weather conditions.

Virtue

is its own

REWARD

•
CJOR

is now

B.C.'s SECOND STATION

6 a.m. to 7 p.m. daily *

•
LOWEST COST PER

THOUSAND CIRCULATION

•
CJOR

Vancouver, B.C.

•
reps. H. N. STOVIN

* BBM time period audience survey November '56

** E-H circulation report — November '56

MASH NOTES

We get a lot of Mash Notes from listeners and sponsors. Like:

"... CKSL is doing a wonderful job and from all reports has most Londoners and those from surrounding districts dialing 1290."

And then there's the sponsor type:

"I ask all my customers what advertising brought them here — and 60% have answered CKSL."

Why don't you drop us a Mash Note? If you advertise with CKSL you'll have reason to!

**It's a fact
You
Need
CKSL**

5000 Watts 24 Hours

TO COVER LONDON & WESTERN ONTARIO

Interview

BUSINESSMEN DON'T KNOW BEANS ABOUT BROADCASTING

By ED JAMES *CB&T Staff Writer*

WALTER E. POWELL, commercial manager of the CBC, says there is a tremendous amount of commercial business for Canadian broadcasters still untouched. "This is due largely to the ignorance of advertisers and broadcasters alike," he said.

"The reason that this business has not used the facilities of radio and television in this country," he said, "is ignorance; ignorance on the part of the business men about the intricacies of broadcasting; and ignorance on the part of the broadcasters, both CBC and private, of the advertiser's desire to know more of radio and TV."

Powell, who retires next year, is a living part of the history of publicly-owned broadcasting in Canada.

As far back as 1925, he was the travelling supervisor for the radio department of the Canadian National Railways, and as a part of his duties, he managed the CNR radio stations CNRA, Moncton from 1929 to 1930; CNRV, Vancouver from 1930 to 1932; and CNRO, Ottawa in 1932.

In 1932, he joined the Canadian

Radio Broadcasting Commission, the forerunner of the CBC, as manager of CRBC, Ottawa. When the CBC took it over in 1936, he was appointed assistant commercial manager. He became the Corporation's commercial manager in 1951.

ADVERTISERS DON'T KNOW

"The average business man whose company is not advertising on radio or television," said Powell, "knows nothing of rates, cost-per-thousand or the ability of broadcasting to reach a captive audience.

"I do not mean to say the agencies have been falling down on the job

network business in both radio and television, and that today, the Corporation's gross billing is approximately \$25 million per annum, most of it being spent on television. This does not take into account the other millions spent by advertisers for selective business placed directly by advertising agencies on the 30 private television stations and the 180 private radio stations.

He pointed out that the cost to advertisers of television network broadcasting is about five or six times that of radio. It includes station time charges, microwave and kinescope charges and program costs. A figure of \$10,000 per hour for air time on 31 TV stations coast to coast is not uncommon. Such a figure would apply for the whole network during the most popular air times such as 10:00 Friday night. On the other hand, time can be purchased on some TV stations for as little as \$38 per quarter hour at 4 p.m. daily. Naturally, this latter figure applies to a single station only, and one which operates in a thinly populated area, but even then, the price is considerably less than that of a page of advertising in a small town newspaper, and TV reaches more people.

CBC RUNS FIVE NETS

On the subject of networks, Powell feels these potential advertisers should know that the CBC operates three radio networks and two television webs. In radio, the Trans-Canada net has 44 stations from St. John's, Nfld. to Prince Rupert with only 13 being CBC. In conjunction with this network, the Corporation operates 52 low power repeater stations, most of them in B.C. and northern Ontario. These are at repeater points on the CNR and CPR, such as Golden, Man.; Revelstoke, B.C.; Schrieber, Ont.; Sioux Lookout, Ont. and Nakina, Ont.

"Repeater stations like these," Powell said, "are a bonus to the



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

CHOV's
BBM-TPA study
Confirms

CHOV IS A BEST BUY!

radio Pembroke 1000 watts
REPS. H. N. STOVIN

at all," he said. "What I do mean is that when the business man, large or small, is familiar with the cost, abilities and services of broadcasting, he is much easier to approach for business and certainly more receptive to contacts by the agencies."

To give some examples of the information these potential accounts are looking for, Powell explained that the CBC's scope in the commercial field has been mainly national

WELCOME TO SUMMER

Now is the time to book your time on CFNB's "summer selling" programs. Tourism is big business — a TWENTY MILLION DOLLAR business in this vacation Province! Let us present your sales message to New Brunswickers at home and at the cottage... AND sell our thousands of visitors on your products too!



YOU'D BETTER BUY, BUY SUMMER
BEFORE IT'S SUMMER BYE, BYE.

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Have our Reps give you the full story — see:

The All-Canada Man.
Weed & Co. in the United States.

"...facts like these potential sponsors do not know."

advertiser, and combined, they add up to an appreciable potential audience."

The other English radio web is the Dominion, extending from Sydney, N.S. to Victoria, B.C. and is composed of 50 stations, all private except one — CJBC, Toronto.

The third radio network is French and is made up of 19 stations in Quebec province.

ONLY THE TIMES ARE CHANGED

"With the advent of television," he went on, "radio network sponsored programs began to decrease during the evening hours. Today there are few radio programs sponsored on the national network. The majority of those that are sold are on in the daytime. The whole pattern of radio buying on the part of the advertisers has not necessarily shrunk in terms of dollars, but it has changed in terms of time and method. The 'summer slump', as it was called, when programs left the air for the summer months, is going out of existence because the agencies are now selling shows on a 52-week basis rather than the old 13 or 26, which means that programs are on all year round."

According to Powell, many advertisers are buying frequent spot announcements or participations in the morning periods on radio, mainly between 7:00 a.m. and noon on the individual stations when the sets-in-use count is highest.

ENGLISH NET NOW NATIONAL

When television began in Canada during 1952, the CBC had two stations, one in Montreal and one in Toronto. At that time there were approximately 180,000 TV sets in the whole country. Today there are two television networks.

The English TV network is national, from St. John's, Nfld. to Victoria, and comprises 33 stations, 27 of which are privately owned.

The French network is made up of six TV stations at present — two CBC and four privately owned. The private stations are all affiliated with the CBC. Together they give national coverage to over 80% of the population.

By the end of the year, there will be approximately 2,800,000 television homes in the country, according to Powell. This fall, additional private TV stations will be added to the network; a station at Kelowna with satellites at Penticton and Vernon in

B.C.; a new TV station at Medicine Hat, Alta. and one at Rouyn, Quebec.

Microwave connections are now through to Regina, with Calgary and Edmonton to be included in time for the Grey Cup Game. The coast to coast microwave system will be complete some time next year.

Such connections are costly and will run into several million dollars for eight hours daily operation nationally. The extension of hours of network operation in the daytime and duplicate circuits will increase that cost.

"Though we are now using high quality kinescope recordings for delayed telecasts," Powell said, "the Corporation will be using the new video-tape recordings by early next year starting at Winnipeg.

"Next fall the Corporation is preparing several of the larger Canadian produced TV shows that will run 1½ hours or longer," he added. These

have apparently been brought about by the surveys which indicated that when General Motors and Molsons Brewery sponsored the Grey Cup Game on television last year, nearly one million TV homes were reached, or nearly three million people, providing maximum distribution for the lowest cost-per-thousand in this very expensive medium.

The Chrysler-sponsored *Festival* series was viewed by approximately 100,000 homes in the Toronto-Hamilton area alone.

COLOR WILL COST 20%

When color television arrives, Powell expects that the cost increase over current black and white television rates will not be more than 20%.

"It is facts like these," he said, "that the average potential sponsor or advertiser does not know. He is curious and wants to know them.

Therefore, it is up to the CBC and the private broadcasters alike to make this information known.

"When the individual business man has become fully aware of the many aspects of broadcasting in Canada, then we can all look toward a future with a greatly expanded commercial business."



Manitoba Telegram
RUSH
 from **CKRC WINNIPEG**

IS THE CAR AUDIENCE IMPORTANT TO YOU?
in WINNIPEG

★ ★ ★

ELLIOTT-HAYNES CAR RADIO SURVEY (APRIL, 1957)

| | 8:00 a.m. — 6:00 p.m. AVERAGE |
|---------------------------------------|----------------------------------|
| CKRC | 32.5% |
| Station "B" (250 Watts) | 27.3% |
| Station "C" (5000 Watts) | 21.3% |

CKRC LEADS IN 8 OUT OF 10 PERIODS SURVEYED!

To Reach This Audience See . . .
 Reprs: All-Canada Radio Facilities Ltd.
 Weed & Co. in U.S.A.

CKRC

BROADCASTING TO ALL OF Manitoba FROM THE Red River Valley

Telephone Answering Service

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

Phone for Booklet in
 Toronto Montreal
 WA. 4-4471 UN. 6-6921

BABIES!

Just one Product
of

Industrial OSHAWA

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

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

CKLB

5000 Watts
Day & Night

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

ACA Convention

AGENCIES SHOW ADVERTISERS VALUE OF COLOR

WHAT MANY PEOPLE felt was the most effective presentation of the 1957 ACA convention, came the Wednesday afternoon, when the Canadian Association of Advertising Agencies put on a two hour stage show, "Cavalcade of Color".

Making full use of a 30-piece orchestra and chorus under the direction of Howard Cable, a 40-member cast of agency people, artists and association members, special lighting and movies, the show had delegates and guests jumping to their feet.

After a short introduction called "With a Little Bit of Color", E. V. Rechnitzer, president of CAAA, explained that the presentation was an attempt to show the effect of color in many different fields of today's advertising. He added that the show was the result of months of work by the fifteen director-agencies of his association who were remaining anonymous, but he did thank 30 of Canada's largest advertisers who contributed help by listing their company names on the bottom of the playbill-program.

The first act concerned itself with the effect of color in a restaurant, and went through many variations, each improving business.

Color was shown as being the motivating force behind the buying power of the average housewife in the second skit. A woman has no interest in a kitchen with drab white fixtures. Neither does it enthruse her about the food she prepares. But

when the major appliances are colored, she automatically wants color in her utensils, her packages, and the rest of her home.

DESIGN IN COLOR

A demonstration of package design based on color made the third act. An account executive created a new soap box for his client by using colors on the box denoting effects of its contents. Deep blue as a background was used to imply clean water and cleaning action. A sweep of three shades of yellow was added to give the effect of sunlight and the bright finish to washed articles. A bright red flash went into the design to attract attention. An attention-getting name, "Reverso", was placed on the package in large, bold white lettering having a bubbling effect to indicate soaping action. The result was a colorful new design.

Using sound over film, various store interiors were shown which used color to indicate cleanliness, progressiveness, exclusiveness, success and friendliness.

EFFECT IN COLOR

To show how effectual color can be, a specific case — lingerie — was examined in detail. When items were changed from plain to fancy designs, the sales increase was small. Colors were added, but this created stock problems for the retailer. With 150 articles, 8 sizes and 10 colors, it meant that a store had to stock over 10,000 pieces which was highly impractical.

The advertising agencies took one article in one color and promoted it, necessitating only the smallest of stocks. As the seasons changed, the same item was promoted in other colors. When a color-style had caught on, the line was expanded in that color. As a result, sales jumped.

To show "How We Effectively Use Color in Advertising", act three opened with a scene having a large artist's palette. In place of the color spots on the palette, silk scarves had been inserted into the holes. When

they were pulled out, each of the five colored silks had written upon it one of the five reasons color is used: to explain or clarify; to obtain recognition; to gain attention; to create a mood and to achieve realism.

In an illustration of the first reason, a young couple was shown trying to apply copper materials to their new home in blueprint form from a black and white advertisement. This ended in confusion. When the same ad had the color of copper added to it where the metal was depicted in the home, it became a simple matter to use the principles.

The four major teams of the Ontario Rugby Football Union were sent on stage next, and as each team appeared, their team colors were identified with certain products, showing that color can obtain recognition.

Color must be present to gain attention. The scene was set in any supermarket. A shelf of soap products was set up using only black and white. The four housewives doing their shopping passed by this counter, but reached for products on counters each side. When the shelf was turned around, the same soap boxes were there, but this time in full color. The shelf was cleared in minutes.

MOOD IN COLOR

Various illustrations were used to show that color can create a mood, such as white for cleanliness in food and green for industry.

The last of the five uses, to achieve realism, was brought out by a full-sized billboard for salt. A plate of salad was pictured on it twice — once in black and white, and once in color. The sales message said "Food is colorless without salt". "No one," said the commentator, "lives in a black-and-white world filled with shades of grey, so to achieve realism in your advertising — use color."

As chairman of the proceedings, Rechnitzer made a general summary of the show at this point, and said that although color in advertising had been proved two and a half times as effective as black and white, it did not cost two and a half times as much (for 4-color).

LOVE IN COLOR

For a finale, a girl dressed in a plain trenchcoat and a tam, obviously a "lady of the evening", sang a well written parody on "Love For Sale". In the song, she explained that she had the required equipment, had advertised and merchandised, but her sales had slumped. At the end of the song, another girl in a flaming red dress walked across the stage followed by several interested parties. Seeing this, the vocalist removed her coat and hat to reveal a bright red and green dress. Immediately her sales curve took a decided jump, and she finished by explaining, through the song, that the incorporation of color was the reason for the improvement in her business.

IN NORTHERN ONTARIO THREE OF A KIND WINS— HANDS DOWN!



You can't lose with this trio of stations. In the big, rich Northern Ontario market they give you:

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

REPS:

NBS in Canada
Weed in U.S.A.

CJEM-RADIO

Edmundston, New Brunswick

New Brunswick's
HIGHEST PER FAMILY
INCOME COUNTIES ARE

1. Madawaska
2. Restigouche

BOTH in CJEM's coverage
area. A wise choice in
New Brunswick is:

CJEM-RADIO

1,000 watts

Ask the Stovin Boys

G. N. MACKENZIE LIMITED HAS the SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

CBC Governors

FOUR STATIONS ASK POWER BOOSTS

CHFI-FM, TORONTO is appearing before the CBC Board meeting in Ottawa June 25 in an effort to get approval of a power boost from 340 to 9,450 watts on 98.1 mcs.

The only application for a new AM radio station has been made by Marlene Beaudoin on behalf of a company to be incorporated, for the townsite of Thompson, in the district of Mystery Lake, Manitoba. The station would use 1,000 watts on 610 Kc. at the townsite. Miss Beaudoin is the daughter of the Hon. Rene Beaudoin, Speaker of the House in the last Parliament. Mr. Beaudoin said that he will finance the establishment of the company, Thompson Broadcasting & Television Co. Ltd. The three directors of the company will be Miss Beaudoin and two of her brothers, Robert and Pierre.

Quinte Broadcasting Co. Ltd. wants a license for a standby transmitter for CJBQ, Belleville, Ont.

A change in frequency from 1070 Kc. to 630 Kc., and to operate full time with the same 1,000 watts will be made by Rideau Broadcasting Ltd. for CJET, Smiths Falls, Ont.

CHLT, Sherbrooke, Quebec will apply for a power boost from 1,000 to 5,000 watts and a change of frequency from 900 Kc. to 630 Kc.

CKRB, Ville St. Georges, Beauce, Quebec wants a power increase from 250 to 5,000 watts day and 1,000 watts night together with a change of

frequency from 1400 Kc. to 1250 Kc., and a change of transmitter site.

CHLO, St. Thomas, Ont. is after an increase of power from 1,000 watts to 10,000 watts day and 1,000 watts night on the same frequency of 680 Kc.

The request by Northern Broadcasting Corp. Ltd. for a power boost from 5,000 to 10,000 watts on the same frequency of 1050 Kc. for CFGP, Grande Prairie, Alberta, is up again after being deferred at the April 30 meeting, to permit further study and to enable the station to reply to objections.

Without affecting control of the station, CFOR, Orillia, Ont. has applied for a name change of the licensee from Gordon E. Smith to Radio Station CFOR, Ltd.

CKOK, Penticton, B.C. has applied for a transfer of control by the transfer of 97 common shares to "Finnerty interests", and for the issuance of 97 preferred shares; transfer of 10 preferred shares and redemption of 2 preferred shares in CKOK Ltd.

Share issuance, redemption and transfer have been requested by CHCT-TV, Calgary; CKSB, St. Boniface, Man.; CKNB, Campbellton, N.B.; CHNS, Halifax; CKEC, New Glasgow, N.S.; CFAB, Windsor and CKEN, Kentville, N.S.; CKLC, Kingston, Ont.; CKGN-TV, North Bay; CHWO, Oakville, Ont.; CFPA,

MORE POWER COVERAGE LISTENERS

SOON 5000 watts

The station that means more business for you

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

CKOC-TV
QUEBEC CITY

Port Arthur, Ont.; CJIC-Radio and TV, Sault Ste. Marie, Ont.; CJET, Smiths Falls, Ont.; CKEY, Toronto; CHRD, Drummondville, Quebec; CHNC, New Carlisle, Quebec; and CKOM, Saskatoon.

KEY

CANADA'S SALES ABILITY STATIONS WELCOME ABOARD . . .

CKCQ, QUESNEL, B.C.

570 KCS.

1000 WATTS

DAY & NIGHT

. . . covering the Colourful Cariboo — on the air on, or around, June 1, 1957.

" . . . resultful representation is brought about by consistent advertiser and agency coverage plus factual presentation of station and market data . . . interested in greater national sales results for your station?"

Call . . . "

Radio Representatives Limited

KEY RADIO STATIONS — COAST TO COAST



- *CKDA Victoria, B.C.
- CKNW New Westminster, B.C.
- CKCQ Quesnel, B.C.
- *CJIB Vernon, B.C.
- CJDC Dawson Creek, B.C.
- CFCN Calgary, Alta.
- CKRD Red Deer, Alta.
- CFRN Edmonton, Alta.
- CKRM Regina, Sask.
- CFQC Saskatoon, Sask.
- CKSW Swift Current, Sask.

- *CKX Brandon, Man.
- CJOB Winnipeg, Man.
- CKDM Dauphin, Man.
- CFOB Fort Frances, Ont.
- *CKPR Fort William, Ont.
- CJOY Guelph, Ont.
- CHFI-FM Toronto, Ont.
- CKOT Tillsonburg, Ont.
- CJRW Summerside, P.E.I.
- CKBW Bridgewater, N.S.

*Montreal and Toronto only

MONTREAL WINNIPEG VANCOUVER

HEAD OFFICE:

76 ST. CLAIR AVENUE WEST, TORONTO

FROM THE HEART OF MANITOBA
THE
POWER PACKED
PUNCH



NOW
730 KC

Clear Channel—Non-directional
24 hours EVERY DAY News every hour
NO TELEVISION—NO DAILY PAPER

Reaching 400,000 people who spend
\$300,000,000 A YEAR

CKDM

Broadcasting to ALL Manitoba cities
from the rich FARMLAND . . .
in the HEART of Manitoba

ASK: RADIO REPS OR A. J. MESSNER & CO.

Canadian Radio Week

TV STATION PROMOTES RADIO WEEK



JIM McLEOD OF CKCK-TV, Regina gave radio week a new twist by interviewing personnel from the two Regina radio stations, CKCK and CKRM in front of a CKCK-TV camera. Interviewees included: (back row, left to right) Harvey Dawes, CKCK announcer; Bob MacDonald, CKCK assistant production manager; CKRM sports director Paul Hack; CKCK announcer Gren Marsh; CKRM announcers Barry Dunsmore and Johnny Sandison; CKRM production manager Bob Hill; (front row, left to right): CKCK production manager Jim Grisenthwaite; CKCK announcer Gary Miles; CKCK news director Jim McLeod; CKCK announcer Fred Sears; and CKRM women's director, Joy Perkins.

ENGLISH COPY WON'T SELL IN FRENCH

WITH A TOTAL of six million French-speaking people in Canada, French language advertising is an important factor. However, to be effective, it must be specifically designed for use in French. It must never be just a revision of a campaign prepared for use in English.

Harold Leiskau, advertising manager of B. F. Goodrich, Canada, Limited, Kitchener says he has found that from his close observation of the French-language market, most French advertising has too much literal translation which is immediately evident to a French-Canadian, because it simply doesn't make sense. Copy should contain colloquialisms of our French people such as the word "ca'ou", which actually means "cow-hole", but in general usage refers to a pot-hole in the road. Similarly, the English word pot-hole has little meaning to the

French people.

"Breweries", he said, "have realized this and are beginning to cash in on it by making their English and French advertising two completely separate operations.

"The needs of the French market are different from those of the English speaking people. In Quebec, the people are more agricultural, and in our line, that means more tractor tires than car tires, more chemicals than industrial products," he said.

"At the present time we still prepare our advertising in English," he went on, "and then for the French market we make a straight translation. This may sound inexpensive, but in reality, it costs more. The advertising costs of the French campaign are increased, because in addition to the production costs we have the translation costs."

With hopes that it would be changed soon, Leiskau explained that his broadcast advertising as well as that for print media was prepared in this way.

"A proper advertising budget," he said, "can only be established if it is done in relation to potential sales, with a percentage increase for the French market".



*For anything musical —
live or recorded — contact*

DON WRIGHT
Productions

Remember the new location!

77 CHESTNUT PARK ROAD, TORONTO
WA. 5-1631

RADIO BUSINESS

ACA Convention

Management Must Provide Atmosphere For Self-Training

• • Through McConnell Eastman & Co. Ltd., Kool-Aid has just begun a large spot campaign on radio in the major markets. It will run until the end of August.

• • Post Cereals, also through McConnell Eastman & Co. Ltd., have signed for a 10-month contract of spots in major markets.

• • Campbell Soup Co. is running a concentrated saturation spot campaign in Ontario using 5 stations in Toronto, 2 in Hamilton, 2 in London and 1 in Ottawa. Starting June 3, the company will sponsor a segment of the *Austin Willis Show* on CJBC, Toronto; and beginning June 10, they have signed for a heavy flash campaign of 7 announcements per day on CKEY, Toronto. The agency is Cockfield Brown & Co. Ltd.

• • Molly Pettit, wife of the animation man at Queensway Film Studios, has been enfranchised as a talent agent, and is concentrating her work on broadcasting personnel to handle their freelance employment.

• • The Radio-TV department at F. H. Hayhurst Co. Ltd. in Toronto has been moved into new quarters at the same address. Features include special broadcast facilities, new technical equipment, more space, and large and modern viewing and conference rooms.

• • Through MacLaren Advertising Co. Ltd., General Motors has signed a spot contract in the major markets for Buick, Chevrolet, Chevrolet Trucks, Pontiac, GMC Trucks and Oldsmobile.

• • Effective June 1, VPCM, St. John's, Nfld., which was previously represented by Horace N. Stovin & Co. has switched to Radio & Television Sales Inc., Toronto and Montreal.

• • *Kraft Radio Theatre* goes off the air for the summer as of June 14. It will return Sept. 16 through J. Walter Thompson Co. Ltd.

• • The Shell Oil Co. is having four commercials prepared for them by J. Walter Thompson Co. Ltd. The commercials are being done in both French and English, and include Calypso and Western types using a ten piece orchestra. This is the first radio activity of Shell in over a year.

Beudet is CBC Paris Rep

JEAN-MARIE BEAUDET, CBC director of program planning and production in Toronto, has been appointed the Corporation's representative in Paris, France.

With the CBC since 1937, he has been Quebec program director; CBC music director; head of the French radio network and CBC representative in British Columbia.

CKSL Names Sales Mgr.

FRED URSEL who has been a member of the CKSL, London, sales staff since April last year, has been appointed retail sales manager of the station. He is a graduate of Ryerson Institute. His previous experience was gained at CKOC, Hamilton; CKTB, St. Catharines and CFOS, Owen Sound.

CONTRARY TO POPULAR belief, men train themselves, but management must provide a climate conducive to growth and development. Addressing the final luncheon of last month's ACA Convention, J. H. Goss, president of the Canadian General Electric Co. Ltd. explained how his company has developed a system to find new leaders from within its own ranks.

For any business executive to become a part of this new age of complicated electronic equipment, Goss said, there are three qualities that are indispensable - - wisdom, strength and courage.

From a recent study of 200 successful executives, Goss found a definite pattern: men develop themselves; the climate of a business has a pronounced influence on personal progress; a capable but demanding superior helps to set standards and form work habits; and men learn most from the study of other men.

"To keep track of the men in our company", said Goss, "we keep 'runner-up charts' listing executives and the next two men in line for their positions. By letting it be known amongst employees that we have these charts, and in some cases showing them, we have found that our future key personnel have accepted the competitive challenge and are developing themselves".

(next column please)

Would Ban Rock 'n' Roll

AT ITS 58th Provincial congress in Chicoutimi, Quebec, the Provincial Order of the Knights of Columbus passed a resolution asking the government to stop programs of the Rock 'n' Roll variety and to "severely censor" other Quebec television programs.

The Order also wants Elvis Presley and other Rock 'n' Roll artists banned on radio and television in Quebec.

GOLD MEDAL AND NEW PRES.

At this "Gold Medal Luncheon", the ACA's annual award was presented. This year's winner was W. J. Campbell, advertising manager and director of the *TORONTO DAILY STAR*.

At the same luncheon, the retiring president of the association, R. R. McIntosh, vice-president of *General Foods Ltd.* turned over his gavel to the new president, T. M. Atkinson, advertising department manager, *DuPont Co. of Canada (1956) Ltd.*

CKWS-RADIO
the piper of Kingston

... attracts listeners from an area rich in purchasing power — an area with over 60,000 radio homes. CKWS knows what listeners want in programming — that's why so many advertisers have joined the parade to CKWS — They're sure of a large, attentive audience. And it doesn't cost much to pay the piper to pipe your message right into the hearts of this huge audience.

reps: | NBS IN CANADA
CANADIAN STATION REPS
IN U.S.A.

CKSO-TV SUDBURY



CKSO RADIO

TWIN AIRPOWERS of THE NORTH

Another "First" in Saskatchewan

CFQC's THROWN AWAY THE KEYS

We're "On-the-Air" 'round the Clock



Wally Stadnyk is CFQC's "Music 'til Dawn" emcee. From 1:00 am 'til 6.00 am he's pounding the air waves and not the pillow!

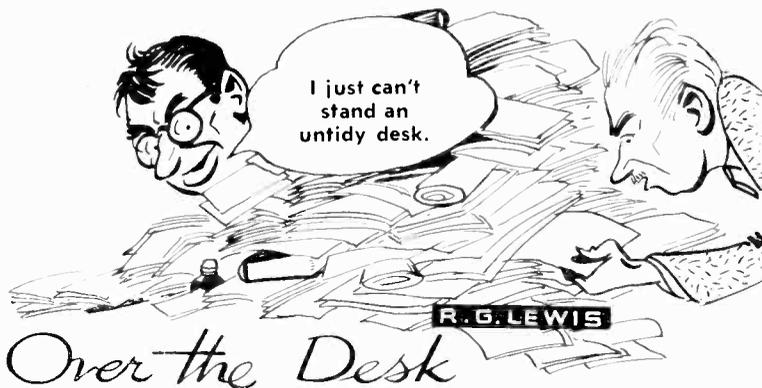
We have night owl listeners!

CONTACT OUR REPS

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



THE RADIO HUB OF SASKATCHEWAN



Over the Desk

MAY TIME IS BEAVER time and last month three of this year's crop were presented with their plaques. Following the usual policy, stations are handed their awards by VIP's known locally, in order that the best publicity may be obtained where it will do the most good - on the home front.

CFRB led the parade when they staged a special last-of-the-season *Youth In Action* program - a joint effort of CFRB and the TORONTO TELEGRAM - out in suburban Scarborough's Guild of All Arts. About three hundred kids and some of their parents turned up for the show, and the presentation was made to teenager Sharon Van Raalte who accepted it for the station by C. W. Booth, deputy minister of education for the province of Ontario.

Before the presentation was made, another of the teen-types, Roger Powell, interviewed CB&T's own teen-ager, Ian Grant, who explained to the kids and CFRB's audience just what makes the Beavers tick.

Next day the Tely's new Sunday edition printed an interview with a number of juniors, including Ian, on the question of whether the 12-to-20's like being called teen-agers. Quoth Ian, "people who object do so because they want to prove that they're older or something." (Ian graduates into the 20's October 2.)

The only rub in the whole jolly affair was that the Tely's writer described Ian as "working for the CBC". Now the big question is whether we or the corporation should sue the Tely... or Ian.

No less a personage than Hon. Lester B. Pearson, Minister of External Affairs, officiated in the case of CKSO-Radio and CKSO-TV, whose award was for editorializing.

The presentation was made to CKSO news chief Robert Evans, and Roger Mitchell, federal M. P. for Sudbury explained the award. The proceedings were telecast over CKSO-TV.

BOOB-PROOF PHOTOGRAPHY

I'VE BEEN to Bermuda and back since the last issue, and found the islands as beautiful and hospitable as ever. The only thing is, they are short of water. In this respect,

I seen my duty and I done it by not drinking a drop of the stuff.

On the way in, TCA beat their own schedule, so we had a chance for a bit of a sight-seeing flight over the isles before it was time to land. It was a wonderful opportunity to break in my newly-acquired 16 mm movie camera. That's the one Conrad Lavigne of CFCL-TV Timmins didn't use and traded with me for a dictating machine I didn't use.

The unbelievable blues and greens of the sky and water, and the pale pink of the buildings and the flowers and just about everything make it the sort of shot no one could boob out on. No one could boob out on it, that is, unless they (1) forgot to bother about the exposure meter; (2) held the camera too low and cut off the tops of things; (3) forgot to put on the filter for A type film; (4) didn't see that the mechanism was off before putting the camera away. I did all those things, but nevertheless I've a few good takes to show for the effort.

Coming back I thought it might be an idea to try a bit more of the same. I was on an American plane (Eastern Air Lines) this time, and as soon as we undid our safety belts, I started fumbling for the camera. The stewardess announced that we couldn't take pictures over Bermuda where the US has a large air base (Kindlay Field) for security reasons. Poor old Eastern! They must lose a lot of spy business.

TV GOES INTERNATIONAL

THE U.S. FEDERAL Communications Commission has granted its first permits for overseas telecasting - between South Florida and cities in Cuba. The permits were issued to American Telephone & Telegraph Company and Florida Micro Communications Inc. of Miami.

The technique employed is called "tropospheric scatter", which "bends" the TV signal and delivers it to points beyond the horizon.

TOPICAL THOUGHT FOR JUNE 10, 1957



"I'm Feeling Mighty Proud"

... Says Lionel

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

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

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

SEE THE STOVIN BOYS



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

COVER WESTERN ONTARIO
 from
CFCO CHATHAM
 1000 WATTS on 630

Total Daytime BBM: 83,780 (1956).
 Lowest cost-per-thousand for Class A spots in Western Ontario.
 Greatest local acceptance in home county, of any Western Ontario station: 78% daily circulation in Kent County (E. H. 1956).

FRANK FRANKLIN

ONE OF THE University of Illinois' Benjamin Franklin Awards for the best articles published in American magazines of general circulation went to the SATURDAY EVENING POST. The category is described as "... best article or series depicting life and culture in United States". A picture above the announcement shows an open page of the magazine. It is open at an article entitled "Inside the Asylum".

RADIO WEEK CONTEST

ENTRIES for the CB & T Radio Week contest are in the hands of the judges. We hope to have the name of the winner in time for the next issue.

BEAVER!

AS PART OF the celebrations for the Owen Sound Centennial, several members of the staff of CFOS, Owen Sound, have grown beards which they refer to as "Beavers".

Originally almost all male members of the CFOS staff signed up for the contest, but business pressure has reduced the number to four.



Representing the station at the contest judging Aug. 4 will be Commercial Manager Russ Tomlinson; Stew Blancher, program director; Ron Gobert, librarian and Barry Kentner of the announce staff.

In our picture, Lee Armstrong, a secretary, strokes the luxuriant chin whiskers of Commercial Manager Russ Tomlinson.

HOIST BY HIS OWN PETARD

BOB McCLEAVE, news editor at CJCH, Halifax, said that nobody connected with the election campaign should be reporting on it. Now he has lost his job!

About six weeks ago McCleave found two notes on his desk, one from his boss, Finlay MacDonald and the other from the TORONTO GLOBE & MAIL.

Finlay, who is manager of CJCH, wondered whether, if Edmund Morris, another of his newscasters, who was defeated as a PC candidate in the 1953 election, was to run again, the election coverage of CJCH might be open to suspicion of bias.

McCleave said that nobody connected with the election campaign should be allowed to report on it.

The GLOBE & MAIL asked McCleave to report on the shape of the election in the Atlantic provinces. He said that although the Conservatives might make slight gains in the East he felt sure the two liberal members for the Halifax area would be returned to parliament.

Within hours after McCleave had wired his story to Toronto he was invited to meet the local Conservative leaders. Eddie Morris was eager to take one nomination for the dual riding of Halifax. Would Bob take

the other? He did.

After a three man conference between Morris, MacDonald and himself they decided that Morris should go on a leave of absence and McCleave, in view of his earlier memo on the subject of political partiality and because his job entailed a certain amount of editorializing, should resign.

Since then both men have been out ringing doorbells - - but the Liberals have not been idle. They are planning to reprint McCleave's GLOBE & MAIL article to show that he is a better prognosticator than a politician. Ironically they hope he was right; he hopes he was wrong.

ALL FOR NOW

Right or wrong that cleans off The Desk for this issue, so buzz me if you hear anything won't you?

FLYING to the WAB?

Let us look after your bookings

New York Theatre Tickets
(Even "My Fair Lady")
London, England
Theatre Tickets

CLAIRE WALLACE TRAVEL BUREAU

1110 Yonge Street, Toronto
WA. 3-8471

G. N. MACKENZIE LIMITED HAS the SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

CKOK-land We have shown you the Scenery and the People. Now, **HERE ARE THE SPONSORS**



Photo by Cameo Photo Supplies

VALLEY DAIRY, milk distributors, sponsor a daily spot on CKOK, 100% of their advertising budget is spent with CKOK. Pictured above is Roy Beckett, manager of the dairy.

Served by
RADIO STATION CKOK, PENTICTON, B.C.

Represented by
HUNT in VANCOUVER • MULVIHILL in TORONTO & MONTREAL • FORJOE in U.S.A.

MEMO
Central Ontario's Most Powerful Station
CFOR
ORILLIA
SOON 10,000 Watts!!
reps
STEPHENS & TOWNDROW Ltd
TORONTO

GOOD NEWS!

ALBERTA'S FIRST, BEST, AND
LARGEST RADIO NEWS STAFF
GIVES **CFCN** CALGARY'S LARGEST,
AND MOST LOYAL FOLLOWING ...

the pick of Canada's

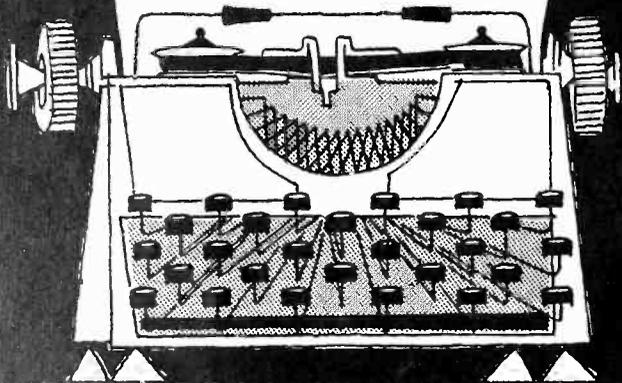
9th market ...

BECAUSE PEOPLE BELIEVE IN



NOW 24 HRS. DAILY ON 10,000 WATTS

Calgary's Radio Active Station
where your message gets most
attention!



Canadian Advertising

requires seasoned

ADVERTISING SALESMAN

CANADIAN advertising, the Canadian media authority, has an attractive opening in Montreal for a really experienced advertising salesman. He will be old enough to know the job well, but young enough to be adaptable to Maclean-Hunter methods and to grow in the company.

CANADIAN advertising is used by agencies and national advertisers for their selection of advertising media. Our man therefore will be calling upon magazine, business paper and newspaper publishers, radio and TV stations, advertising agencies and services in the graphic arts field.

THE earnings (salary plus commission) will be commensurate with the responsibilities involved and will be limited only by our man's ability.

PLEASE write fully in strict confidence to:

B. A. Lawless
MACLEAN-HUNTER PUBLISHING CO. LTD.
481 University Avenue, Toronto 2.

Canadian National Exhibition

PUBLICITY BOOSTS CNE ADVERTISING

THE CANADIAN National Exhibition spends a quarter million dollars yearly on advertising, but gets the benefit of three times that amount from the massive publicity program organized by L. C. Powell who is in charge of public relations and publicity for the CNE.

Paid broadcast advertising is handled by Foster Advertising Ltd. in Toronto, and includes all stations within a 150-mile radius of Toronto in both Canada and the United States. Powell estimates that an audience of 30 million people is reached in this area.

The former Cockfield Brown account executive says he has capitalized on the "truly Canadian" and co-operative flavor of the fair to get advertising and publicity to an extent far beyond the financial capabilities of the CNE. For examples he mentioned the now famous Lake Ontario swim by Marilyn Bell; the erection of an igloo by the Department of Lands and Forests; the annual Dairy Queen contest and the various personalities imported for the show.

"These," he said "have been nothing but publicity stunts in our favor, and they have worked extremely well."

Powell says he pays newspaper columnists a flat rate to write a story about the fair which is not censored or interfered with by the CNE executive. He feels that this way, these people will give an honest opinion — good or bad — and their readers will know it is on the level.

For broadcast personalities from distant points who want to say something about the Ex on their own programs, the CNE pays travelling expenses to and from Toronto, and while the personage is there they supply them with tape and film facilities full time. The films are quickly processed and returned with the visitor to the station for showing. Powell feels here that the public would rather see or hear their favorite local station personality doing things at the fair rather than describing it from someone else's copy.

"We are keeping our advertising budget about the same this year," he said, "but we are interested in having radio and television stations originate shows from the grounds, and we will provide as many facilities as possible."

"Our future plans call for many major changes in the CNE, and one of those changes is occurring right now. The directors are finding that the broadcasting industry can be of great help to the fair's success — much more than had been realized to date."

Powell is now starting out on a tour of eastern Canada stations in the interests of publicity and goodwill because he believes they can help this year's Canadian National Exhibition break all attendance and revenue records.

New CJQC Manager

HAROLD BURNSIDE has become the manager of CJQC, radio, Quebec city. He is replacing George Macdonald who left to join the sales and production staff of CJON, St. John's, Newfoundland.

Burnside, a native of Quebec, was an auditor for nine years; then office manager of a steel firm, before joining CJQC in 1955 as office manager and salesman.

Moncrieff To CHUB

STAN MONCRIEFF has been appointed Public Relations Director of CHUB, Nanaimo.

He was formerly a newsman with The Canadian Press, The Vancouver Daily Province and CKNW, New Westminster. Previous to coming to CHUB he was in the Public Relations office of Trans-Canada Airlines in Montreal.

Besides his public relations duties he will handle promotion and publicity for the "Hub City" station.

SALESMAN WANTED

- Good Salary
- Commission
- First Class Working Conditions

CFJB - Brampton

WRITING OPPORTUNITY

Major West Coast radio station requires services of a creative copy writer. Pay and working conditions excellent. Full pension, medical, hospital and insurance benefits. This is your opportunity to work in one of Canada's leading radio stations. Send background information and copy samples in care of:

Continuity Editor

Radio Station CKNW - New Westminster, B.C.



NOTE TO DEEJAYS

Engage brain before opening mouth.

. . .

ONWARD & UPWARD

Keep your eye on the ball, your shoulder to the wheel, your ear to the ground — now try to work in that position.

. . .

RETORT TO REPORT

I approve of what you say but I will oppose with my life your right to say it.

. . .

COPYMAN'S CONFESSION

I could have written this two-page commercial in fifty words, but I didn't have the time.

. . .

INTROSPECTION DEPT

What's happened to Dorothy Parker? Must have taken to wearing glasses I guess.

—Ross MacRae

. . .

QUALITATIVE ANALYSIS

It isn't the showing that counts. It's the show.

. . .

OVERHEARD

"You have such a high regard for the truth that you seldom use it".

. . .

SIGNUS TROUBLE

This is a non-profit organization: it was never meant to be -- it just turned out that way.

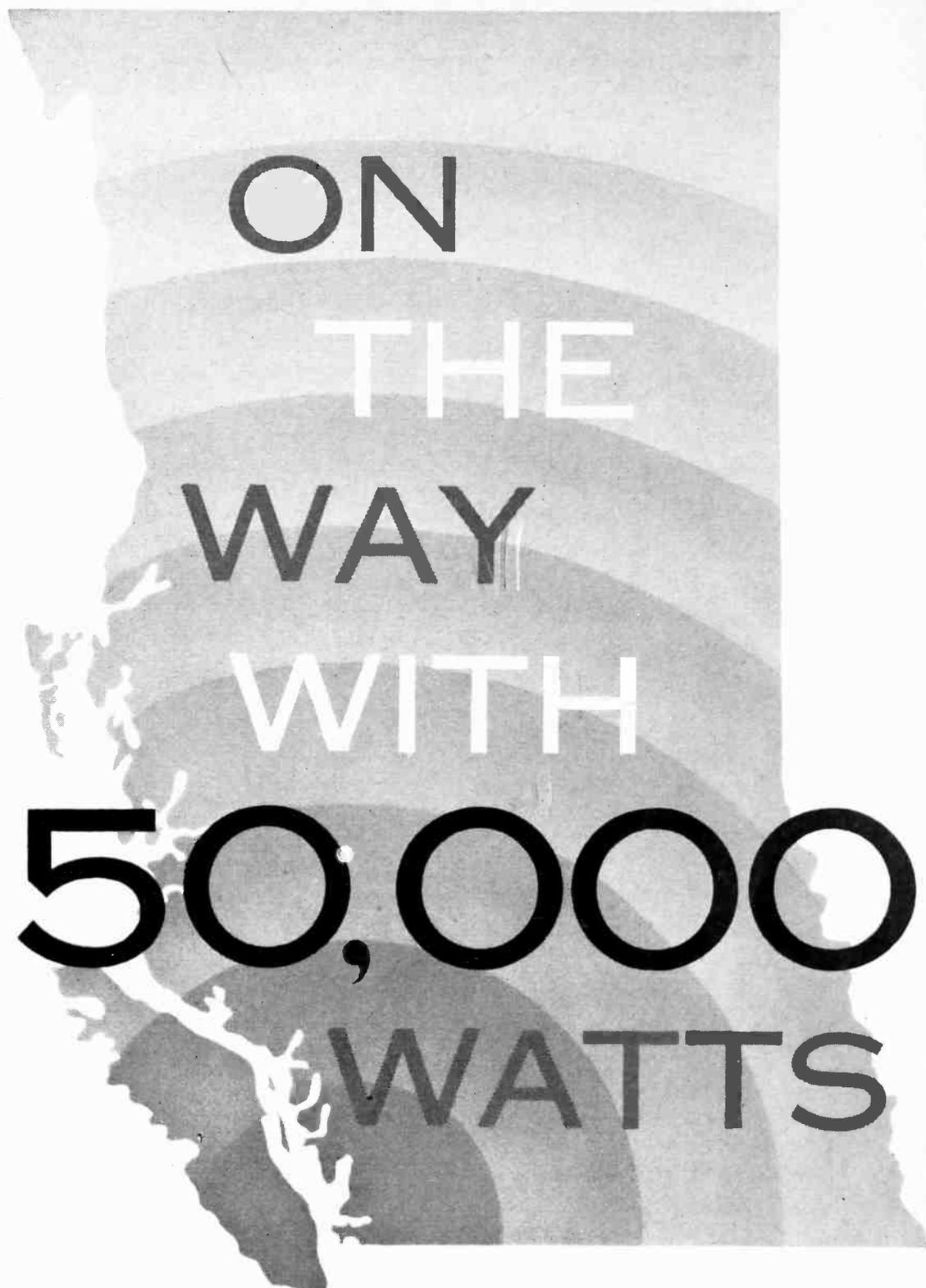
—Sign in a Night Dive Jamaica.

. . .

POWER OF THE PRESS

Hollywood -- Elvis Presley's personal representative denied there was anything to reports that the rock 'n' roll Israel army patrol killed four Arab infiltrators from the Gaza strip.

— Quoted from The Sunday Telegram



Radio British Columbia

CKWX

Vancouver

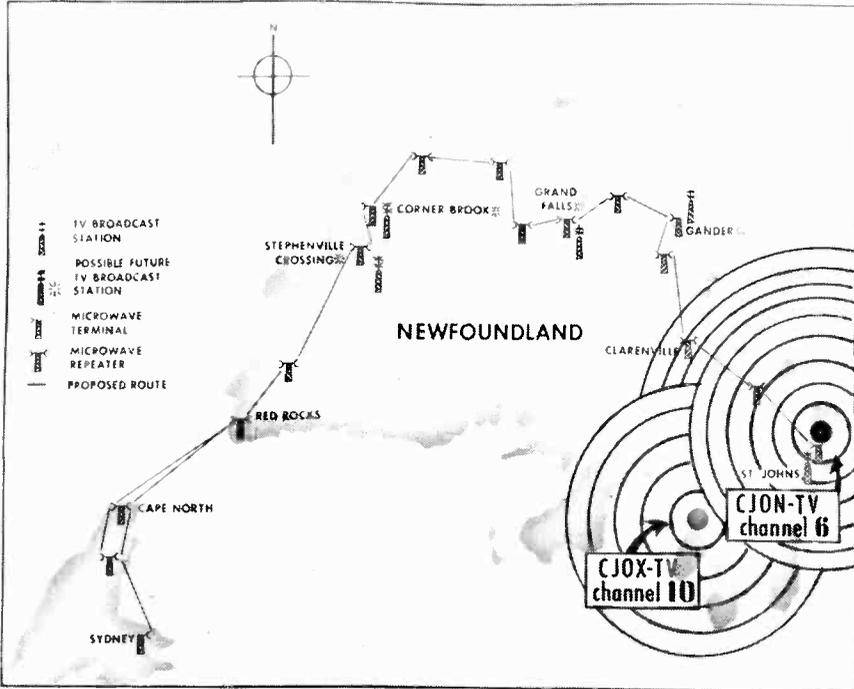
the ONLY advertising medium that covers ALL British Columbia

Reps Canada: All Canada Radio Facilities Ltd.

Reps United States: Weed and Company

OPENING OF CJOX-TV BY CJON-TV

NOW GIVES ADVERTISERS IN NEWFOUNDLAND 279,586 "CAPTIVE" VIEWERS



The Opening Of The
First Satellite TV Station
In Canada —

CJOX-TV CHANNEL 10 ARGENTIA

By
CJON-TV CHANNEL 6
ST. JOHN'S

Means that over
65% of the total population of
Newfoundland or over
279,586 viewers are now covered by the
combined operation of CJON-TV and
CJOX-TV.

THIS IS A COMPLETELY
CAPTIVE AUDIENCE

NOW--"TWIN POWER COVERAGE" FROM CJON PLUS CJOX

CHANNEL 6

C J O N - T V

ST. JOHN'S



CHANNEL 10

C J O X - T V

ARGENTIA

The Greatest Advertising Media in the 10th PROVINCE where less than
8% of the total population buy a daily newspaper.

*100th Anniversary***STATIONS COMBINE IN SACRED COMMEMORATION**

AN HOUR LONG PRODUCTION, *In His Name*, which told the story of the Anglican Diocese of Huron was recently telecast over three stations. Produced by CFPL-TV, London, it was also relayed to CKNX-TV, Wingham and CKCO-TV, Kitchener.

The history of the Diocese from the frontier days of 1822 to the present time was presented in drama form and there was a closing address by the Bishop of Huron, Rt. Rev. George N. Luxton who spoke on the atomic age expansion.

The script, prepared by writer Orlo Miller, at the request of the Radio & TV committee of the diocese, dealt with the historical significance of the church in the community as well as the spiritual side of its development.

Earlier this year Miller was asked to prepare the show to commemorate the 100th anniversary of the diocese.

CKNX-TV and CKCO-TV were asked to carry the program so that it would be seen by as many viewers as possible. Station Manager Bob Reinhart arranged with the CBC for clearance and micro-wave facilities

necessary to feed the Wingham and Kitchener stations.

Music, especially written and produced for the program, was recorded in London's St. Paul's-Cathedral with the St. Paul's choir. The cast was drawn from the London-Little Theatre.

Typical scenes depicted during the

hour long presentation were the election of the first bishop for the diocese and the men of the church whose far-sightedness and efforts gave Western Ontario its Huron College and University.

All stations donated the air time and the CBC made the micro-wave facilities available free of charge.

Sponsor Buys Into Show

AMINORITY interest in the *Tugboat Annie* film series has been purchased by Lever Bros. of Canada, one of the sponsors. This is one of the few instances in which a sponsor has been involved in the financing of a film show.

Lever Bros. will co-sponsor the show on the CBC network in the fall.

The majority owner of the show is Normandie Productions Ltd., a division of Television Productions of America. TPA will also distribute the show outside of Canada, and will try for syndication sales.

Production of the series will start at the Canadian Film Industries studios at Toronto in June, and will be

based on the SATURDAY EVENING POST stories by Norman Reilly Raine.

Mohicans Get Sponsors

IT WAS ANNOUNCED last month that *Hawkeye and the Last of the Mohicans* will be sponsored by Brylcreem and Lipton's Tea when it goes on the air at 8 p.m., Friday, October 4 over the full 33-station English-language CBC network.

The program is now on the air in the U.S. on 120 stations.

Brylcreem and Lipton's Tea are represented by the Toronto offices of Atherton and Currier Inc. and Young & Rubicam Ltd. respectively, and the program is being distributed by TPA (Canada) Ltd.

Broadcast Advertising Bureau

TV HAS YET TO SELL INSTITUTIONAL FIELD

ADVERTISERS ARE not taking the fullest possible advantage of television in Canada. Karl Steeves, who has just taken over the newly-created job of TV sales development director for the CARTB's Broadcast Advertising Bureau, told CB&T in an interview that in his opinion "there are many business groups, such as banks and other financial institutions, manufacturing associations and other organizations which have never given TV a chance".

Steeves, who until he returned to his native Canada to take over his new job May 1, was engaged in promoting the sale of broadcast advertising for the Radio Advertising Bureau in New York, feels that the industry in Canada has put too much effort into selling the values of television to advertisers who would

be more than anxious to use any new medium. "There are literally hundreds of firms who only need to be shown the untapped potentials, sales-wise, that TV could open up for them," he says.

Emphasizing his point that so far Canadian advertisers have only used television "in a half way measure", he said that it is far more than just a sales tool, and "industry would do well to explore its potentials as an educational or institutional medium".



KARL STEEVES

There is apparently nothing new about this state of affairs, because, as Steeves put it, "when TV started in the States, the experts went around saying that it was more of a sales weapon than an advertising one, with the result that 'demonstration' was the basis of most commercials." He mentioned classic examples such as General Electric's and Westinghouse's demonstrations of their refrigerators, stoves, TV sets and other appliances; also the effective thirsty beer plugs.

"They must have suddenly realized that they are selling products but not the name," he said, "because there began an era of commercials with a straight institutional flavor — "You can put your confidence in General Electric; you can be sure it's Westinghouse; Prudential's "Strength of Gibraltar"; Chrysler's "Step into Tomorrow".

VIRGIN TERRITORY

Karl went on to point out that, in the same institutional strain, banks, insurance companies, savings and loan associations and stock brokers have been heavy investors in television south of the border. "They use it to promote themselves as the logical source of supply for the products or services they sell", he said, adding: "up here in Canada, finance seems to be virgin territory."

Another area he feels has not been exposed to the tremendous advantages which might be derived from television is the field of trade associations, which, just as he is himself engaged in selling TV advertising without pushing specific stations, could use the medium to sell milk for health, electric wiring, higher education, travel or modern decor.

Karl proposes to operate the TV division of BAB with a view to supplying advertisers and their agencies with all existing information on the medium. He will also concentrate on the development of new areas of research which will give advertising buyers a better understanding of how TV can work for them.

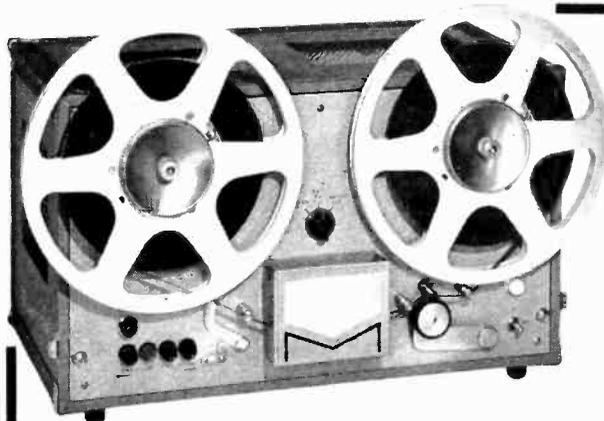


Supply pipelines clogged... inventories high... new goods blocked. When better coordination is needed... PRIVATE WIRE TELETYPE IS THE ANSWER! PW Teletype cuts cost and improves operations in scores of ways.

Have our communications specialists demonstrate how PW Teletype can work for you. Call your nearest telegraph office.



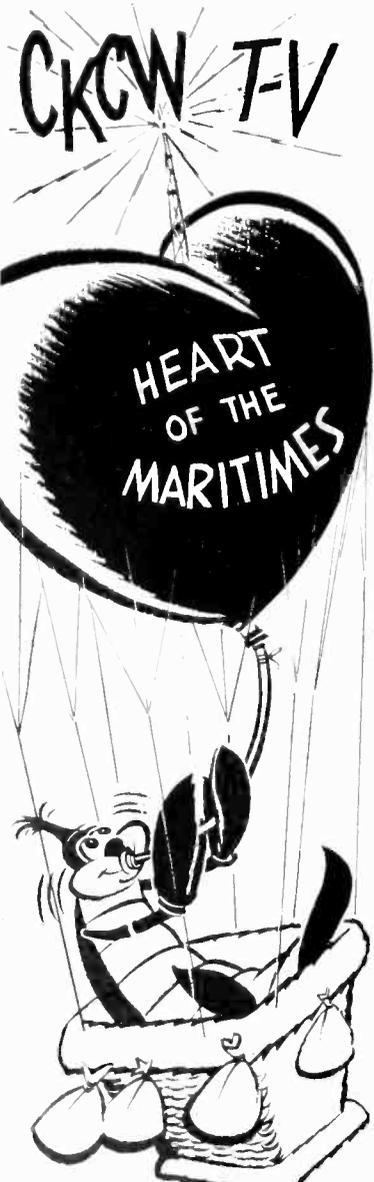
CP - CN TELECOMMUNICATIONS SERVE ALL CANADA



P 63 - AX

To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P-63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models); your equipment equals the finest made. Thus you save the cost of a new amplifier.

SEE YOUR LOCAL AUTHORIZED MAGNECORD DEALER OR WRITE US DIRECT MAGNECORD CANADA LTD. 3745 BLOOR ST. WEST, TORONTO, ONT.



GO PLACES with Lionel the Lobster

The Best Way to Cover the Maritimes

CKCW-TV

NOW

25,000 WATTS

LET LIONEL GIVE YOUR SALES THE "BIG POWER BOOST"

REPRESENTATIVES

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



The Hub of the Maritimes

MONCTON NEW BRUNSWICK

PRODUCERS SUGGEST NEWS EXCHANGE

LAST MONTH, the Western Television Production Manager's Association held its third annual meeting in Calgary to discuss and exchange program and production ideas.

Production Supervisor Ray Torgrud of CHCT-TV, Calgary acted as host and chairman of the meeting at which all of the Western TV stations agreed to exchange special events and news film. This service will provide regional coverage on a free and open basis on request of individual news departments.

CKX-TV production manager Doug Lee from Brandon, and CKCK-TV production manager Larry Glover from Regina made a report on the recent connection of the Western stations with the CBC national microwave television network. They noted that individual stations' sales departments now have the difficult problem of "clearing out the com-

mercials on network breaks."

In spite of the arrival of the microwave link, it was generally agreed that no film department staff cut is possible - - only the shifting of emphasis to the more exact timing and editing in film handling.

Various policies concerning religious programming were compared and discussed, and in each case, were referred to station management for policy decisions.

In discussing the use of free film for TV free merchandise and merchandising plugs, it was agreed that complete liaison with the sales department is important. There is always the possibility for commercial tie-ins either in spot adjacencies or spot promotions.

Next year's meeting will be held at Brandon during the second week in May and will be chaired by Doug Lee, production manager at CKX-TV.



SEATED AROUND the WTPMA conference table from left to right are Dick Carson, operations manager of CHCT-TV, Calgary; Doug Lee, production manager of CKX-TV, Brandon; Larry Glover, production manager of CKCK-TV, Regina; Bob Ranson, production manager of CJLH-TV, Lethbridge; Neil Harris, assistant production manager of CKCK-TV, Regina; Ray Torgrud, production supervisor of CHCT-TV, Calgary; Don Brinton, production manager of CFRN-TV, Edmonton; George Kidd, program director of CFRN-TV, Edmonton; Hugh Edmonds, production and promotion supervisor of CFQC-TV, Saskatoon; Greg Barnsley, program manager of CFQC-TV, Saskatoon and Ron Chase, assistant production manager of CHCT-TV, Calgary.

TV BUSINESS

- • General Mills has dropped sponsorship of the *Bob Cummings Show* on the network, and picked up half of the *Burns and Allen Show* with Carnation Milk. The Nestlé Co. which formerly had the segment of *Burns and Allen*, has taken the full *Bob Cummings Show*. The agency for General Mills is E. W. Reynolds Ltd.

- • Sponsorship of the *Roy Rogers Show* is being shared by Kool-Shake and Post Cereals through McConnell Eastman & Co. Ltd.

- • General Motors, through MacLaren Advertising Co. Ltd., has signed for a series of 1-minute spots on every TV station in Canada for Pontiac and Buick.

- • Converted Rice, Inc. of Houston, Texas has appointed E. W. Reynolds Ltd., Toronto office, as their advertising agency in Canada. The first product to be advertised will be Uncle Ben's Converted Rice.

- • The summer replacement for *The Plouffe Family* will be *Club O'Connor* (see page 22). It will begin June 7 and run for 17 weeks under the sponsorship of Colgate-Palmolive Ltd. through Spitzer & Mills Ltd.

- • As of the June 2 show, the Nestlé Co. is dropping its network sponsorship of *Blondie*. The Toni and Paper-Mate divisions of Gillette Safety Razor Co. will continue with their sponsorship. Starting June 18, the show will move from Sundays at 3:30 to alternate Tuesdays at 8. The agency for Gillette is Spitzer & Mills Ltd.

- • The summer replacement for *The Perry Como Show* will be *The Julius LaRosa Show* starting June 15. The show's format as well as the sponsorship will remain unchanged. Como will return Sept. 14.

- • For its first time in television, Season-Aire Ltd. through Harold F. Stanfield Ltd., has signed to sponsor the *Saturday Night Weather* on CHCH-TV, Hamilton.

- • To fit in with their seasonal sell periods, the Scheaffer Pen Co. has cancelled both its TV network shows; *The Brothers* and *Scheaffer Showcase*. They are now taking short spot and flash contracts in major markets across the country through Harold F. Stanfield Ltd.

Attention . . . All Gossip Editors !!

Monarch Broadcasting Company is definitely pregnant!

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

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

Although advertising will be his lifeblood,

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

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

Call Doctors Stovin, Byles and Raeburn in Canada

Or Drs. Weed and Company, Stateside Reps.

For bookings on CHAT-TV, MEDICINE HAT,

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

CHANNEL SIX, that is.

Hop Yuill and Bob Buss, foster parents . . .

CBC LISTS SUMMER NETWORK PROGRAMS

CBC TELEVISION is dressing up for the summer months with a series of programs in the lighter vein. Summer replacements for some of CBC-TV's most popular winter programs will range from a unique type of quiz show through popular and light concert music to a series of summer theatre type plays. In addition a number of new programs of particular appeal to children will also make their debut.

While most of the changes will become effective in July some of the new features will start on the network in June. Following is a list of the new summer programs according to day and time.

Friday, June 7 — 8.30 to 9.00 — Club O'Connor with Billy O'Connor, Sylvia Murphy, Bill Isbister and Johnny Lindon.

Saturday, June 15 — 5.00 to 5.30 — Five Star Comedy Party. Five top names will take turns headlining the program each week. They are Paul Winchell and Jerry Mahoney, Senor Wences, Olsen and Johnson, Ben Blue and Jerry Colonna.

Wednesday, June 19 — 10.30 to 11.00 — A new series combining the techniques of actuality and documentary. The first program will be on the Cloverdale Rodeo and Fair, which is rapidly becoming one of the most popular horse shows on the west coast. Others in the series will deal with drama at the University of British Columbia, three will deal with music, and there will be a

number of mobile television productions.

Monday, June 24 — 9.30 to 10.00 — Front Page Challenge. An interesting and different type of quiz show wherein prominent Canadians from different professions will attempt to identify outstanding news stories of the past half century. Guests on the show will include some one person who was associated with the story. Auditions for the panelists are still underway and the cast will be announced within the next few days.

Tuesday, June 25 — 9.30 to 10.00 — The BBC Presents will be a series of outstanding BBC Television productions. All will be kines recordings.

Thursday, June 27 — 9.30 to 10.00 — Summertime - '57. A series of light summer music featuring Jack Kane and his orchestra with different guests each week.

Friday, June 28 — 9.00 to 9.30 — Dorchester Theatre will be a series of summer theatre type plays and will originate from Montreal. Producer is Ken Davey. First play is *Teeter-Totter* by M. Charles Cohen.

Monday, July 1 — 5.00 to 5.30 — In a program designed for children Alan Mills and Lewis Thomas will present songs and camping hints from the Montreal studios. Mr. Thomas, a specialist on camping, is a resident of the Caughnawauga Reservation outside Montreal.

Tuesday, July 2 — 5.00 to 5.30 — Things We See will feature Alan

Jarvis, Director of the National Museum in Ottawa. The program will come from the Museum in Ottawa.

Wednesday, July 3 — 5.00 to 5.30 — Swing Your Partner. Designed for teen-agers, this series will originate in the Winnipeg studios and will feature singer Stu Davis and a group of teen-age square dancers.

Friday, July 5 — 5.30 to 6.00 — Mighty Mouse. A new children's entertainment series replacing Roy Rogers.

Sunday, July 7 — 9.30 to 10.00 — Showtime with Howard Cable and His Concert Band and guests.

10.00 to 10.30 — Fighting Words will continue during the summer at this new time.

10.30 to 11.00 — The highly popular Vancouver program *Lolly Too Dum* will be seen at this period.

Tuesday, July 9 — 8.30 to 9.00 — Star Performance starring Ronald Colman and others.

10.00 to 10.30 — Profile. Interviews with prominent world citizens.

10.30 to 11.00 — The Four Corners. A summer film series, to be produced in Toronto, deals with different foreign countries. The opening program, entitled *The Poor People of Paris* will deal with the markets of Paris.

Thursday, July 25 — 10.30 to 11.00 — Let's Sing. A choral group directed by James Duggan presents late evening entertainment from the Winnipeg studios.

Homes Found For Cats By Station Hostess



IF ANYBODY'S cat produces a large litter of kittens CKWS-TV, Kingston has found a way to pass them on to other homes.

Terri Downton recently offered viewers 200 cats which she had obtained from the Kingston Humane Society. These felines were offered on her television show, *Afternoon Almanac*.

The requests poured in and in a very short time all 200 cats were comfortably settled in new homes.

SUMMER SELLING . . .

CHEK-TV, Victoria, B.C.

CFRN-TV, Edmonton, Alta.

CFQC-TV, Saskatoon, Sask.

- . . . only 7% of viewing audience vacations at any one time*
- . . . 93% of viewers available throughout the summer months*
- . . . Retail Sales during summer months represent better than 28% of yearly total*

Reach People when they Buy!

Call . . . Television Representatives Limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER



GORDON REID,
Vice-President,
KVOS-TV (Canada) Ltd.



ROGAN JONES,
President,
KVOS-TV, Inc.



DAVID MINTZ,
Vice-President,
KVOS-TV, Inc.



HERMAN BURKART,
Sales Manager

Here is the staff of KVOS (Canada) Ltd., ready to provide fast, efficient service for our many Canadian clients. The KVOS operation at 1687 West Broadway in Vancouver, now encompasses complete film production facilities, creative artwork, and the finest program department.



JACK GETTLES,
Production Manager

**SERVING THE RICH B.C. MARKET
WEEK AFTER WEEK**

MAXIMUM AUDIENCE... AT LOWEST COST

KVOS-TV

(CANADA) LTD.

YOUR



NETWORK

1687 West Broadway, Vancouver, B.C. - CHerry 5142



JACK McLEOD,
Account Executive



JOAN McDERMOT,
Production Ass't.



ELLIOT BROWN,
Account Executive



KEN DAVIDSON,
Art Director



MARGE ARDIES,
Secretary



DOLORES ROBINSON,
Copywriter



CHRIS McRAE,
Copywriter



CHARLES KNAPP,
Staff Artist

Bell Microwave Will Link Ottawa-Montreal

THE BELL TELEPHONE Co. is planning to construct new microwave facilities between Ottawa and North Bay. This will make possible the extension of the CBC French Network TV to Rouyn and Timmins. The new chain will enable CFCL-TV, Timmins to receive French network service which it now receives through kinescope recordings.

It already gets the English service over the Toronto-Winnipeg chain.

To provide both English and French network service to the future Rouyn station, it will be necessary to build one intermediate relay station. This will carry the signals 48 miles eastward from the Dane tower on the main microwave chain.

Opening Ceremonies

FIRST REMOTE REACHES 70,000 HOMES



THE FIRST Alberta remote microwave pick-up was put to work by CFRN-TV, Edmonton, when it telecast the official opening ceremonies of the multi-million dollar Jubilee Auditorium in that city in April.

In co-operation with the Alberta Government Telephones, CFRN-TV brought the hour-long show into some 70,000 TV homes in Northern Alberta.

The \$9,000,000 auditorium is one of the two that were given to the

citizens of the northern part of the province by the government.

Under the direction of Dick Rice, president and general manager of the Sunwapta Broadcasting Co. which owns CFRN-TV, Cameraman Jack Benbow used a zoomar equipped camera for flexibility, and Production Manager Don Brinton, with program director George Kidd, did the commentary. Reporter-photographer Ian McLennan was also on hand to record the event on film for the CFRN-TV newscasts.

CHEX-TV

1 FOR THE MONEY

Sales are bigger, better than ever when you use CHEX-TV.

2 FOR THE SHOW

CHEX-TV programs keep dials turned our way.

3 TO GET READY

Right now — make use of the *one* TV station that gets fast results in wealthy Peterborough and district.

4 TO GO

How? Easy! Contact our reps at:

ALL-CANADA TELEVISION

in Canada

WEED & CO. IN U.S.A.

CJCB Opens Toronto Office

TOM REYNOLDS, Jr. has been appointed national sales manager of CJCB Radio-TV, Sydney, Nova Scotia, and will operate from his offices at 130 Carlton St. in Toronto.

Tom was formerly associated with All-Canada Radio Facilities Ltd., who continue as the stations' national sales representatives.

In his new capacity, he will provide detailed and broadened service for advertising agencies and their national accounts, both in Toronto and Montreal.

Screen Gems Names Verge

JOHN VERGE has been appointed manager of the Montreal branch of Screen Gems (Canada) Ltd. He will also represent Telepix Movies Ltd.

Before joining Screen Gems, Verge had been a member of the distribution branch of the National Film Board since 1948. He was a field representative in Valleyfield and district representative in St. Jean. From 1955 he was the commercial representative for the Province of Quebec directing operations in the field for television and theatre sales.

In his new capacity Mr. Verge will also handle the distribution of English programs in the Province of Quebec.

CBC Operations Appointments

J. P. GILMORE, CBC co-ordinator of television has been appointed Controller of Operations for the Corporation, and A. K. Morrow, CBC co-ordinator of radio becomes his assistant.

Gilmore has had 18 years of experience in all phases of radio and television, and has had many special assignments, such as the production and transportation from England of CBC's coronation films in 1953.

Morrow has been with the Corporation since 1945, principally in the Farm and Fisheries radio department.

Sales Service Chief

FRANK C. FICE has been appointed Sales Service chief at the Caldwell Lab., Toronto. He was formerly TV production instructor at Ryerson Institute and previous to that producer of the CBC children's show *Howdy Doodly*.

CFCM-TV, QUEBEC,

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

338,800
per day

Representative:

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



**Heads Peterborough
Ad & Sales**

DON LAWRIE, manager of CHEX-TV, Peterborough, has been elected president of that city's Sales and Advertising Club.

The club has a closed membership of 250 and is considered one of the most active of its kind in the Canadian Federation.

One of the important annual projects with which Don will assist is the Youth Education program through which senior high school students who have expressed an interest in selling and advertising enroll in a course of lectures given by leaders in these fields.



Don Laurie

Morris To CHEK From CKSL

JOHN C. MORRIS has been appointed general sales manager of CHEK-TV, Victoria, B.C.

Morris was previously sales manager for CKSL-Radio, London, Ont., and before that he held the same position at National Broadcast Sales in Toronto.

He will assume his new duties July 1, exactly seven

months after the station went on the air.



John Morris

Pepys
ON
TELEVISION

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

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO
WINNIPEG VANCOUVER

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

CBC Governors

Seek Six News Stations and One Power Boost

IF CKCO-TV, Kitchener, Ont. gets the power increase it is applying for at the CBC Board meeting in Ottawa, June 25, part of Toronto will fall in the station's B contour, and all of the city in the C contour. Central Ontario Television Ltd., owners of the station, are asking the CBC governors for an increase from 31.4 kw video and 16.9 kw audio to 275 kw video and 142 kw audio.

CHCA Television Ltd., Red Deer, Alberta, is applying for a license to establish a new TV station on channel 6 with 4.15 kw video and 2.08 kw audio, and an antenna height of 714 feet above average terrain.

Pembroke, Ont. will have a new TV station if the license request of the Ottawa Valley Broadcasting Co. Ltd. is granted. The station will operate with 19.1 kw video and 9.5 kw audio, and an antenna height of 503 feet above average terrain, using channel 5.

A license to establish a powerful new TV station at Matane, Quebec has been requested by La Compagnie de Radiodiffusion de Matane Limitée. The application is for 160 kw video and 95 kw audio on channel 9 with an antenna height of 621 feet above average terrain.

Henri Audet, on behalf of a company to be incorporated, has requested a license for a new TV station at Three Rivers, Quebec on channel 13 with 3.07 kw video, 1.53 kw audio and an antenna height of 591 feet above average terrain.

Central Broadcasting Co. Ltd., owner of CKBI-Radio in Prince

Albert, Saskatchewan, has made a request for a license to establish a new TV station in that city. From an antenna height of 798 feet above average terrain, the station would operate on channel 5 with 61 kw video and 36.5 kw audio.

Another station on channel 5 has been requested by William D. Forst, on behalf of a company to be incorporated, for Swift Current, Saskatchewan. This applicant wants an antenna 518 feet above average terrain, with power of 9 kw video and 4.5 kw audio.

(Details of radio business to be heard by the CBC board will be found on page 9 of this issue).

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

**CFQC-TV
SERVES *THE*
RICHEST
PEOPLE IN
CANADA**



Saskatoon, rich in industry, agriculture, and mineral wealth, has a net effective buying income of \$178,000,000.

OF THE 32 CANADIAN METROPOLITAN COUNTY AREAS

SASKATOON stands FIRST in the Dominion for per capita net effective buying income — Sales Management's Survey of Buying Power. (56 estimates)

| Rank | Metropolitan County Area | Per Capita |
|------|-----------------------------|------------|
| 1 | Saskatoon (census Div. 11) | \$1,708.00 |
| 2 | Toronto (York County) | 1,696.00 |
| 3 | Windsor (Essex County) | 1,641.00 |
| 4 | Hamilton (Wentworth County) | 1,595.00 |
| 5 | Sudbury (Sudbury County) | 1,554.00 |

FIRST in the West with a net effective buying income per family of \$6,078.00.

CFQC-TV SELLS to the People with MONEY to Spend.

SEE OUR REPS: Television Station Reps. — U.S.A.: Canadian Station Reps.

CHANNEL 8 **CFQC-TV**

SASKATOON, SASKATCHEWAN

POINTS OF SALE

Ed James

TELE-TATTLE

Here are 2
TWO STATIONS
both a year round
GOOD BUY
now offering, without extra charge
A SUMMER PLUS

CKVR-TV
Channel 3
CKGN-TV
North Bay

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554



MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097

AT ASSOCIATED Screen News Ltd., R. Pitt-Taylor, a 30-year veteran of Canadian film production, has been promoted to the position of television production manager in Montreal.

Also moved up is Bill Wilcox who has been named ASN art director, replacing Jack Dunham who recently resigned from the company.

IN ITS ANNUAL REPORT, made May 25, the Lord's Day Alliance finally accepted radio and television as inevitable on Sunday. The report said the churches use radio and television for Sunday broadcasting and added that if Canadian stations were silenced, listeners would turn to U.S. networks.

"For practical reasons therefore, the Lord's Day Alliance has not sought authoritative opinion on the legality of Sunday broadcasting," the report said.

RUSSIA NOW HAS 27 TV stations operating, and is planning to start more soon. The newspaper TRUD lists ten cities in which TV stations will go into operation this year, and another six which will have TV relay stations.

"By the end of 1960", says TRUD, "it is planned that a Soviet 75-station television network will reach about 15% of our population, or about 30-million people".

FROM SYDNEY, Australia comes the report that more than 500 women jammed the switchboard of the local TV station offering to undergo a Yul Brynner haircut.

On a program called *It Pays To Be Funny*, a man swapped his curly brown hair for a TV set. Then the show's sponsors asked for a woman's hair the next week. In return for her hair, the chosen lady will get a TV set, a diamond wristwatch, a washing machine, a refrigerator - - and a wig.

DON ALEXANDER, a staff announcer at CHEX-TV, Peterborough, was seriously injured in a car accident in April. While in hospital recuperating, he received a fan letter written at the insistence of one of his fans - - four year old Linda O'Shea.

After seeing some-one else reading Don "Alexaminer's" news, she became so concerned that prayers for recovery were offered, and upon learning it would be several months before Don would be back on the air, little Linda insisted upon sending him some chocolates to speed his recovery.

MONTREAL WILL SOON be the second Canadian city within the range of a color television station in addition to Toronto. WPTZ, Plattsburgh, N.Y. is increasing its power from 20,000 to 100,000 watts, and will move its transmitter to a mountain just 39 miles from the Quebec metropolis. When tests are completed, the station will carry the regular schedule of NBC color shows beginning approximately July 1.

LEN STARMER, formerly unit administrator of light entertainment for CBC-TV in the Ontario region, has been appointed assistant supervisor of variety for the Corporation. The former dancer will work under Bob McGall, and will be concerned with national variety programming.

AT CJON, ST. JOHN'S, Nfld., president Geoff Stirling is at it again.

During a recent trip to Montreal, Geoff saw a series of French lessons being produced live for the French

TV station there and liked them. He got permission to have the lessons put on film and to use them on his own station. At the present time, CJON-TV is the only private station carrying the lessons. A prize of \$100 is being offered by the station to the school pupil who best learns conversational French as a direct result of these lessons, and attempts will be made, through the Department of Education, to present this scholarship to the most promising student.

DENNY REID, formerly at CKOV, Kelowna, B.C. is station manager at the new Quesnel, B.C. radio station, CKCQ. Jack Bews moves into Reid's spot as commercial manager at CKOV.

PROGRAM DIRECTOR Frank Bond, also of CKOV, Kelowna has gone to CFJC, Kamloops, where he is assistant manager at the radio-TV station. He has been replaced at CKOV by Art Hall.

THE ONTARIO Provincial Police have completed tests that show it takes twenty minutes for eyes to adjust for safe night-driving after an extended television viewing session.

PAUL MacDONALD has been appointed administrative assistant to Gordon Keeble, vice-president of the Spence Caldwell Agency. He will be involved in the production, planning and creation of new shows, and in kinescope recording.

ACCORDING TO Barry Nichols of ACHCT-TV, Calgary, their new 90-minute, 5 a week show *Carousel* is doing extremely well. As an example, he cites the story of a small cleaner in Calgary who took six one-minute spots on the show. Before the 5th spot had run, the cleaner had more business than he could handle, and had to turn down further participation in the show because his facilities would not permit any more work. Impressed with his results, the cleaner then took the CHCT-TV salesman into four other small neighbourhood stores where he sold each one a contract.

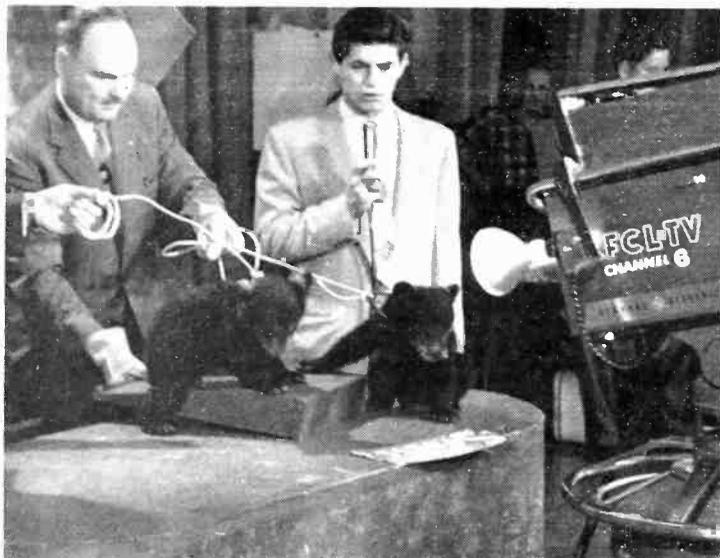
LAST MONTH, viewers of the British Granada TV network got treated to the case of the confused commercials.

Because of transmission difficulties, the sound of one commercial joined the picture of another.

As a result, the public was told to feed their cats champagne, use tooth-paste as a hair dressing, lubricate their cars with beer; and a wayward husband was depicted by an overgrown cat.

The confusion continued for two minutes and 25 seconds, and after things were straightened out, an official said "I suppose a technical fault was inevitable some time. We have to show 600 advertisements in a week-end.

And this brings this hunk of confusion to an end for this issue. I'm off on my well-earned vacation (*who says? R.G.L.*) so if it's new with you, tell it to Tele-Tattle, via Ian Grant.



Let's get down to "Bear" facts! It pays to advertise on CFCL-TV - - Sportsmen's Show reports largest crowds since its inception!

Sports Director, "Gus" Bergeron interviews Mr. Miller, Chairman of publicity for the Sportsmen's Show with two cub bears.

CFCL-TV

SEE ... Omer Renaud & Co. — Toronto, Montreal
John N. Hunt — Vancouver
Joseph H. McGillivra — U.S.A.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

HOT AS A PISTOL

Tim McCoy

Bob Steele

Jack Lunden

Ken Maynard

Wild Bill Elliot

Russell Hayden

Tom Tyler

Buck Jones

135

WESTERN

FEATURE FILMS

presented by

SCREEN GEMS

(CANADA) LIMITED

102 PETER STREET
TORONTO
EM. 3-4096

**FOR
INFORMATION
CONTACT**

TORONTO
102 Peter St.
EM. 3-4096

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

VANCOUVER
470 Granville W.
PA. 1440



Picture of a woman buying a fruit salad

PINEAPPLE, pears and nuts . . . and the new salad dressing her favourite radio announcer just described . . . Women appreciate hearing what's new in food because it gives variety to their work and brings new taste appeal to their families. Radio is a *natural* for introducing new products, and for building mass volume in sales.

Speaking of volume, \$901,554,000* was spent for food in CFRB's listening area in 1955. *Total* retail sales in the area were over 4 billion dollars.*

CFRB—Canada's most powerful independent radio station—reaches "the spending third" of Canada's population. In

* based on Sales Management's Survey of Buying Power, Canadian Edition, May 1956.

the 44 counties served there are 1,156,000* households with a buying power (after income tax) of over 6 billion dollars.*

Why not let a CFRB representative outline a plan to give you a bigger share in this rich market?

RADIO REACHES YOU EVERYWHERE

REPRESENTATIVES:

Canada:
All-Canada Radio Facilities Limited

United States:
Canadian Station Representatives Ltd.

CFRB

T O R O N T O 50,000 watts 1010 on your dial