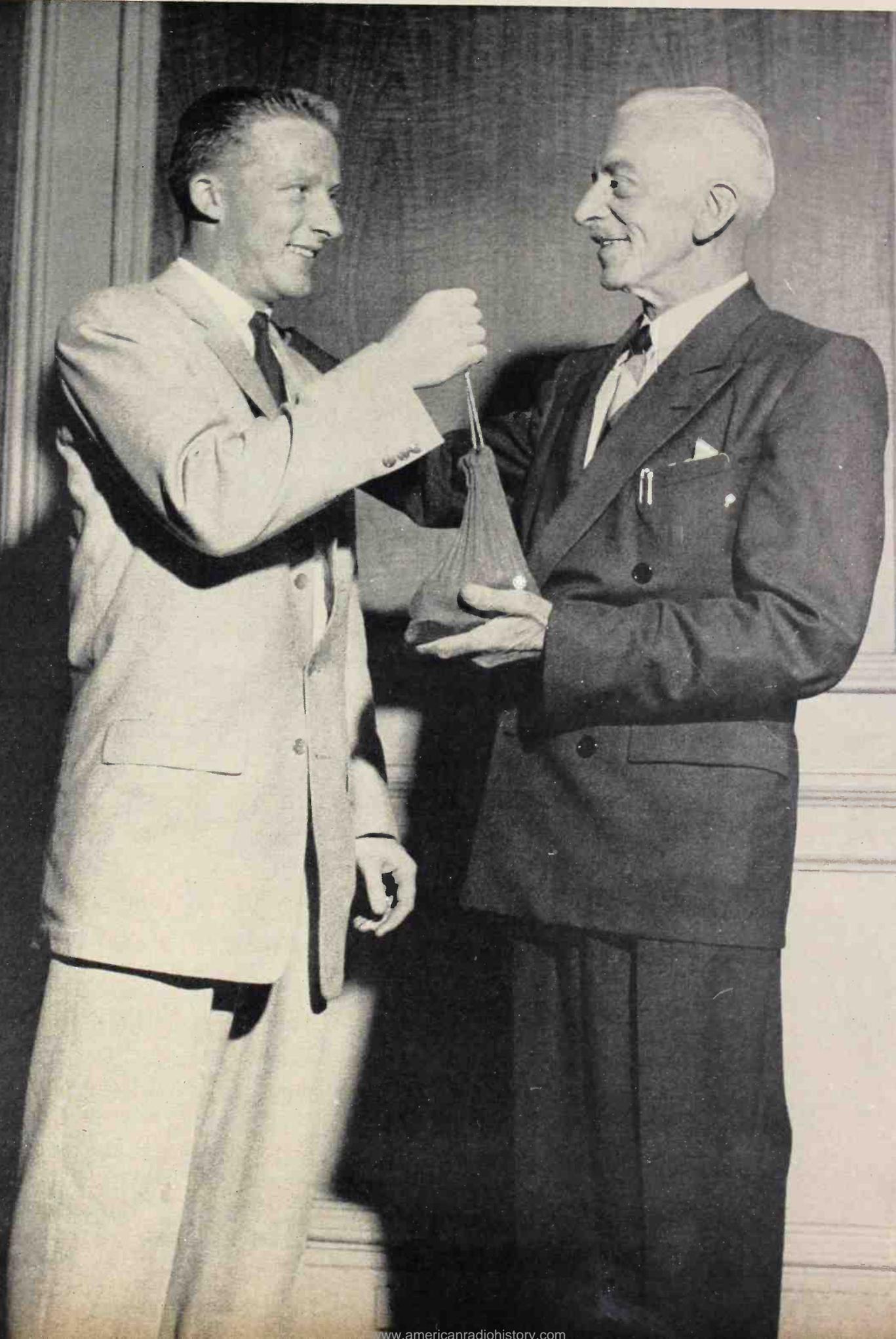


Canadian
BROADCASTER & TELESREEN
TWICE
A
MONTH

Vol. 16, No. 14

TORONTO

July 18th, 1957





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

**RADIO'S AUDIENCE
IS CUMULATIVE**

A radio advertiser does not reach the whole audience by buying only the so-called premium times.

Reaching radio's total audience is a cumulative process. You reach one segment at one period, another at a different period, and so on throughout the whole broadcast schedule. In many cases these audience segments are almost entirely unduplicated.

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



On Our Cover

REPS AND AGENCIES FETE RETIRING TREGALE

THERE IS USUALLY something sad and solemn about saying goodbye, but this was not the case when most of Toronto's national radio reps defied all precedent and met for lunch in the Hunting Room of the King Edward Hotel in Toronto to say goodbye to John Tregale.

It wasn't that they were glad to see him retire to Victoria after twenty-two years in charge of sales in the Toronto office of All-Canada Radio Facilities Ltd. It was just that the occasion called for cordiality, bonhomie and all the other qualities seldom exchanged by competitors in a hard-fisted business like broadcasting, and the reps gave out with just that.

John was toasted and (t)regaled as the veteran broadcaster he is, for his pioneering efforts through the years since he left the English theatrical company of Sir Seymour Hicks, which was touring Canada, to stop off for a spell as radio director of the Vickers & Benson advertising agency, and then land in the rep business where he has remained ever since.

The party was organized by Bruce Butler of Joseph A. Hardy & Company, but the task of toastmaster fell to the lot of Andy McDermott of Radio & Television Sales Inc.

After Andy had paid a sincere tribute to John for the part he has played in developing the industry and the role of senior statesman in which he has always doubled, a presentation was made on the part of the reps by the youngest among them, Bill McGannon, who has just started in the business with Radio & Television Sales Inc. Seen on our cover are Bill and John, snapped as the deed was being done.

The presentation consisted of 165 silver dollars. McDermott explained the gift this way. John was always the dollar-a-year type, he said, and he must be at least 65 if he was about to retire. Also John looked exceedingly healthy, and should be good for at least another century; hence the \$165!

In his reply to all this, John said he was moving to Victoria and that the welcome mat would always be out for visitors from the industry.

AGENCIES THREW DO TOO

Last week, John Tregale was guest of honor at another party, hosted this time by a group of agency people, who held forth at the Royal Canadian Yacht Club.

This party was organized by Ralph Hart, Spitzer and Mills; Ralph Draper, BBD & O; and Tommy Church, McKim Advertising. A presentation of a pair of binoculars was made by Ramsay Lees, also of BBD & O, who delivered himself of one of his always-good-but-this-time - even - better - than - usual

orations. It went - - in part - - like this:

"I have here a communication from the Victoria Police Department.

"All members of the Victoria force are requested to be on the look for John Tregale, alias John the Actor, alias Dapper Dan, alias Slippery John, who is reported headed this way. His record follows.

"Born in England, he started early in a life of crime by falsifying his age

his runners turn up in various parts of the city muttering to their contacts - - 'I can get you better time'.

"We who know John feel that this report is very much in error. If there is one man in our business who commands the respect of all who know him, it is the same John Tregale and it is with profound regret that we see him leave." So said Ramsay Lees.

(And so say all of us - - ED.)



SWIPING THE FOOD FROM EACH OTHER'S PLATES in traditional style are (left to right) Paul Mulvihill, P. M. & Co. Ltd.; Art Harrison, Horace N. Stovin & Co.; and Bruce Butler, Joseph A. Hardy & Co. Ltd.

to enlist in the Royal Flying Corps. He became a pilot but contracted malaria while serving in India, and so was shipped back to England. However, it is believed that during his stay in India, he developed some of his occult powers with regard to the manipulation of numbers and the various mystic formulae with which he has furthered his career.

"Having heard that Canada was a soft touch, he joined Sir Seymour Hicks' company as an actor and embarked for Canada. While playing Toronto, he fell off the stage into a bass drum, so he looked around to see what other kind of skin game he could get interested in.

"This naturally led to a job as head of the radio department in the Vickers & Benson Advertising Agency.

(Slight hiatus for unprintable anecdote).

"At about this time, a western mob had moved into Toronto, having gotten their start, using as a front a bicycle repair shop in Calgary. This outfit had various aliases, and was led by Two-gun Taylor, Dead-eye Pearson and Hopalong Carson.

"In recent years, John has become the inside man for the mob, and while it is known that the confidence game they operate is a variation of the numbers racket, it is believed to have something to do with clocks, as



GIVES YOU HALIFAX'S BIGGEST DAYTIME AUDIENCE!

Mr. Advertiser, are you interested in daytime radio in Halifax? If you are, CHNS is your MUST station. And if you are interested in the all important mealtime hours, BBM Time Period Audience Study shows:

Time	Audience Leadership
7:00 — 7:30 A.M.	CHNS
7:30 — 8:00 A.M.	CHNS
8:00 — 8:30 A.M.	CHNS
8:30 — 9:00 A.M.	CHNS
12:00 — 12:30 P.M.	CHNS
12:30 — 1:00 P.M.	CHNS
1:00 — 1:30 P.M.	CHNS
1:30 — 2:00 P.M.	CHNS
5:00 — 5:30 P.M.	CHNS
5:30 — 6:00 P.M.	CHNS
6:00 — 6:30 P.M.	CHNS
6:30 — 7:00 P.M.	CHNS



THE VOICE AND CHOICE OF HALIFAX



Five New Supermarkets have been built in St. John's in the past 2 years . . . it's a booming town, retail sales up 18%

AND THE MAJORITY OF ALL RADIO HOMES ARE TUNED TO CJON RADIO

Reps: All-Canada in Canada

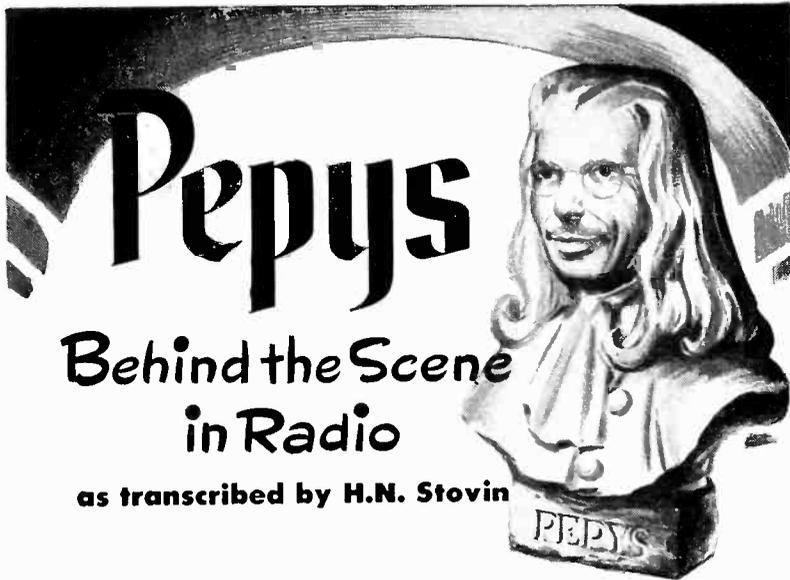
Weed & Co. in U.S.A.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.



Up betimes this day and to my office afoot, meeting on the way my good friend R. R. McIntosh of General Foods Limited, and much interesting conversation as a result. Did go on my way much pleased with them for their long and faithful use of Radio to advertise their victuals ● ● ● Though it did interfere with my work all that morning, did recall with pleasure the Show Boat program, back in the early '20s, through which they did introduce Maxwell House Coffee — "good to the last drop". Having the vision to see that Radio, though then but an infant, would develop into a great merchandising medium, they did invest still more monies, over the years, in an illustrious list of the best in entertainment to carry General Foods' messages — such as, Kate Smith, Jack Benny, Bob Hope, and such admirable programs as "Mr. Ace and Jane", "Our Miss Brooks", "The Aldrich Family", "Woodhouse and Hawkins", "At Home with The Martins", "When a Girl Marries", "Portia Faces Life", "Road of Life", "Mr. Chameleon", "Gangbusters", "Roy Rogers", "My Favorite Husband", "Happy Gang", "Small Types", "M'Amie d'Amour", "Le Cure du Village" — truly a long and goodly list ● ● ● General Foods, after much wise discourse, do deem Radio still to be a most important and necessary medium for the selling of their goods in Canada, and do presently use "Lettre a Une Canadienne", "Newscast", "Jay and Ginger", "Morning Merry-Go-Round", "Toast and Jamboree", and sundry Spot Campaigns for their many fine products ● ● ● They do say they will continue to use Radio so long as their many charts and studies do indicate that Radio continues to sell — and it does please me mightily that such an important and long-faithful user of Radio continues to bespeak it and use it so well.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
 & COMPANY
 MONTREAL TORONTO WINNIPEG VANCOUVER

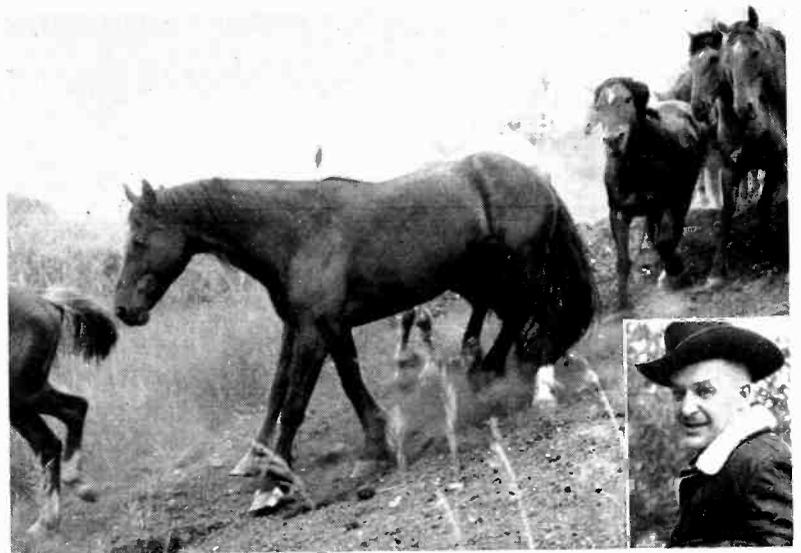
Representative for
 these live Radio and Television Stations

CJOR Vancouver	CJRL Kenora	CJMS Montreal
CFPR Prince Rupert	CJBC Toronto	CJBR-TV Rimouski
CKLN Nelson	CFOS Owen Sound	CKCW Moncton
CKXL Calgary	CHOV Pembroke	CKCW-TV Moncton
CJGX Yorkton	CJBQ Belleville	ZBM Bermuda
CJNB North Battleford	CFJR Brockville	ZNS Nassau
CKOM Saskatoon	CKLC Kingston	KVOS-TV Bellingham-
CKY Winnipeg	CKSF Cornwall	Vancouver
		Medicine Hat
		Quebec (Eng.)
		CHAT-TV
		CKMI-TV

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

Calgary Stampede

LAST DRIVE GETS FIRST PLUG



PART OF THE HERD of wild horses that thunder into Calgary every year to be the bronchos that buck for Stampede spectators. In inset is CFAC newsman Cliff Cowan who tape-recorded the sound of the mustangs plunging across Calgary's Elbow River for his news program "Local Beat". The drive had never been publicized before.

TWO WEEKS BEFORE the 1957 Calgary Stampede, CFAC newsman Cliff Cowan, accompanied by Ruth Scott and Rita Cuthbertson of the station's promotion department, stumbled down to the banks of the Elbow River at 6 am in the grey Calgary dawn. They were awaiting one of the last drives of wild horses left in the world - - the entry into Calgary of 200 head of untamed mustangs gathered from all over south Alberta to become the bucking bronchos of this year's stampede.

Oddly enough the event had never been publicized before, and since this might be the last time in history it would take place - - plans are being made to road-truck the horses to Calgary in future - - CFAC decided it was now or never to give the drive air coverage.

The idea was to tape-record the sound of the horses being swim-herded across the river into the Stampede grounds proper.

As the horses, tossing their manes and neighing wildly, plunged into the dark water, Ruth held her camera above the splashing freezing water and newsman Cowan hugged his tape recorder and clung frantically to his horse.

That night the result was broad-

cast over Cowan's own news program, *Local Beat*. He gave his listeners a clear, swift picture of this scene of fading western life. "Down the slope of the hill stood the herd and around them in silent sentinel half a dozen wranglers sat tall in the saddle in long yellow oil skins glistening as the morning sun began to beat the clouds, wide-brimmed hats slanted on alert heads."

Nets Must Cede To Locals

A US SENATE report says some American network practices are injuring public interest, and says restriction is necessary, "to prevent television from becoming a completely national medium serving no local need and almost entirely dependent on network service".

The report went on to say that there should be a curb on practices which "permit the blanketing of the best viewing hours with network programs". It made no bid for rigid governmental regulation of networks but said that unless steps were taken to prevent the network from attaining "overwhelming dominance" such governmental regulations might have to be taken eventually.

CKRD

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 DAILY Advertiser

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 in Toronto and Montreal

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Delivering your sales message daily
 at a lower cost per thousand

850 Kc — 1,000 Watts **CKRD RED DEER**

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TWICE A MONTH

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July 18th, 1957

Talent Must Sell Its Own Bill Of Goods

The Canadian Council of Authors and Artists, representing a group of talent unions, plans approaching the CARTB in an effort to find out their members' chances of getting work on the privately-owned stations.

This information is reported in a short news item elsewhere in this issue and it seems to us to be a step in the right direction, with certain reservations.

The report of the Fowler Commission stirred up considerable interest among private radio and television broadcasters in the possibilities of overcoming the difficulties of using local live talent on their single-station operations by the use of such devices as talent pools. The matter has been given considerable consideration and discussion at conventions, both the national one in Quebec last March and the various regional ones which take place across the country through the year. More than this, the development of live talent by CARTB member stations is a very important part of the association's public relations plan which is currently being launched. Unquestionably any constructive suggestions the talent unions may have to offer will be welcomed by the association.

Obviously the unions and their representatives will have one main point in their approach. They will be making an attempt to open up new channels of employment for the performers of whom their organizations are comprised. Broadcasters' representatives will have to face up with the financial commitments the employment of talent will entail, but it goes further than this.

.

When talent's number 1 competitor, the disc, tape and film salesman, goes out to sell his entertainment to the broadcasters, he

simply puts his product through a monitor and the station or program manager is able to assess its potentials as a vehicle to interest audience or sponsors with the minimum trouble and at literally no cost. But this is not the case with live talent, or it has not been thus far.

If live performers are going to induce station managers and other producers to use their services, would they not be well-advised to do as the transcription and film people do? Shouldn't they package themselves into sample presentations for their potential buyers to examine and show to prospective sponsors?

Trade unions being what they are, this has not in the past been feasible, except at very considerable expense. Now, if the artists are really out for business, they might as well make up their minds that they are going to experience considerable difficulty persuading potential buyers to spend several hundred dollars just for a look or listen at a show that has no success story behind it. They have to remember that proven and established shows can be auditioned at absolutely no expense and with just the flick of a switch.

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Artists and broadcasters have one basic thing in common. Both factions of the broadcasting industry exist to turn their services into money. Broadcasters have indicated a willingness that has never been evident before to open the door to talent. Now then, wouldn't it be smart if talent held out a co-operating hand to the stations, not out of generosity, altruism or kindness of heart, but just in order to make it possible for the stations to buy their services?

News Briefs

ALLOCATIONS OF sponsorship of the Big 4 football games this fall has not been completely settled.

Last year, Dow Brewery Ltd. of Montreal bought all TV rights across Canada for 1956-8.

For 1957, they are using the games as their own vehicle in the Province of Quebec. Exclusive selling rights for English-speaking Canada are held by G. N. Mackenzie Ltd.

So far, Shell Oil has contracted for fifty per cent sponsorship of each game.

Gossip has it that the Erwin Wasey agency has held the other half of these rights, but if they have not been made available before this appears it is understood that they will shortly be offered to a "compatible account through its own agency."

.

GEOFF STIRLING president of Newfoundland Broadcasting Co. Ltd. has announced the appointment of Horace N. Stovin & Company as national reps for the three stations, CJON-TV and CJON-Radio, St. John's and CJOX-TV, Argentia. According to Stirling the original intention was to move the two TV stations only, but All-Canada Radio Facilities Ltd., who have repped both the radio and TV stations since their inception, were not disposed to carry on the radio representation without the TV.

.

THE CANADIAN Labor Relations Board recently certified the National Association of Broadcast Employees and Technicians as bargaining agent for 80 employees of Quebec Television (Canada) Limited. The company operates stations CFCM-TV and CKMI-TV in Quebec city. The union will represent employees in the program, technical, publicity, bookkeeping, film, news service and maintenance departments.



Fowler Commission

PRESS OPINION VARIED ON FOWLER REPORT

CANADIAN NEWSPAPERS are still greeting the Fowler Report with a cacophony of mixed opinion. Here's a coast-to-coast cross-section of editorial reaction.

RADIO FREE AS PRESS

THE LETHBRIDGE HERALD claims the Royal Commission has "backed away" from the chief issue at stake - - "the danger inherent in having

two important media of communication - - radio and TV - - under the control of a state agency potentially susceptible to governmental pressure."

Critical of the Report's recommendation that the "CBC would retain some control over its private competitors" in order to "ensure that its conception of a national service was implemented", the HERALD said

"we cannot agree this really justifies our present restrictive broadcasting policy. If radio and TV are as influential as the Fowler Commission seems to think, it is all the more necessary that they should be removed from political control. . . Freedom of radio and TV," the editorial concluded, "is just as important as freedom of the press."

CBC IS POPULAR

Welcoming the Report as "essentially a vindication of the CBC", a VICTORIA TIMES editorial said it "showed beyond doubt that the

watch the government station, they reject it in favor of the private stations what business would that of a democratic government"

EXASPERATING PRETENSION OF CBC

THE MONTREAL GAZETTE, in March 29 editorial, commented: "is typical of the practical tone of the Fowler Report that it sees no magic even in the proposed new regulatory board, since its value will depend upon 'the calibre and competence' those appointed to it."

Matters which the GAZETTE thought

Nobody knows what the new government will do about the problems of radio and television and the solutions suggested by the Fowler Commission on Broadcasting. Here is a cross section of opinion on the Commission's report as expressed by the press at the time it was issued.

public will tolerate no influence with the CBC which is, perhaps, the most popular institution in Canada".

CULTURE TRUST DEFENDS MONOPOLY

THE VANCOUVER SUN criticized the Report because "basically, it accepts almost wholly the tiresome, insulting 'culture trust' theory so long used to defend monopoly control by the CBC".

The great mystery left unsolved, the SUN editorial went on to state, "is why the government, if it feels compelled to spend public money promoting Canadian culture by TV and radio, can't subsidize CBC, then license as many private stations as there are channels available, giving them a free hand to compete.

"If cultural efforts interested Canadians", the SUN wound up, "they'd

"inadequately surveyed" by the Report were: the financing of the CBC; the "exasperating pretensions" of CBC programming.

ATTENTION NEXT ADMINISTRATION

"Almost half a billion from the taxpayer's pockets in the next few years!" so said THE FREDERICTON DAILY GLEANER on the subject of the Report's recommendation for financing the CBC. "It is to be hoped the administration elected this year will consider this carefully before thinking of implementing it."

CBC COULD UNDERCUT PRIVATES

"Although the CBC has come in for more criticism than it has deserved in trying to serve as both an operational and regulatory organization", said the HALIFAX CHRONICLE-HERALD, in its March 29 editorial, "there is a danger of perpetuating such an arrangement. . . the proposed establishment of a separate regulatory board is a wise course."

However, there were other Fowler recommendations the C-H thought

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SOON 5000 watts

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Interprovincial
Broadcast Sales Ltd.
In U.S.A.
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CIKEV
QUEBEC CITY

BREAKFAST — DINNER — SUPPER

These times are big sale times on CFNB — but, there are countless other productive sales time periods in our broadcast schedule — so take a look at your B.B.M. or Elliott-Haynes and then give the All-Canada man a call.

CFNB IS NEW BRUNSWICK'S No. 1 STATION

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.

We've got something to SHOUT ABOUT!

CHOY's
BBM-TPA study
Confirms
CHOY IS A BEST BUY
radio Pembroke 1000 w.
REPS. H. N. STON

"should be studied with great caution". One was the subsidization of CBC and not of private stations. "Would it not mean", asked the paper, "that the CBC would be able greatly to undercut even the minimum of rates that private operators could charge?"

Pointing out that the Massey Report had seen the danger of this and recommended that the CBC refuse all commercial business for its stations, except in places where advertising services from private stations were not available, the C-H advised that "great wisdom must be applied in the government's approach" to the Fowler recommendations.

NON-CANADIAN BAN APPROVED

THE CALGARY HERALD expressed the view that "of primary interest in the report is the basic wisdom underlying the recommendation of a statutory prohibition against more than 20 per cent non-Canadian ownership in a Canadian broadcasting station."

TALENT LIKE MURDER WILL OUT

THE MONTREAL HERALD supported the Report's recommendation that additional TV outlets be made available in the not too distant future. Speaking for Montreal, the HERALD commented that "there are many who do not relish the entire bill of fare offered by the CBC, and whose physical location on the island makes it impossible to receive United States broadcasts."

Discussing the Fowler Report's concern about the lack of encouragement of Canadian talent, the HERALD commented "talent, like murder, will out. When Canadian talent develops to the point where it can hold an audience it flies States-ward. We can see no sense in attempting to force people to look at second-class stuff by Canadians when first-class stuff by persons of other nationalities is available through a twist of the dial. There must be a better way, surely, of encouraging what is worthwhile in Canadians than by an order-in-council or some similar ruse."

MUST JUSTIFY EXTRACTION

The VANCOUVER HERALD editorial of March 30, called the Report's comment, — "We cannot say that everything is right with the present financial system of the CBC." — a masterly understatement". Said the HERALD, "It did not need a Fowler commission to arrive at this conclusion."

"But", the HERALD went on, "it is still salutary that the commission realizes the magnitude of the task ahead of the industry", with respect to financing the CBC. "That task is to make it seem worth while to extract 70 millions from the taxpayer during the next six years."

UNWARRANTED REFLECTION

As the REGINA LEADER-POST sees "the fact that even newspapers which are strongly pro-CBC are so outspoken in favoring (a separate regulatory board) arouses wonder at the present inequitable situation

has been tolerated for so long. In the fact of the favorable reaction, the accusation that the ending of the CBC's dual role was something the private broadcasters wanted, without much public support, has been exposed as an untruth."

The LEADER was outspoken in criticising what it considered the Report's inference that "Canada's broadcasters place crass commercialism in the forefront and that, if they were given greater freedom of action their stations would become no more than pipelines to pipe 'Americanism' into Canada." The paper felt this to be "an unwarranted reflection on their integrity and their Canadianism. What agency," it asked "has for decades, been piping US 'soap operas' into Canada? None but the CBC".

THOUGHT AND AMENDMENT

Some questions regarding the "workability" of the Report's recommendation's regarding the head of the proposed new separate regulatory board, were asked by the OTTAWA EVENING JOURNAL. "Should the new head be a part-time man, a two-days-a-week servant of the country?" asked the JOURNAL, which feels that the Report's main recommendations call for serious thought, and probably amendment.

CBC WILL ALWAYS BE FAVORED

THE PETERBOROUGH EXAMINER, expressing its views in a March 30 editorial, said that the CARTB has been asking for something like the separate regulatory board of governors, recommended by the Commission, ever since the CARTB was founded.

However, the EXAMINER wondered "Just how an independent governing body would alter this situation (in which the CBC both regulates and competes with private stations) is not yet clear to us."

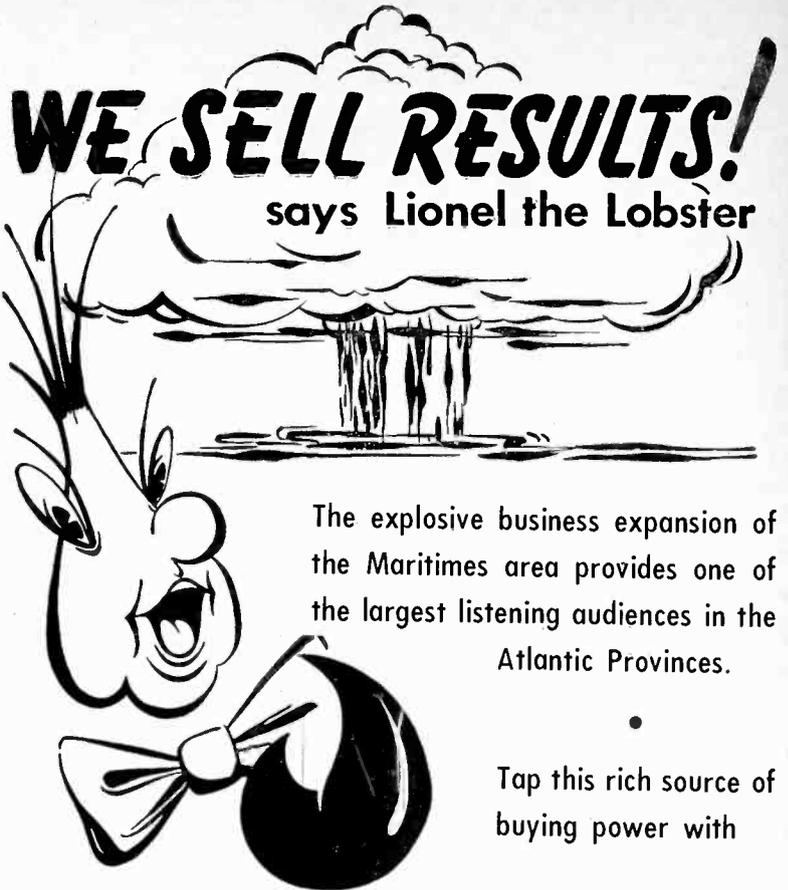
The editorial expressed the opinion that even if the recommended separate regulatory board were established by the government and a keener competition ensued between private stations and the CBC, even so "the competition will always be heavily loaded in CBC's favor if private broadcasting networks are forbidden."

The EXAMINER said it was not convinced that an independent regulatory board will work better than the present system."

WIDER CHOICE APPROVED

Speaking of the Report's recommendation to remove the restrictions over the number of TV stations in Canada, a TORONTO TELEGRAM's writer said "people like myself, who feel that the utmost possible freedom is essential, are delighted that the Report has suggested we should have a wider range of choice and hope the next parliament will be as quick about it as possible."

Commenting on the proposed new board's recommended powers of supervising the content of all programs, the same writer said: "it is not the duty of the government to dictate to adults what sort of programs they should watch."



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NEW BRUNSWICK
REPS: STOVIN in CANADA ••• ADAM YOUNG U.S.A

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REPS: In Toronto and Montreal — N.B.S.
In Western Canada — All-Canada
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TORONTO • WINNIPEG • VANCOUVER
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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.)

CFRB's "Canadians All"

NEW CANADIANS FORM CONCERT GROUP

A **SIZABLE GROUP** of European-born Toronto singers has been organized into the Cosmopolitan Concert Company of Canada. The singers have all appeared on John Collingwood Reade's CFRB program, *Canadians All*, which last year won the station a Beaver Award.

The project is under the direction of Reade and the musical director is Douglas Taylor, a newcomer to Canada from England, where, after studying under Sir Henry Wood, he has himself been singing and coaching professional singers for the past 25 years.

Four of the eleven Cosmopolitan singers introduced by Reade at a recent demonstration recital of voices really rang the bell, judging by the thunderous applause that filled CFRB's auditorium. Foremost among them was Ukraine-born basso Osyp Hoshulak, whose powerfully sung aria, *La Calumnia*, from Rossini's *Barber of Seville*, was followed by a sadly haunting Ukrainian folk song.

From Esthonia, red-haired mezzo-soprano Irene Loosberg was the second artist to earn loud audience bravos. Singing first the intense aria, *O Love From Thy Power*, from Saint Saens' *Samson and Delilah*, Miss Loosberg, in a quick change of mood, then infused into her voice a delightful dancing quality as she sang *The*

Waltz Song from *The Count of Luxembourg*.

German-born Victor Braun also received a great deal of audience kudos for his *Two Grenadiers* (Schumann) which he delivered with mock-heroic verve, followed by *I Got Plenty of Nothin'* from Gershwin's *Porgy and Bess*. In this last number Braun sang with marked appropriateness of gesture, according to unanimous murmurs from the musically informed listeners present.

Perhaps the most scintillating stage presence of all was presented by young Greek-born soprano Teresa Stratas whose torchy rendition of *Smoke Gets In Your Eyes*, in contrast to the more formal performances preceding her own, surprised listeners like an electric shock. Whirling, tapping her feet and snapping her fingers, Miss Stratas then further excited her audience with the passionate Greek folk-dance song, *Hasipikos*.

Mysteries For Montreal

STARTING EARLY in September, CJAD, Montreal, will run three complete series of the *World's Greatest Mysteries*. These new half-hour transcriptions are the latest effort of the British producer, Harry Allan Towers.

Bud DeBow, Montreal manager of S. W. Caldwell Ltd., said that the deal involves a total of 156 episodes of the 260-show series.

Talent Raps Locals' Door

AMONG THE plans arising from the recent annual meeting of the Canadian Council of Authors and Artists is an early meeting with the CARTB for the purpose of assessing possibilities for the development of talent on private stations.

Another meeting is planned for the fall with British Equity, Screen Actors' Guild and the American Federation of Television and Radio Artists to arrive at a suitable formula to cover the international exchange of performers and programs in radio, TV and films.

During the CCAA conference, the executive were instructed to make strong representations to the Minister of Finance that Canadian performers and writers be given some of the benefits under tax deductions which are now available to British and American performers.

Calling All Stations

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"Meet Margaret" . . .



. . . and Meet Saskatchewan!

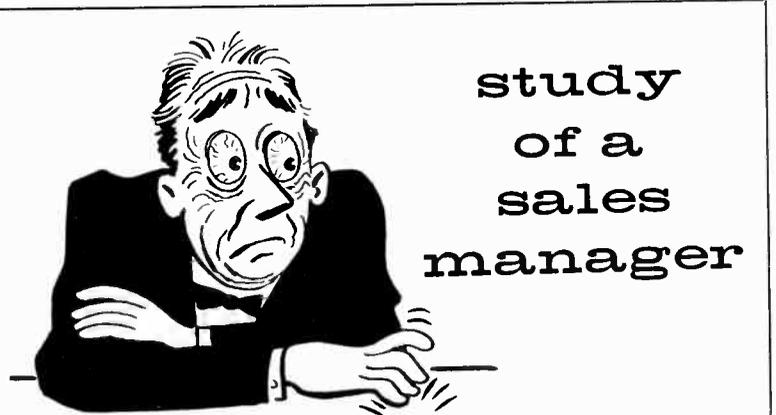
A brand new feature for fine afternoon listening.

Monday thru Friday • 2:00 - 3:00 p.m.

Plenty of people, places

. . . and **SELLING POWER!**

SEE OUR REPS
Radio Reps - Canada
Canadian Station Reps - U.S.A.



. . . who learns that for the third week in a row, his product is **SOLD OUT** in Halifax stores . . . and the next shipment won't reach them for two days.

Reason for empty shelves . . . the selling power of radio in Halifax.

To sell Halifax . . . use **C J C H** . . . and step up shipments.

CJCHalifax

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NOW IS THE TIME to get your share of this thriving market, by contacting

CHEX-PETERBOROUGH

CHEX Radio reaches Peterborough's prosperous city and country audience — over 100,000 listeners daily.

REPS:

In Toronto and Montreal — N.B.S.
In Western Canada — All-Canada
In U.S.A. — Weed & Co.

Puck-Star Joins CHUM

NEWS COMES FROM radio station CHUM, Toronto, that Jim Ross, former New York Ranger defenceman and coach of the Saskatoon Quakers has joined the sales staff. Disc jockey (and executive vice-president) Phil Stone introduced comedian Jerry Lewis at 6.45 pm, July 9. Monty Hall, CHUM, emcee on Canada Packers' "Who Am I?" show is reported to be in line for a major TV emcee assignment in Britain. On Soccer Roundup, heard Sundays at 12 noon, soccer expert George Gross presented a play-by-play tape he recorded in Mexico of the world soccer cup game between Canada and Mexico.

C K B W

BRIDGEWATER

NOVA SCOTIA

There's
Not a Single Mortgaged Farm
in
CKBW's
PROSPEROUS PRIMARY AREA!

Serving the Wealthy South Shore

RADIO REPS in CANADA
DONALD COOKE in the USA

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.)

CFRB's "Canadians All"

NEW CANADIANS FORM CONCERT GROUP

A SIZABLE GROUP of European-born Toronto singers has been organized into the Cosmopolitan Concert Company of Canada. The singers have all appeared on John Collingwood Reade's CFRB program, *Canadians All*, which last year won the station a Beaver Award.

The project is under the direction of Reade and the musical director is Douglas Taylor, a newcomer to Canada from England, where, after studying under Sir Henry Wood, he has himself been singing and coaching professional singers for the past 25 years.

Four of the eleven Cosmopolitan singers introduced by Reade at a recent demonstration recital of voices really rang the bell, judging by the thunderous applause that filled CFRB's auditorium. Foremost among them was Ukraine-born basso Osyp Hoshulak, whose powerfully sung aria, *La Calumnia*, from Rossini's *Barber of Seville*, was followed by a sadly haunting Ukrainian folk song.

From Esthonia, red-haired mezzo-soprano Irene Loosberg was the second artist to earn loud audience bravos. Singing first the intense aria, *O Love From Thy Power*, from Saint Saens' *Samson and Delilah*, Miss Loosberg, in a quick change of mood, then infused into her voice a delightful dancing quality as she sang *The*

Waltz Song from The Count of Luxembourg.

German-born Victor Braun also received a great deal of audience kudos for his *Two Grenadiers* (Schumann) which he delivered with mock-heroic verve, followed by *I Got Plenty of Nothin'* from Gershwin's *Porgy and Bess*. In this last number Braun sang with marked appropriateness of gesture, according to unanimous murmurs from the musically informed listeners present.

Perhaps the most scintillating stage presence of all was presented by young Greek-born soprano Teresa Stratas whose torchy rendition of *Smoke Gets In Your Eyes*, in contrast to the more formal performances preceding her own, surprised listeners like an electric shock. Whirling, tapping her feet and snapping her fingers, Miss Stratas then further excited her audience with the passionate Greek folk-dance song, *Hasipikos*.

Talent Raps Locals' Door

AMONG THE plans arising from the recent annual meeting of the Canadian Council of Authors and Artists is an early meeting with the CARTB for the purpose of assessing possibilities for the development of talent on private stations.

Another meeting is planned for the fall with British Equity, Screen Actors' Guild and the American Federation of Television and Radio Artists to arrive at a suitable formula to cover the international exchange of performers and programs in radio, TV and films.

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Mysteries For Montreal

STARTING EARLY in September, CJAD, Montreal, will run three complete series of the *World's Greatest Mysteries*. These new half-hour transcriptions are the latest effort of the British producer, Harry Allan Towers.

Bud DeBow, Montreal manager of S. W. Caldwell Ltd., said that the deal involves a total of 156 episodes of the 260-show series.

"Meet Margaret" . . .



. . . and Meet Saskatchewan!

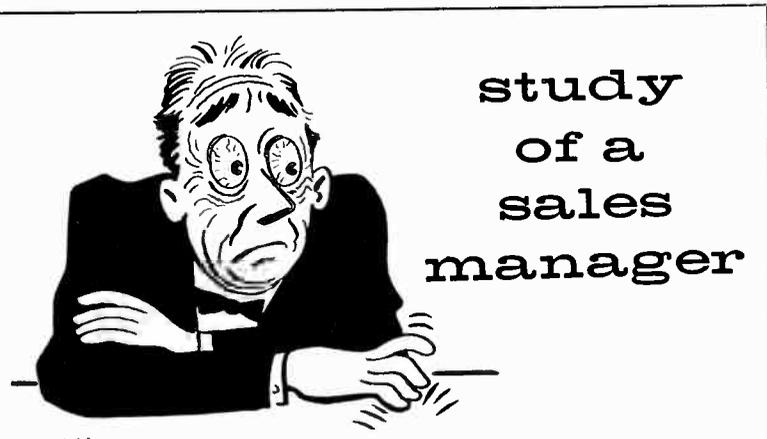
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Plenty of people, places

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SEE OUR REPS
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study of a sales manager

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PROSPEROUS PRIMARY AREA!

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RADIO REPS in CANADA
DONALD COOKE in the USA

NOVA SCOTIA

DO YOU WANT
COVERAGE?

CJGX

YORKTON

GUARANTEES



Listeners at 903
shipping points in
Manitoba and Sas-
katchewan!

10,000 watts—day
1,000 watts—night
for

**GREATER IMPACT
ON THE PRAIRIES**

Actual survey proves
that your selling mes-
sage will be heard at
903 shipping points
in the farming areas
of Manitoba and
Saskatchewan.

CJGX



Consult our representatives

Horace N. Stovin & Co.
A. J. Messner & Co., Winnipeg
Adam J. Young, Jr., Inc., U.S.A.

BC Convention

BCARTB ELECTS SEABROOK — REVERTS TO BCAB

THE BRITISH COLUMBIA Association of Radio and Television Broadcasters selected a new president, changed its name and wrapped up a radio-film training program with the University of British Columbia when the B.C. radio and television industry held its summer meeting in Vernon, B.C.

The new president is Gil Seabrook, Manager of CJIB, Vernon. He was elected to succeed Chuck Rudd of CHUB, Nanaimo, who resigned because of ill health. The new vice-president is Jack Sayers of C-FUN, Vancouver, and Directors are Bill Hughes, CKNW, New Westminster, and Ken Hutcheson, CJAV, Port Alberni.

Changing the name brought the association back to its original

British Columbia Association of Broadcasters. Although deleting the words "radio" and "television", the membership of the association will continue to include both radio and television stations under the general name of broadcasting. The association now lists 20 station members, with two more radio stations at Cranbrook and Quesnel as prospective members.

Tie-in with the university on the educational program was voted after a general discussion. The proposal was the culmination of many efforts to establish a training course and the details were submitted by Allan Thomas of the U.B.C. Department of Extension. The convention voted to have the executive appoint a committee with power to act on two

specific proposals.

First is the establishment of the educational program. It includes setting up a course and appointment of instructors on recommendation from the industry to teach all phases of radio and film work. It is hoped to have the initial phases of the program operating by autumn with extension to all divisions of broadcasting and film production as finances and instructors can handle.

Second is a seminar in radio in the spring of 1958 and open to all those presently in radio from all parts of Canada. Instructors and lecturers can be recruited from all over Canada and elsewhere. Initial proposals are for a five-day seminar at U.B.C. and a special effort will be made to bring radio's brightest prospects from every province.

CALGARY PEOPLE

ALL AGREE

THEY LISTEN MOST TO CFAC

CFAC
DIAL 960

PERCENTAGE OF LISTENERS.	
0%	100%
CFAC	42%
STATION 2	25.1%
STATION 3	27.8%

CHECK YOUR APRIL ELLIOT-HAYNES DAYTIME LISTENER SURVEY.

CALL YOUR ALL CANADA MAN

R. I. P.
MR. A. A. MURPHY, wife of A. A. Murphy, founder and president of CFQC-Radio and CFQC-TV, died at her home in Saskatoon last week. She was 75.
 She leaves two sons-in-law, Vernon Dallin, general manager of CFQC-Radio and president of the CARTB; and Blair Nelson, general manager of CFQC-TV. She is also survived by two sons, two daughters, two brothers, one sister and fourteen grandchildren.

POINTS OF SALE

\$28,036,660 on Wheels

Last year nearly half a million tourists visited Nova Scotia for an average of 10 days in cars which were 80% radio equipped.

Reach this Audience on Wheels over

C J C H HALIFAX

- 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



Heads CBC Nat'l Sales

GUNNAR RUGHEIMER, formerly special assistant to the CBC's Commercial Division, has been appointed National Director of Sales.

Arriving in Canada in 1945 from Sweden, he freelanced in the radio field in Montreal until he joined the CBC in 1948 as head of the Swedish section of the CBC's International Service. Later he was head of the Finnish section.

Rughheimer came to Toronto in 1952 as a trainee TV producer and in the summer of that year was the editor of CBLT's *Newsreel*.

He was appointed manager of the national television news in 1953 and was responsible for setting up national and international news coverage for the CBC.

From there he went into the commercial division as a senior sales representative and in 1956 he was appointed to the special assistant position.

In his new capacity he will be in charge of selling CBC radio and TV programs to sponsors as far as the English networks are concerned. He will also be responsible for exporting CBC programs to other countries such as the U.S., Britain and Australia.

Stanfield Appointment

BERKELEY A. C. QUILL has been appointed director of radio-TV production for Harold F. Stanfield Limited. Quill joined the Stanfield Montreal office as copy chief four years ago, after experience in advertising, merchandising and sales promotion in Canada and England.

Educated at Royal Military College, Sandhurst, Quill's early experience included commercial film production and theatre stage direction. In his new post he will direct the writing and production of all radio and TV commercials for the agency's clients.

Rerun Night Shows By Day

DOUBLE EXPOSURE, meaning the presentation of top evening radio programs on a re-broadcast basis during the day, has been instituted by the CBC. Through this move it is hoped that Canadian talent will be given a double exposure to the listening public at different times of the day; daytime radio program schedules will be strengthened. In addition, the dilemma of choosing between CBC's TV and radio programs playing at the same evening hours has been more or less eliminated, said Eugene Hallman, CBC network programming director.

Rebroadcasts are on Trans-Canada network from 11-11:30 am and 3-3:30 pm EDT. Times vary regionally. Programs rescheduled in morning periods are: *Now I Ask You* (Monday); *Footloose* (Tuesday); *Another Chance* and *Canadian Yarns* (Thursday); and *Court of Opinion* (Friday).

Afternoon re-runs are: *Take It From Here* (Monday); *Postmark U.K.* (Tuesday); *The Goon Show* (Wednesday); *String Show* (Thursday); and *Life With The Lyons* (Friday).

Farmers Day

STATION TEAMS WITH FARM LEADERS

FARMERS' DAY in Alberta was celebrated on CFCW, Camrose, self-named "farm station for east-central Alberta", with a series of broadcasts every hour on the half hour from 7:30 a.m. to 9:30 p.m.

Farm director Dick Clements was busy a month ahead writing letters to agricultural leaders at local and provincial levels. The letters invited the president or chairman of each organization to prepare a two-minute radio message on behalf of his organization, addressed to farm folk and

direct contribution to safer barns and safer highways". Deputy Minister of Agriculture, R. M. Putnam, said "agriculture is becoming more important with each succeeding generation and this fact is of particular importance when you remember that the world's population is increasing at the rate of 43 million people a year.



Dick Clements

urban listeners.

As The Day drew close, Dick, with the help of other Alberta stations, tape-recorded dozens of these messages, edited them and added introductory fanfare. Among the voices taped was that of Camrose's adventurous Mayor, Bob Hume, who spoke from a hospital bed, to which he had retired as a result of injuries sustained at the Edmonton rodeo while driving an ostrich-drawn sulky in a race with other Alberta mayors.

Alberta's Farm Safety director hailed Farmers' Day (a civic holiday in many parts of the province) as a day of relaxation, and as such "a

CARTB Retains PR Counsel

KEEPING THE PUBLIC informed about private broadcasting is the assignment which has been handed by the CARTB to the public relations concern, Hugh S. Newton & Co. Hugh Newton, a former broadcaster and newspaperman hails from Winnipeg. He is widely known in broadcasting and newspaper circles. His objective is to make the public aware of the private broadcasters as a useful national body.

Construction has begun on over 200 new homes in Oshawa - - and the Bulk of the Building Season is still ahead. Things are booming in the "Progressive City"



Serving South-Central Ontario from

OSHAWA

- Lorrie Potts & Co. - - Toronto Montreal
- J. N. Hunt & Assoc. - - Vancouver
- J. H. McGillvra - - United States

**AIR? SHIP?
BUS? TOURS?
HOTELS?**

For efficient, personal service in handling all your travels . . .

. . . call

CLAIRE WALLACE TRAVEL BUREAU

1110 Yonge Street, Toronto
WA. 3-8471



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




THE ROAD SIGN POINTING TO

Progress
CKX-RADIO
BRANDON

Going to **5,000** watts

These colourful road signs appear on all main highways going through the CKX Broadcast Area.

- OUR REPS: — Radio Representatives Ltd. Toronto and Montreal
- A. J. Messner Winnipeg
 - John N. Hunt Associates Vancouver
 - Canadian Station Reps. U.S.A.

CKDM

DAUPHIN, MANITOBA

NOW

730-KILOCYCLES

Broadcasting 24 Hours

DAILY

To the Heart of

MANITOBA

Check These Facts

CLEAR CHANNEL!

NON-DIRECTIONAL!

NO TELEVISION!

NO DAILY LOCAL NEWSPAPER!

CKDM

IS

THE STATION

TO SELL THE HEART OF

MANITOBA

NATIONAL BROADCAST SALES

TORONTO

MONTREAL



CKWX, VANCOUVER marked the end of its 5-kw era and heralded its boost to 50 kw in a specially broadcast tower-felling ceremony. Steeplejack Joe Lachance felled the old 5-kw tower whose 250-foot construction had cost \$5,000, and, as 'WX president "Sparks" Holstead and vice-president "Tiny" Elphicke watched "old faithful" come crashing to the ground, they hailed the coming era, but sighed as they remembered how they had to sweat it out to get the hard-to-come-by steel to build the tower in the war years.

Meanwhile CKWX has been busy with other things. News editor Chris Locke was presented with a 1957 Radio & TV citation by the Vancouver Traffic and Safety Council for the best series of stories on traffic safety in Vancouver.

Special events director Laurie Irving interviewed world cycle fan Mishrilal Jaiswal, who has already wheeled his way through 54 countries since leaving India in 1952. During the interview he spoke on the subject of world peace. Irving, an automotive expert and ardent sports car enthusiast, also visited the Motorama Show at Vancouver's Kerrisdale Arena for a special 'WX Autocast, a weekly program dedicated to car news.

CKWX is also still catching its breath from covering the elections. Chief engineer Charlie Smith had to manipulate 10 remote lines and 10 direct telephone lines linking the station with district returning offices throughout Greater Vancouver.

Current public service activities of the station include delivering printed 'WX news bulletins every morning to some 2,000 patients at the Vancouver General Hospital. They have just donated a grant to the University of BC for assisting the teaching program of the Faculty of Commerce and Business Administration.

CJEM-RADIO

EDMUNDSTON, N.B.

1000 WATTS

570 kc.

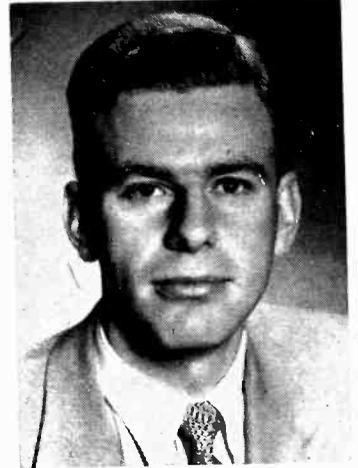


"La Voix du MADAWASKA"

covers the fastest growing market in the Atlantic Provinces . . .

PEARCE JOINS STOVIN

AN ADDITION to the TV sales staff in the Toronto office of Horace N. Stovin & Co. is Jim Pearce, 28-year old Torontonian, complete with wife and two children, who



started on TV Row last week.

Jim began his career installing equipment for the Bell Telephone Company. Unable to achieve his goal - - sales - - he transferred his affections to Procter & Gamble after five years and took over the Sudbury-Sault Ste. Marie area for them.

After a spell in the electrical business, he became advertising manager of Hugh C. MacLean's CANADIAN ARCHITECT. Somewhere along the line he got bitten by the TV bug and awakened one morning to find himself on the sales staff at CHCH-TV, Hamilton, which was his last stand before getting into national sales with the Stovin office.

HIT PARADESKY

A HAMILTON listener to the daily *Phil Stone Show* on Toronto's New CHUM-1050, has sent Phil a tongue-in-cheek "Russian Hit Parade" listing the top ten tunes "as compiled by Joe Gestapo and his staff of Kremlin goofers."

The ten records as submitted by John Stasuk of Hamilton, are: 1. Friendly Persecution; 2. Come Go With Me to Siberia; 3. Red Door; 4. Stalin's on the Corner; 5. Red Tanks in the Sunset; 6. Since You've Gone to the Salt Mines; 7. Forty Cups of Vodka; 8. I Love My Kruchy, My Kruchy Loves Me; 9. Wake The Town and Kill The People; 10. You Ain't Nothin' but a Capitalist.

SWEDEN KO'S COMMERCIALS

THE SWEDISH parliament has rejected a proposal to introduce commercial TV.

Based on the Bavarian commercial radio network in Germany, it was felt that one minute of commercial time on Swedish TV would cost advertisers about 15,000 crowns (\$2,900).

OLDEST SHOW ON TV

THE OLDEST SURVIVING name on Canadian TV, *News magazine*, has increased its viewing audience by 50 per cent in the year that has past since the program went live on the microwave network. While still essentially a film program, *News magazine* is live in the sense that there is a host, Gordon Burwash, who discusses the news conversationally, conducts interviews, and introduces filmed items most of which are exclusive to the program.

BANANA JAM

AS MR. AND MRS. Albert Bush sat quietly watching TV in Niagara Falls, the other night, a strange voice broke in on the sound transmission and remarked "Niagara Falls is in the banana belt but the only bananas we get here we have to buy from a supermarket."

The somewhat startled Bush family learned that what they'd heard was a three-way conversation among ham operators, one in Niagara Falls and two in the West Indies. Though there were three TV sets in the Bush household only one snatched the ham-radio signal out of the atmosphere.

GOODBYE GIVEAWAYS!

FEWER RADIOS and TV sets but more record players were sold by Canadian producers in April than in the corresponding month last year, according to recent government figures.

"The principal reason television sales have faltered after the initial saturation in our main markets, is that there has been nothing really

new in TV receivers in recent years."

After making this statement at a recent convention, executive vice-president Stuart D. Brownlee of the Canadian Admiral Corporation went on to say that news sets now being designed will feature advanced styling. He pointed out that this would involve more "realistic" pricing and predicted that "the giveaway days" will therefore be over for TV.

Brownlee was elected vice-president of the Radio-Electronics-Television Manufacturers Association at the recent annual meeting of that group in St. Adèle-en-haut, Quebec. Brownlee is also a RETMA director and chairman of the Receiver Division.

CASHING IN ON BRAND "B"

THE CANADIAN unit of Schwerin Research Inc. reports on a businessman who claims he plans to start a firm called the Ordinary Brand Company, reasoning that he's bound to benefit from all the radio and TV commercials that compare the advertised brand with "Ordinary Brands."

This venturer admits the com-

parisons are unflattering but figures that (a) some viewers won't pay any attention and just remember the name "Ordinary", and (b) others will conclude "Ordinary must be pretty good or its rivals wouldn't knock it so much."

The Schwerin people confess they can't tell whether the glint in the man's eye indicates madness or genius.

AIN'T IT THE TRUTH?

People who say things, especially people who make a living saying them, might do well to make sure that when they say them they say them correctly. I for me and vice versa are too common bloopers to warrant comment. But how about extraordinarily meaningless phrases like "something or other is centred around something else"? Think that one over and then explain what it means. Then if you are "beside yourself" it would be interesting to know just who is beside you. Finally, this pedant writhes at the Toronto TV news announcer who ends up always with his hope that his viewers will

have a very pleasant good evening.

Which is exactly what I'm going to say now, except that it's mid-afternoon, so buzz me if you hear anything, won't you?

RADIO CHUB
in NANAIMO, B.C.!

- - THE VOICE
OF CANADA'S
WEST COAST - -

For — Easy Listening
— Soft Music
— News and Sports

TUNE 1570
ON YOUR RADIO DIAL

A
Growing
Market

Proven by
Royal Bank
of Canada
Director's Report

FORTY PERCENT
INCREASE
IN RURAL POPULATION
IN 1956
over
1955

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

Manitoba Telegram
RUSH
from CKRC WINNIPEG

CKRC's

"radio-weekend"

has all of Manitoba talking

Starting at 4:00 p.m. every Friday
Weekend Vacationers hear reports from

- 8 resort areas
- Traffic reports and road conditions from all highways
- Special Beach, Summer resort and weather reports
- Traffic reports from the air

A 3 DAY BROADCAST SPECTACULAR
— for the Weekend Vacationer a constant companion

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

CKRC



BROADCASTING TO ALL OF Manitoba
FROM THE Red River Valley

Stations Air Brick-By-Brick Story of 24-Hour House Raising

WHILE REMOTE crews from four radio stations gave listeners at home a round the clock description and thousands of people stood and watched, the Consolidated Building Corp. Ltd., builders of Regency Homes, erected a ready-to-live-in house in less than 24 hours. The event took place early this month just north of Toronto at Richmond Hill, Ont.

Army Service Corps ready to lead off, 145 men started in on the construction of the house.

During the twenty-four hour period which followed over 70,000 people came to watch and radio filled in at home.

Radio CKEY, Toronto, did a direct broadcast from the site every half hour giving news on progress and interviewing various people connected with the project.

Broadcasting by tape and phone were CJRH the new Richmond Hill station, CKFH, Toronto and CKLB, Oshawa.

The men on the construction gang and those on the remote crews were fed by means of mobile canteens and between 10 on Friday night and 2 Saturday morning the public was given free coffee and sandwiches.

W. A. Hagon, director of public relations for Consolidated, explained that the purpose of building the house was to demonstrate new materials and methods now in use, such as special fast-drying mortar and paint and the putting on of the roof in one operation.

Members of the Ladies Auxiliary of the Metropolitan Association for Retarded Children were at the site selling roses, the proceeds of which, along with the proceeds from the sale of the house were donated to the Retarded Children's Fund.

The original plan was to move a family into the house right away, but so many people came to see the finished product that they held open house.

Bob Howe credited radio with the success of the promotion.



RICHARD SCOTT, STAFF ANNOUNCER FROM CKEY interviews Lawry Shankman (right), director of construction for Consolidated Building, while in the background work is rapidly progressing on the house.

FREE TRIP TO TRINIDAD for TWO EXPERIENCED ANNOUNCERS

New radio station, which opens in September, requires two versatile announcers for 4-6 months. Excellent climate and good salary. Transportation paid.

Apply Box A318
C B & T, 54 Wellington St. W.
Toronto 1

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

ARTIST WANTED

FOR TV STATION IN B.C.

Must be able to handle all facets of television art — graphics — and set work. Good lettering a MUST. Reply giving details of background experience and expected salary to

Box A317, C B & T, 54 Wellington St. West, Toronto

HELP WANTED

Try a small ad in C B & T

CKCK

5000 WATTS — REGINA

Requires an Experienced NEWS ANNOUNCER

To Start Immediately

3 weeks vacation — all benefits.

Send employment record and audition tape to

Jim Grisenthwaite,
Production Manager
CKCK Radio —
REGINA, Sask.





GRAPEVINE STUFF

Alfred Hitchcock claims he is preparing a new TV show called *Poison to Poison*.

. . .

NICK O'TEEN

After reading about all the death and disease they risk by smoking, you'd think rats, mice and guinea pigs would have the intelligence to quit.

. . .

SAFETY DEPT.

If you drink, don't. Thousands of people happen by accident.

. . .

AUDREY STUFF

Then there's the switchboard girl who was so dumb, she couldn't even mind her own dizziness.

. . .

HANG THE LUCK

Now that Toronto is about to face its traditionally hot and humid month of August, it is with some reluctance that we have to report that there are no regional conventions until September.

. . .

ROOT OF ALL EVIL

There's an old CBC regulation which says, in effect, that headache and other proprietary medicine advertising is not for the good of the people of Canada, unless the sponsor buys an entire fifteen minute program.

. . .

COFFEE BREAK

"Sure they're first with the news but we're first with the news - - first."

. . .

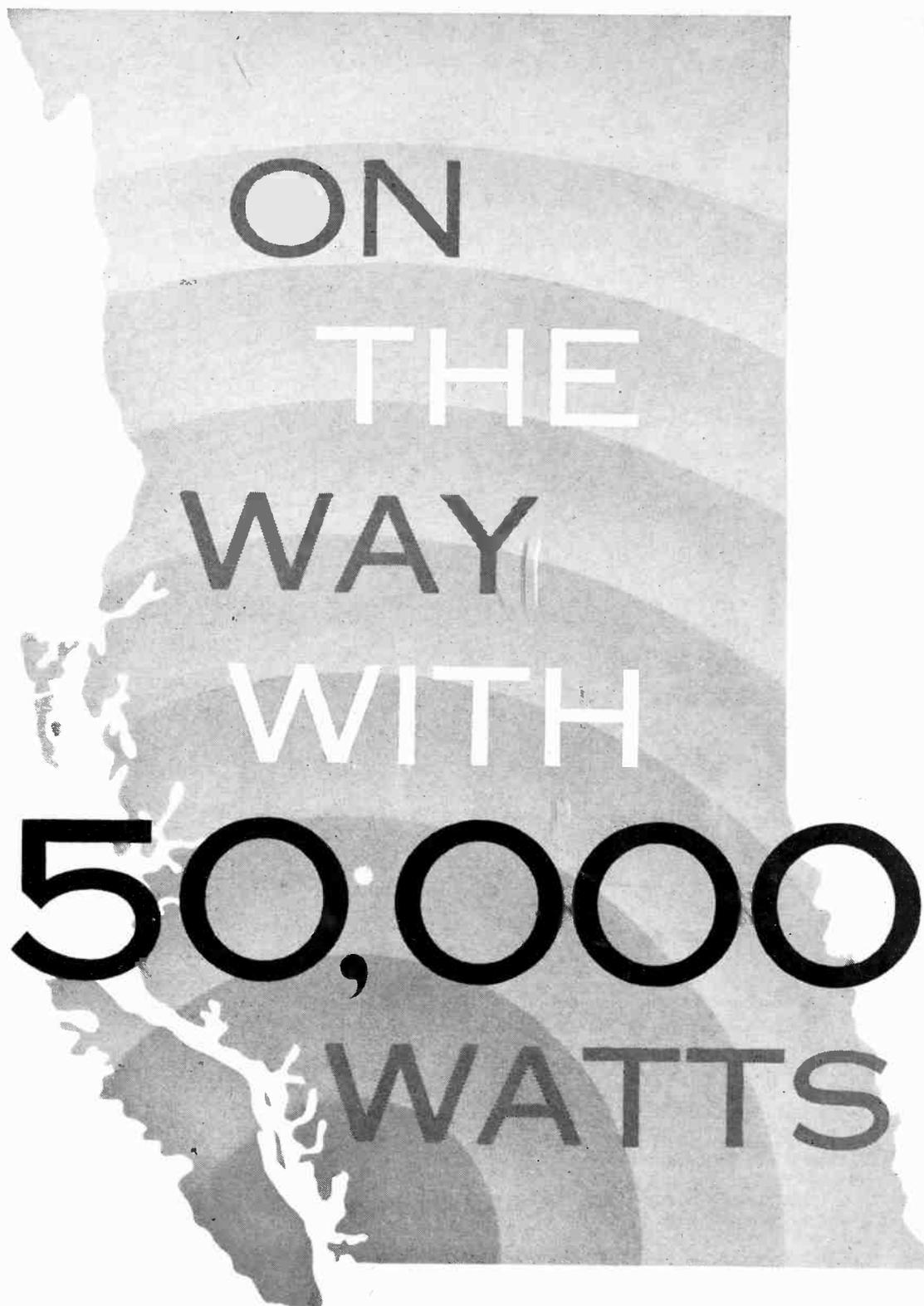
HELP WANTED

Alert advertising agency, with vibrant copy suitable for sparking the sale of upcoming medicinal product, is anxious to locate scientist with knowledge of a suitable disease.

. . .

UP WITH THE TIMES

Political broadcaster with twenty-two years' experience desires change.



Radio British Columbia

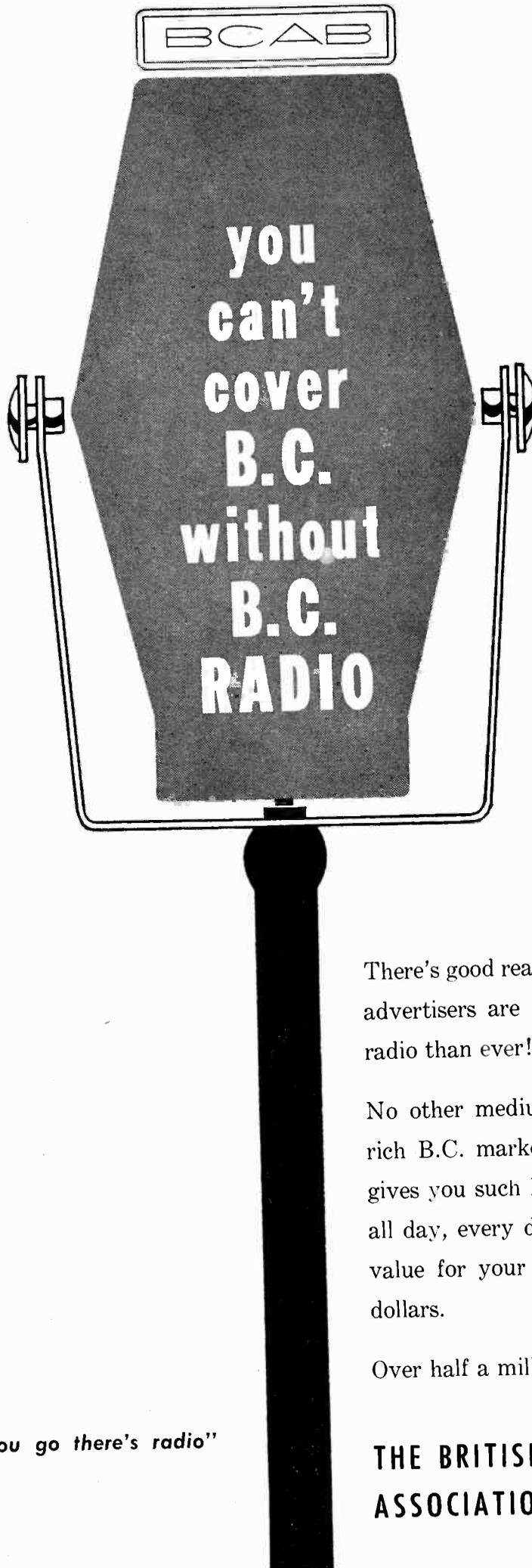
CKWX

Vancouver

the ONLY advertising medium that covers ALL British Columbia

Reps Canada: All Canada Radio Facilities Ltd.

Reps United States: Weed and Company



"Wherever you go there's radio"

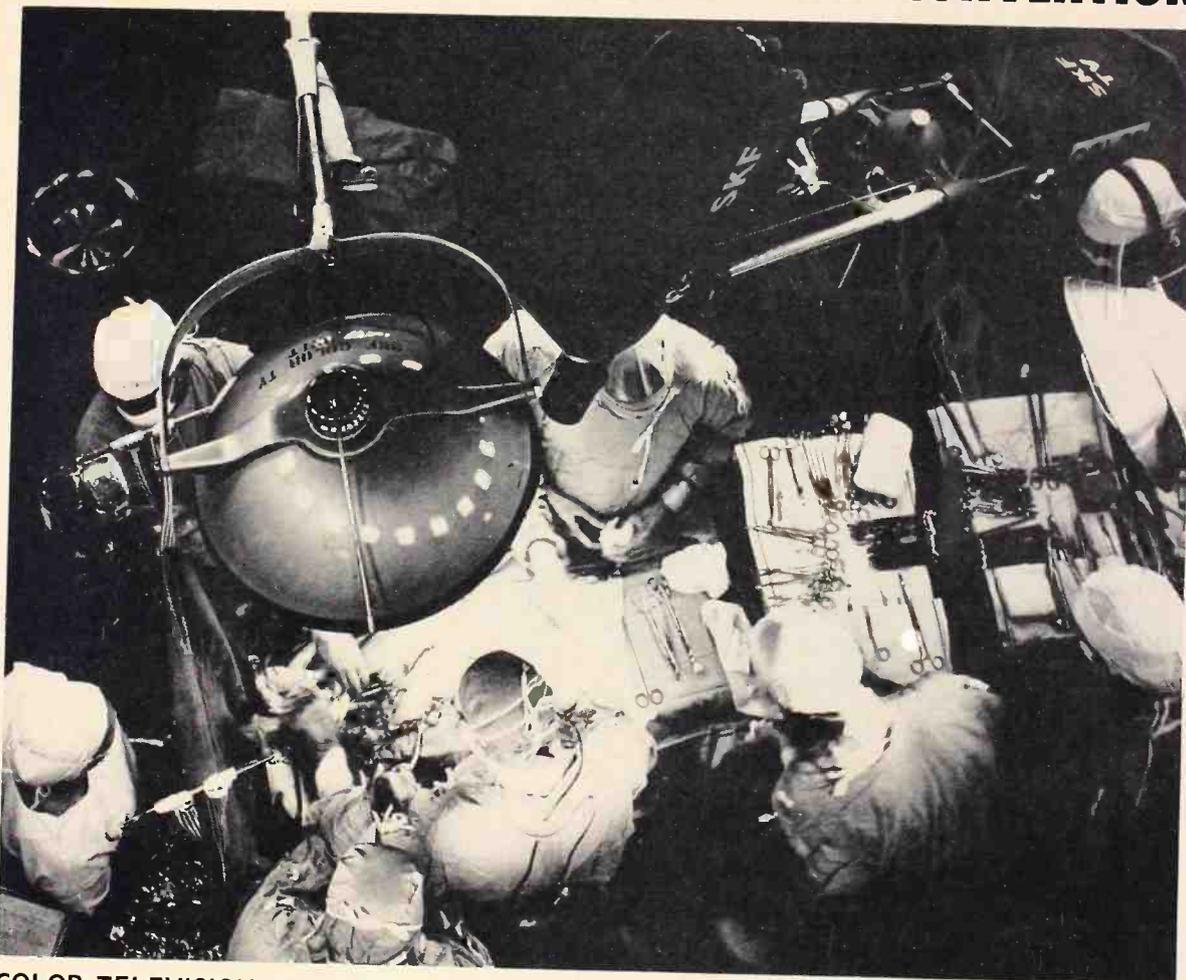
There's good reason why more national advertisers are using more B.C. radio than ever!

No other medium penetrates the rich B.C. market so completely . . . gives you such hard-hitting impact all day, every day at outstanding value for your advertising dollars.

Over half a million radios in daily use.

**THE BRITISH COLUMBIA
ASSOCIATION OF BROADCASTERS**

COLOR TV CARRIES SURGERY TO CONVENTION



COLOR TELEVISION WATCHES a surgical procedure as the chief surgeon (centre, foreground) receives instructions from the medical director through the earpiece visible in the picture. Cords attached to the surgeon's back are connected to the earpiece and to a microphone worn inside his mack which enables the surgeon to talk directly with the audience. The color camera (above, centre) points directly down on the operative site giving the audience an almost unobstructed view of the procedure.

LAST MONTH on Edmonton TV whenever anyone yelled "cut!" it was almost as likely to be a surgeon as a producer. As part of the program of the 90th annual meeting of the Canadian Medical Association, held this year in Edmonton, operations all the way from hernia to hysterectomies were televised just as they took place in the operating room of the University of Alberta Hospital — and in color, at that.

Not that ordinary Edmonton set-owners were able to view all these bloody goings-on: most of the operations were televised on closed circuit only, for the benefit of the 300 doctor-viewers who attended the conference. However, some 1,000 scalpel-happy Edmonton citizens were able to watch one appendectomy performed. Smith, Kline and French, a pharmaceutical firm, set up their color cameras in the hospital and beamed the spectacle to an an-

tenna atop Edmonton's MacDonald Hotel. The picture was projected on two huge screens in the hotel's main banquet hall.

This was the first time in Canadian history that a mass audience could watch and have explained to them the process of major surgery. The idea behind the public viewing was to give the layman an understanding of what a surgeon actually does to a patient and some notion of the problems he runs into even during what has become routine operative procedure.

ONLY A FEW LEFT

As the 1,000 viewers saw surgeon R. J. Johnson's knife glitter on the TV screen then plunge into the abdomen of a ten-year-old boy, many gasped but only a few left their seats and walked unsteadily out of the room.

Lay viewers weren't the only ones to gaze wide-eyed at the screen in

fascination. During one operation, at least, even the eyes of the medical men present popped like champagne corks. The operation in question was scheduled as a duodenal ulcer operation. However as the 300 MDs assembled in the MacDonald watched a surgeon, two miles away at the hospital, make the incision they were due for almost as much of a surprise as the operating surgeon himself. When the patient's stomach was opened, it yielded not an ulcer but cancer.

Still describing the situation through a microphone, on his chest, the surgeon simply went to work to meet the emergency. By the end of the time allotted for the program, he had removed the entire stomach and described the procedure that would follow. The use of color TV, besides making the spectacle twice as vivid, was of added value in that it helped distinguish one organ from another.

General Electric automatic quality control units improve Broadcast audio and video

New "Self-control" line efficiently regulates sound and picture quality

NOW, General Electric helps make manual gain-riding, knob-twisting, and push-button monitoring symbols of the past. New audio and video "Self-control" units automatically follow your level, keep it in line, coordinate programming, and assure a constant quality of picture and sound. All of this with less effort, far greater success than manual operation. Check the highlights of the equipment shown below—the industry's finest and fastest growing line of automatic control equipment. Then, call in your C-G-E Broadcast Representative for details. Or write to: Canadian General Electric Company Limited, Broadcast Equipment Sales, 830 Lansdowne Avenue, Toronto.

NEW!



**For Program Source Control
Automatic Programmer
TC-14-A**

Automatically starts, stops, any combination of up to 7 sources (film and slide projectors; audio tape playback; network audio and video). Accurate-to-the-second timing reduces control acrobatics during breaks and back-to-back spots.

NEW!



**For Program Level Control
Automatic Limiting Amplifier BA-7-A**

Drives any RETMA audio transmitter to 100% modulation. Virtually eliminates thumping. Greater limiting range, higher output level than previous designs. Attack time effectively zero.

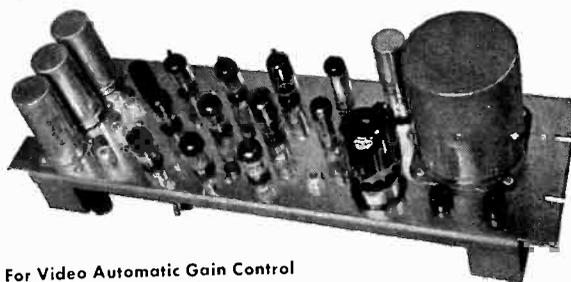
NEW!



**For Audio Gain Control
Uni-Level Amplifier BA-9-B**

Built-in power supply; 3 1/2" high; handles unattended remote operations; controls level differences of two or more program sources; plus many other control functions.

NEW!



**For Video Automatic Gain Control
AGC Amplifier TV-86-A**

For monochrome or color. Maintains output signal within wide predetermined range. Used with color film equipment, it substantially cuts signal distortion and "blooming" caused by extreme variation in film highlight density.



BROADCAST EQUIPMENT

Electronic Equipment and Tube Department

830 LANSDOWNE AVENUE, TORONTO 4, ONTARIO

BC-357

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

NIGHT TRAIN TO LONDON IS TV-EQUIPPED

THE TRAIN was travelling along at about 60 m.p.h. and passengers of the British Railways going from Glasgow to London were able to watch a television program being produced and telecast from the same train.

This was the first trip of the now permanently installed Pye-supplied TV train. It left Glasgow on Friday, April 5, at 9 p.m. and arrived in London at 8:15 a.m. on Saturday morning.

The first programs were transmitted at 9:36 and lasted for half an hour. Before it started, a program on tape of Scottish background music was provided over the public address system.

An all-male bill included Scottish airs played by an accordionist followed by a demonstration of conjuring, songs by Nixa Recording star Dennis Lotis and a skiffle group.

The walls and ceiling of the brake van-turned-TV studio were insulated with fibre glass for sound reproduction purposes. The walls were then covered with special limpet boardings and the ceiling with a special sound proofing material.

A carpet covered the studio floor and dark green curtains provided backing for the artists. A specially-installed extractor fan in the centre of the studio insured that there was not too great a heat from the lighting provided by three 500 watt and two 250 watt floodlights.

The power for the sound and vision equipment was provided by a 10 h.p. generator in the adjoining van. It would have been possible to run the equipment off the standard A.C. coach lighting system by using a rotary converter.

There was a TV receiver at each end of each coach. The equipment was manned by Pye technicians under Fred Jupp, Pye's Scottish Service manager who operated the miniature industrial TV camera. Also, there were three British Railways technicians who will eventually



handle the technical side of the TV train. British Railways said they have already received inquiries about the TV train from Italy, Holland, Belgium and France.

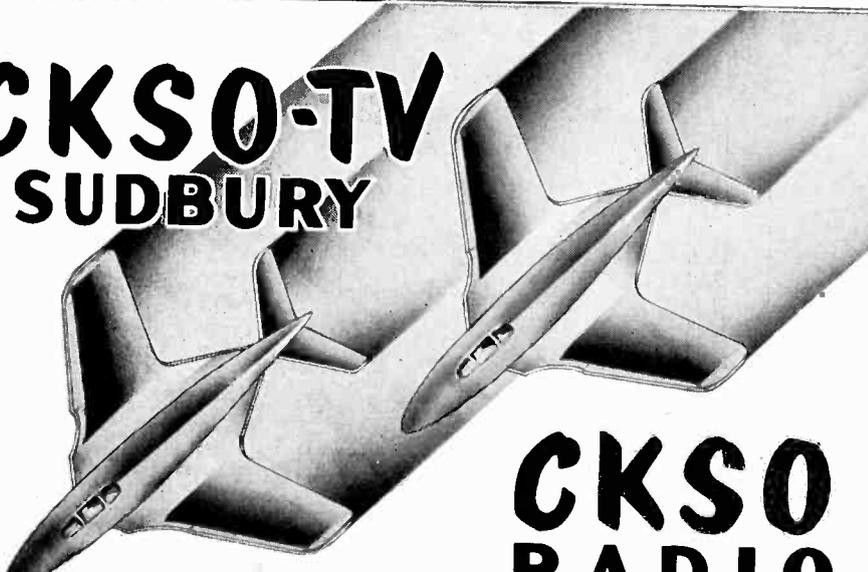
G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

CKSO-TV SUDBURY



CKSO RADIO

TWIN AIRPOWERS *of* THE NORTH



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

FRENCH DUBBING OF ENGLISH COMMERCIALS IS A TRICKY BUSINESS

By Bart Gardiner
CB & T Staff Writer

"NO FILM company worth its salt would try to pretend that TV commercials with dubbed-in French-language sound tracks can compare with commercials filmed in French from scratch."

Enlarging on this point, Bill Kennedy, Toronto sales executive for Crawley Films Ltd., said that "some-where or other in a dubbed commercial, viewers are bound to spot places where the French audio

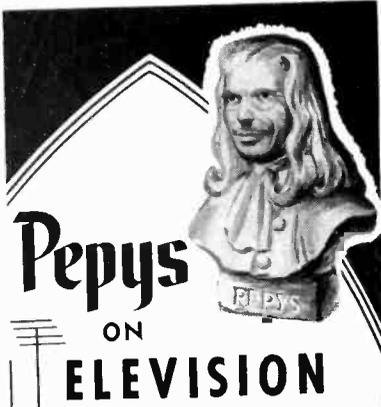
doesn't quite match the lip movements of the actor speaking English.

"Nevertheless sound-dubbing - - at least the way we do it - - is far and away the next best thing when it is financially out of the question to make an original version in French. People who have spent a great deal of money, time, research and creative activity making a top-

in French-language sound tracks are commercials originally filmed in rival studios, the company also produces live TV commercials of its own, in both English and French. Nevertheless films, of any kind, for TV use account for only a small part of Crawley output. Actually the company's major forte is its million-dollar sponsored film business for

TV stations, failing to receive Hollywood or British films on schedule, often turn to Crawley sponsored films as the best substitute, such as the Aluminum Ltd. film dealing with a housing project in Columbia.

Though strictly a Canadian company, Crawley Ltd. has shot hundreds of reels of film for foreign concerns - - not to speak of the 50-odd assignments completed up to date for US sponsors, including some recent color material for Omnibus.



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.
CKMI-TV Quebec City
CHAT-TV Medicine Hat



TONY THE TIGER comes soft-shoeing onstage for Kellogg's Sugar Frosted Flakes to the tune of a 13-piece Dixieland band, but is followed by kibitzing cub tiger who twirls cane, bugs Tony and generally louses up the act. Produced in English by Disney Studios, this series of animated TV commercials was dubbed in French by Crawley Films Ltd. To do so Crawleys had to dub in French voices for the two tigers and the voice-over narrator, not to mention re-writing and re-recording the music track and altering sound effects.

notch English-language commercial often simply cannot afford the extra costs of filming a French one. Often too, the French-Canadian market potential for the specific product advertised will justify a sound-dubbing job, but not a start-from-scratch French-language film."

Though many of the TV commercials for which Crawley Ltd. dubs

industry, education, business and government.

FAITHFUL STANDBY

Not that TV is a negligible factor. Crawley Ltd. has already completed 250 TV assignments - - often with as many as 25 commercials per assignment. Even major sponsored films not intended for TV use, often wind up on the TV screen anyway.

FOSTERING THE FLEDGLING

Though sponsored films still come first, the company takes special interest in nourishing the growth of its fledgling TV - commercial business. Here's how Bill Kennedy outlines the steps usually taken by Crawley staff when furnishing an English - language commercial with a supplementary French sound track:

"First", said Bill, "the translator screens the original film over and over again so that he gets the English copy so firmly fixed in his mind that dynamite couldn't dislodge it. Then he turns the English sound off and goes through the same routine with the silent film, this time gradually matching up French words to the English lip movements - - and, of course, to the English meaning as well.

"From here on the French-speaking person who is to deliver the commercial - - either the actor or the announcer - - takes over. Using the tentative French translation supplied by the translator, he makes patch-by-patch recordings of whatever parts of the French copy he can synchronize with lip movements in the original. To help him do this, the English-language film is cut up into convenient working sections and 'looped', so that each section can be screened independently while recording is in process. Where the announcer or actor finds that the timing of a French phrase cannot be made to coincide with its English counterpart, the translator is called in again and another French phrase is substituted.

"Finally, after other vital details have been tidied up, all the recorded patches are approved and then spliced together into a single smooth-running sound track. This sound track, as a whole, is then synchron-

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

The greatest French advertising medium in Quebec

300 000 KV
CHLT-TV CHANNEL 7
SHERBROOKE
We cover the Montreal market

ized with the English-language original film and altered to fit. Other things being equal, you then have yourself a complete French sound track."

Crawley's recently completed a French dubbing job on an animated commercial Disney Studios had produced for Kellogg's. In this sequence Tony, an animated tiger, wraps himself rakishly around a lamp post and enthusiastically growls that Kellogg's Sugar Frosted Flakes are "Grrrrreat!" Unfortunately the several-Quebec expressions that gave the best colloquial equivalent of this did not have a sufficient quota of growly "r's". Finally what Crawley staff regarded as only a passably growly solution—"C'est Rrrrrregal!" -- was chosen.

Where the English-language version visually presents a product name, often this means re-shooting that part of the film so that the product can be lettered in French. This usually means erecting a stage set to match the background against which the product name appeared in the original film.

Actually this difficulty is one of the chief yard sticks as to whether or not a commercial can be French-dubbed. If re-shooting for product-name conversion involves too great expense, then Crawley's usually advises the client against having the dubbing job done at all.

FITTING EFFECTS TO FRENCH

A third problem lies in altering sound effects to fit the French sound track. Because the time-length of French and English copy differs phrase by phrase, the sound effects must come at different points on the French track than in the English, and must last longer or shorter periods depending on the circumstances. Even when the same effects can be used in both cases, they usually must be recreated to synchronize with the timing changes.

TIMING MUSIC TO COPY

Background music, too, poses a tough problem. Often the tune used hasn't the same meaning for the French-Canadian as it has for the English-Canadian market. Jingle lyrics have to be translated, and where this proves impossible another jingle tune with lyrics has to be found. Even when the tune has no lyrics and is appropriate in mood to the French sound track, there is still the problem of timing the music to the changed copy.

Still another problem crops up in dubbing when big-name personalities -- with voices familiar to everyone -- are used in the English-language original.

Crawley Ltd. encountered this problem recently when dubbing in a cowboy commercial for Kellogg's which featured an eight-year-old boy, actor Guy Madison and, last but not least, gravel-voiced Andy Devine.

"Finding a French-Canadian actor with a voice to match Guy Madison's was a cinch", said Bill Kennedy, "and the same thing went with the small boy. In fact for him we used a young girl's voice. But who else in the world has a voice like Andy Devine's. All we could do was find a French-Canadian actor with a voice like sandpaper and hope for the best. Even then he sounded silken when compared with Andy."

WORTH ALL THE TROUBLE

Though these and many other problems are involved in sound dubbing, Kennedy maintained that often the completed French sound track can be more than a mere faithful translation of the original commercial. "Sometimes the changes made produce extra added charm as well, often accidentally," he pointed out. "Certainly, in most cases a good sound-dubbed job is a worthwhile business investment. Its impact on the French-Canadian market is at least comparable to that of the English version on its respective market. What's more, dubbed tracks are a heck of a lot cheaper than making a French-language commercial from scratch."

Named Ass't Postmaster

GUY CARRON, formerly radio announcer and station manager, has been appointed executive assistant to Postmaster General Hamilton. Carron previously managed Station CKCH Hull, CJBR Rimouski and CJQC Quebec City. He is 34 years old and was also with the F. H. Hayhurst agency in Montreal.

CFQC-TV Goes All-Out To Announce Microwave

TELEVISION RECEIVER distributors, set dealers and CFQC-TV joined forces last month in the promotion of the advent of microwave programming to Saskatoon.

The distributors were contacted and arrangements were made for a shared full-page newspaper ad to appear the day before the microwave hook-up. All regional TV set dealers received 3-color posters along with special letters.

The newspaper ad and the posters listed the advantages of the new microwave programming and invited all non-set owners to buy receivers.

Set dealers also received special logo types in varying column widths for free use in their newspaper advertising. A typical one read, "watch microwave, channel 8 for live action."

News releases were also sent to all 65 Saskatchewan newspapers, outlining the significance to viewers of microwave programming.

On-the-air pre-microwave promotion was shared by CFQC radio and TV. Six slides were made for television use, each announcing one aspect of the type of programming to be shown on microwave, such as baseball, sports, drama and news.

The station was able to carry the Belmont Stakes horse race on the day before the official microwave broadcasting began. On-the-air promotion was carried for this preview with the result that when regular programming began the following day, viewers knew what to expect.

A special introductory microwave program, live from the studio, was held immediately before the first regular network show. Microwave demonstrations in miniature were given in the studio, and Station Manager Blair Nelson introduced the live network show. He then pushed a pin into a wall map linking Saskatoon with the microwave hookup.

The Story of Fifty Thousand Excited People

It may be "OLD HAT" to you who live in Toronto -- in Montreal -- and in the other Canadian Centres where TV is well established -- but to the prosperous people of the Medicine Hat area it's BIG NEWS --- exciting news.

On SEPTEMBER 1st -- CHAT-TV on Channel Six will bring TELEVISION to Medicine Hat FOR THE FIRST TIME, offering to the wide-awake advertiser a chance to be "up front" when the FIRST PICTURE flashes into this CAPTIVE AREA.

The STOVIN BOYS can tell you how VERY LITTLE it costs to add this IMPORTANT WESTERN MARKET.

CHAT-TV

The Station with the REALISTIC Rate Card
(Microwave Interconnection December 1957)

POINTS OF SALE

NOT
Next Month
Next Week
Tomorrow
but
NOW
CKVR
is telecasting
from
ITS NEW
704 ft.
TOWER

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

**PAUL
MULVIHILL
& Co. Ltd.**

TORONTO
77 York St.
EM. 8-6554
MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



CHANNEL CROSSINGS

GRIFFIN B. THOMPSON has been appointed managing director of the Canadian operation of the Schwerin Research Corporation.

JAMES LOVICK & Co. Ltd. has announced the establishment of a branch office in San Francisco, their first outside Canada.

THE NOXEMA Chemical Co. account is now being handled by Young & Rubicam Ltd.

ALL OF THE Canadian Canners products are now being handled by F. H. Hayhurst Co. Ltd. in Toronto.

THE CANADIAN Wallpaper Manufacturers' account has again been picked up by Erwin Wasey of Canada Ltd.

MMARGARET THORNTON has left the editorial staff of MARKETING to join the creative staff in the Toronto office of Ronalds Advertising Agency Ltd.

R. I. P.

DON MANN, 30, news and sports announcer with CHCT-TV, Calgary died June 27 in hospital after a brief illness. Born in Guelph, Ont., Mann began his broadcasting career in eastern Canada and was with CFCG, Grande Prairie before coming to Calgary. Surviving are his wife and five children.

WICKES ENGINEERING & Construction Co. of Camden, New Jersey, who develop, manufacture and sell color studio equipment, last month appointed Pye of Canada Ltd., their exclusive representative in Canada.

The complete line of television studio equipment manufactured by Conrac Inc., of Glendora, California, will be sold exclusively in Canada by Pye of Canada.

Pye's managing director, W. Jones, said that the Canadian company will be responsible for all sales promotion and national advertising.

This appointment is effective as of last month.

Also last month, Nems-Clarke, Inc., of Silver Springs, Maryland, appointed Pye Canada as their exclusive representative throughout Canada.

Nems-Clarke Inc., manufacture television transmission equipment, including video jack panels, television rebroadcast receivers and field intensity meter and test sets.

Pye Canada will handle all sales promotion and advertising.

CFCM-TV, QUEBEC, added four new musical programs during the first week of July. They are *Tour De Chant* (network sustaining, Tuesday nights); *Sur Trois Notes* (network commercial, Wednesday nights); *Chansonnettes* (local participating, film, Thursday nights); *Recital* (network commercial, Friday nights).

Jan Grant's

Technicolumn

BRUCE EMONSON has joined the engineering staff at TelePrompTer of Canada Ltd. A recent arrival from England, Emonson has had wide experience in TV service, specializing in TV projection.

At TelePrompTer he will handle electro-mechanical servicing of the firm's Canadian installations, and assist in their closed-circuit activities.

THE Société des Radioélectriciens of Paris, France, are organizing an International conference on "Ultra high frequency circuits and antennas". The meeting will take place in Paris from October 21 to 26.

Further information regarding this conference can be obtained from: Congrès Circuits et Antennes Hyperfréquences, Société des Radioélectriciens, 10, Avenue Pierre-Larousse, MALAKOFF (Seine), France.

CANADIAN GENERAL Electric is currently producing a new 50 KW AM Transmitter. The physical size is 13.3 feet long and 4.5 feet deep as opposed to the old 50 KW designs 29 feet long and 5 feet deep.

The use of Germanium Rectifiers increases the reliability of the new Tx because, according to CGE, they are not affected by age.

The usual complement of 40-50 tubes of 12 types has been reduced to 16 tubes of 6 types, offering greater reliability and lower spare tube inventory.

This Tx is designed for remote operation.

THE CANADIAN Institute of Radio Engineers' convention-exposition will be held in the Automotive Building, Exhibition Park, Toronto, October 16-18.

Among the exhibits, there will be marine radar and television devices which will include applications of under water TV for allowing engineers on land to have continuous visual and photographic records of work going on below.

Also on the show will be one line of cameras capable of oceanography and fish studies at depths of 3,000 feet.

Latest radio items will include compact FM two-way communication equipment and latest Hi-Fi models. New microwave and antenna devices will also be shown.

THE HALLAMORE Electronics Co., Division of Siegler Corp., Anaheim, California, has produced a new complete television broadcasting unit, which costs less than 15 thousand dollars.

Cameras, film and slide projection equipment and audio and record turntable facilities can all be operated from a master console by one man.

If he wishes, the lone operator can double as an announcer or news commentator, by turning the camera on himself. This studio can telecast live film or remote programs.

Schools, colleges, industrial plants, hotels and pay-as-you-see subscription systems are listed as prospective users.



CKWS-TV KINGSTON

is sparked by showmanship
the kind that turns your
advertising into salesmanship

CKWS-TV The only Canadian TV station reaching the wealthy market between Brighton and Brockville — over 30,000 sets in the area.

REPS: | In Canada — All-Canada TV
In U.S.A. — Canadian Station Representatives

Protect films
WITH
ECCO #1500
ANTI-STATIC FILM CLEANER

ECCO #1500 is the only anti-static film cleaner. It's recommended by leading labs throughout the continent. ECCO cleans, conditions, lubricates and stops dust-attracting static - electricity - quickly! There is no carbon tet in ECCO - it's the safest film cleaner known!
Price per U.S. gal. \$14.00

Use ECCO #1500 with the Speedrol Applicator
Get the most modern film cleaning combination ever. SPEEDROL cleans and inspects in one operation!
Complete \$38.00

**CALDWELL
EQUIPMENT
CO. LTD.**
447 JARVIS ST. TORONTO

BUILD YOUR OWN MYSTERY THEATRE With These 52 Thrilling First Run Feature Films



IT HAS JUST WHAT THE VIEWERS WANT!

*Call Or Write For Your Free Hot-Off-The-Press Copy Of The
"Hollywood Mystery Parade" Portfolio That Gives You Full Details!*

SCREEN GEMS (Canada) LTD.

102 PETER STREET, TORONTO

EM. 3-4096

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

VANCOUVER — 470 Granville Street — PA. 1440



Picture of a man changing his shaving cream

HIS FAVOURITE morning radio program just brought him up-to-date on shaving creams. And like most Canadians, he's alert to products with *plus* features.

Because radio is both flexible and mobile, even motorists are easily kept abreast of such developments. In the heart of the CFRB market, 6 out of 10 cars are radio equipped*—and that means 224,220 car radios in the Toronto district alone. Of all new cars sold, 63% have radios.*

In 1955, people in the CFRB listening area spent \$111,445,000** for drug store items. A lot of money? Only a *fraction* of the area's more than 6 billion dollars buying power (after income tax).**

CFRB—Canada's most powerful independent station—covers Canada's No. 1 market . . . where people's needs and

purchases are on a big scale. Call in a CFRB representative today to discuss a profit-packed advertising plan for getting *your* share of the sales.

* based on Elliott-Haynes figures.

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

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