

SHORT WAVES

DON SLATER, formerly sales promotion manager of CHEX-TV, Peterborough, has been appointed sales manager of CJET, Smiths Falls. Prior to entering the television field with the opening of CHEX-TV, Don was with CHEX-Radio, and CKWS, Kingston.



Don Slater

CFCQ - RADIO Saskatoon, has issued a new promotion piece with which they hope to promote, not only their own station and its sponsor, Royalite Gasoline, but also the whole radio field in general. The idea takes the form of a radio dial card, with the program listings of all the radio stations in Saskatchewan, along with a place for the dealer's stamp. On the back, mention is made of the Royalite newscasts.

The idea is to assist the many car radio listeners, in picking up any radio signal in the province, and to help them enjoy their trip.

The cards will be distributed by the Royalite Gas Stations and the Junior Chamber of Commerce Tourist Booth.

CKLG, NORTH Vancouver, has a five-minute program broadcast at 9:30 each morning from the Vancouver office of the National Employment Service in which an NES spokesman outlines the job availabilities in Vancouver area and B.C.



On Our Cover

All over the country, "Rolling Home" programs direct traffic returning to town from the resort areas. Such a project is incorporated into CFRB, Toronto's "Weekend". This station sends announcer Eddie Luther up in a plane, as he is seen on our cover. Eddie watches the traffic lines as they merge on Toronto from the north, and advises drivers through their car radios about traffic situations as they arise.

COMplete RADIO and TV network coverage of the visit of Queen Elizabeth II to Ottawa from Oct. 12-16 to open the Canadian parliament is planned by the CBC. On radio all events will be reported fully and the service is being offered to all radio stations in Canada. CBC reporters are now being lined up and 26 commentators are to take part.

Full TV network coverage will be given live to all stations on the microwave network and by kinescope to all other stations. All live telecasts will be offered to US networks and films and kinescopes will be made available to the BBC and US networks for delayed showing.

Mobile TV units from Toronto and Montreal will be used in Ottawa to provide at least a dozen cameras for the various outdoor telecasts and, if possible, for the actual opening of the ceremony in parliament.

THE ST. JOHN'S City Park Commission and CJON, Newfoundland are co-operating in installing public address systems so that CJON's special Sunday afternoon light music program can be piped throughout the city parks. An estimated 17,000 people visit the city's parks on Sunday afternoons. The program runs from 2 to 4:30 p.m.

RADIO AND TV will co-operate in putting over Canada's Oct. 21 to 26 "Cleaner Air Week", sponsored by Canada's Power Show to be held at the CNE. The campaign will provide the public with information as to the damage caused by air pollution, the benefits resulting from its control, methods of control and problems in connection with control.

E. A. WESTENDORP has recently been appointed account supervisor in charge of the new London, Ontario, branch of the James Lovick & Co. Ltd. W. M. Page has been named account manager. This brings to nine the number of Lovick offices in Canada and the US.

RADIO 600

CFQC

SASKATOON

has now completed 34 YEARS of continuous Service. Looking forward to serving you better still in the future.

A. A. MURPHY
VERN DALLIN
CLYDE BOURASSA

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



THE RADIO HUB OF SASKATCHEWAN

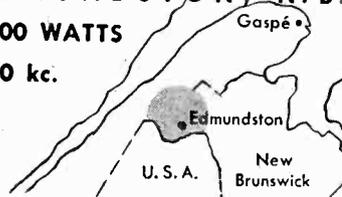


CJEM - RADIO

EDMUNDSTON, N. B.

1000 WATTS

570 kc.

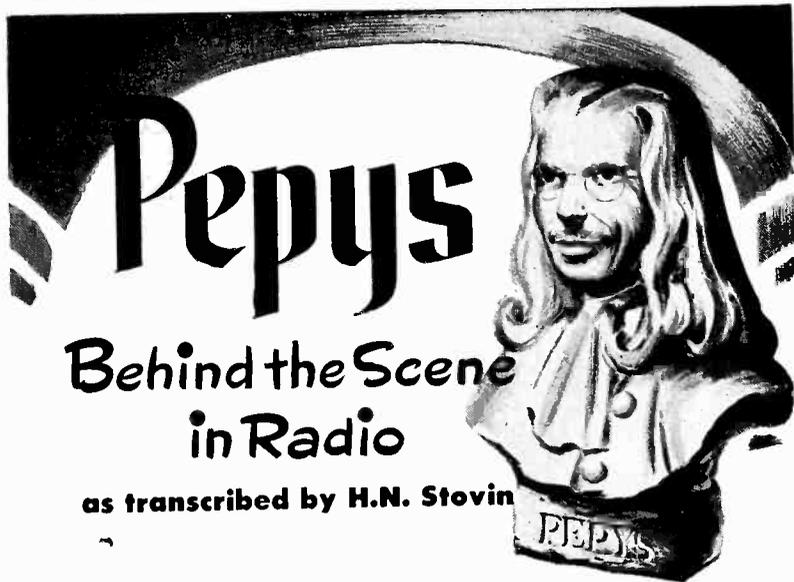


"La Voix du MADAWASKA"
covers the fastest growing market in the Atlantic Provinces . . .



Newfoundlanders keep their eye and dial on CJON Radio . . . that's why it has more listeners than ALL other stations combined in NFLD.

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



Busy this day in scanning the program logs of those goodly Radio Stations whom we do represent, and of others beside, and do find myself mightily pleased to note the presence of an old and good friend of Canadian Radio — Swift Canadian Company Limited

● ● ● As everybody who listens to their "Breakfast Club" program knows, they have for many years been a solid supporter of day-time Network Radio whereby to convey their selling messages to the buying public ● ● ● Moreover, this excellent purveyor of meats and other grocery items has *continued* to find in Radio a profitable means of support for such products as its Allsweet Margarine, Jewel Shortening and the rest. Do indeed feel that this speaks passing well for the proven power of Radio to move goods, maintain public good will, and build lasting confidence with consumers; for we do know that Swift-Canadian and such major advertisers check from day to day what results they do get for their dollars ● ● ● Did learn later, to my added comfiture, that — despite a heavy slice of their Red Brand budget having been cut off for Mr. Disney's delectation — nevertheless the purveyors of Swift's products do look on Radio as a medium on which to spend still greater numbers of their government-inspected dollars in the coming year ● ● ● And this night did, in my favorite hostelry, partake for my dinner of a new-fangled dish called "Swift's Premium Franks", with which I was mightily content.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
VANCOUVER

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
these live Radio and Television Stations

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

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

Household Finance Corporation

RADIO'S INTIMACY SCORES FOR HFC

LENDING MONEY is a highly personal business, and Household Finance Corporation finds that the best way to get their message across is by means of spot (single station) radio. For this reason, radio gets around two thirds of H.F.C.'s considerable appropriation. The balance goes mainly into daily and weekly newspapers and direct mail. Also they have "dabbled in TV".

Gordon Stacy, who takes care of HFC advertising jointly with Tony Pitt, says that



Gordon Stacy

"for finance companies dealing in small loans like HFC, no medium can compare with radio". He went on to explain that because their services are personal and confidential, they find that they can best be sold by means of the sincerity and confidence which can be expressed only by an announcer's voice. He backed up this statement with the information that they use 130 stations across Canada in 98 markets, which are served by 240 Household Finance branches. Most of it runs the year round.

But while radio rates top with HFC, Stacy pointed out that it is the practice of his company to make

an independent analysis of each individual market from a standpoint of available media, and where radio is not used, it usually means that the medium used makes a better showing in their eyes.

Another point he made was that the service of a loan company is something for which no desire can be created by advertising. "A need must exist", he said, "and we can only strive to be the company to fill it. Aside from this", he went on, "we think it would be highly undesirable to try and talk people into borrowing money, so all we do is remind them constantly that our services exist and are readily available when they are needed." For these reasons, he explained, they feel at HFC that repetitive advertising on spot radio is the ideal method for them.

QUESTION OF COST

The question of cost also favors radio in Stacy's view, because on radio they can keep production costs at a minimum, cutting only one set of sixteen spots every three months, with live local tags giving the branch address and the name of the manager. "This way", he said, "we can gear our volume to seasons of maximum demand, advertising when and where it will do the most good."

As far as other media are concerned, they use semi-institutional copy, in the daily and weekly newspapers, pointing up the reputation of the corporation, and running tables of figures showing the relationship between the amount borrowed and the monthly payments entailed.

Direct mail advertising is addressed to their own customer list, and in it they remind people who have borrowed from them before that they are eligible for further credit.

Soft-sell keynotes HFC's radio spots, and the tenor of the message is usually: "Don't borrow unless you have to, but if you do, be sure and see Household".

Stacy says the technique they like best is to tag their commercials onto successful station programs. Top among these is local news and sports. On CJCH, Halifax, they are tied in with *The Information Hour*, a Sunday afternoon program of information and discussion in which important local personalities express their views on local events. On election night last June they associated themselves with the returns on CFRB and CKEY, Toronto, CJOB, Winnipeg and CJVI, Victoria.

IMPORTANCE OF FLEXIBILITY

Big single-impact advertising ventures are not for HFC, Stacy says. As he put it, "TV spectaculars and full page ads would merely deplete our budget without resulting in a sufficient demand, and make it impossible for us financially to carry out result-packed repetitive advertising as well.

"Because HFC's multi-branch set-up makes it necessary for us to spread our advertising locality by locality, and because there are a great many markets we serve in which radio is the only local daily medium, spot radio is the best bet for HFC".

THESE MEN KNOW THE KINGSTON MARKET !

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

ANSWER	July %	Feb. %	July %
CKLC	28	33	37
CKWS	14	18	25
Both Stations	12	15	11
Would not use radio	8	7	—
No opinion	38	27	27

(Elliott-Haynes Surveys)

BUY CKLC

CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

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

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Editor & Publisher RICHARD G. LEWIS
Art Editor GREY HARKLEY
Editorial Dept. BART GARDINER
IAN GRANT
DAVE THEOBALD
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Production Manager ROBERT G. MOWAT
Research Consultant GEORGE E. RUTTER

(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



Vol. 16, No. 15

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

August 8th, 1957

Business Has A Story To Tell - - - Still

Through the years which have passed since the war, private business of all kinds has progressed and prospered in spite of the fact that it has been handicapped by a government which has definitely been prejudiced against it. The Liberals surrounded and beset it with a fantastic number of crippling controls which have developed by leaps and bounds since the war, when such regulation was necessary to meet the emergency. It has made "business", "capital" and "profit", words to be shuddered at. At the same time, by the imposition of its restrictions and controls, it has made private business completely dependent on government as its number one customer.

The prosperity which business has enjoyed through this period is attributable entirely to the unprecedented demand for just about every commodity, caused by the general expansion which has been taking place. It has existed in spite of, rather than because of, the entry of government into so many of the country's industries.

If Canadian business wants to encourage the Progressive Conservatives, who are traditionally in its favor, to relieve it of all the interference to which it has been subjected, it has to do the job it has often talked about but seldom if ever carried through, and that is the job of getting its side of the story across to the people.

It is a highly significant fact that newspaper publishers and broadcasters devote a tremendous amount of space and time to the ramifications of labor and its interests. These interests, as often as not, are directed against private business. Yet these news sources incessantly neglect stories about the aims and aspirations of the owner-employer group, of which they are a part.

The virtual omission of news about "business" is an undesirable suppression of news, and it is one which business itself is in a position to correct, if it would only do a straight-forward job of telling its own story.

Business has a solid story of accomplishment to tell. On the employment side for example, it does not believe in the bestowal of bounties unless they are earned. What it does stand by is a system under which necessities, and luxuries too, are placed within the reach of those it employs, so that they may have the benefit of them if they wish to do so. Labor would have it that it can only get its rights — even when they are wrongs — by resorting to picket lines and other forceful measures.

The public is kept in continual year-round awareness of labor's real or imagined wrongs. Generally speaking it is kept in complete ignorance of the owner's side of the question -- until after the emergency has arisen.

Two things have happened since 1939. Labor has taken the fullest possible advantage of its new status in the country's economy. It has done a thoroughly efficient job of selling itself and its aims to the public, to the point where it literally controls the operations of its employers. Business on the other hand, has been so busy writing up and filling its orders from government departments and agencies that it has not had, or at least has not taken, time to keep the public aware of the fact that it has itself made possible the increased production which has caused all our national prosperity.

News Briefs

COCA-COLA is renewing the co-sponsorship of a half-hour dramatic show on the French network starting in September.

The show is *Marie Didace* which is a continuation of last year's program *Le Survenant*.

The other half of the show is still open. It was dropped by last year's sponsor, Gattuso, who handle olives and olive oils. The agency is McCann-Erickson (Canada) Ltd.

CHUM, TORONTO, have appointed Stephens & Towndrow Ltd. to take over representation of their station in Toronto. This was previously handled by Radio & Television Sales Inc.

CKWX, VANCOUVER, has appointed James Lovick & Co. Ltd. to handle its account. Lovicks have taken over from Cockfield Brown and Co. Ltd., as of August 1.

LYN SALLOUM has been appointed the new radio and TV time buyer for Ronald Advertising Agency Ltd., Toronto. Jerry Lodge remains in charge of the radio and TV department.

THE TORONTO office of Batten, Barton, Durstine & Osborn, Inc., has been appointed to handle the Canadian advertising for Taylor Instrument Companies of Canada Ltd., effective August 1.

THE AYLMER *Fifty a Day Show* will be back again early in September on a similar list of coast to coast radio stations. The agency is F. H. Hayhurst Co. Ltd.

RADIO RIBS



Rock 'n' Roll vs. Ballads

SOME LIKE IT HOT... SOME LIKE IT COOL

by BART GARDINER
CB&T Staff Writer

"MUSICAL GARBAGE" is only one of the violently derogatory terms some Canadian adults are given to hurling at the kind of music generally referred to as "Hit Parade" type. Other top favorite epithets are "junk", "trash", "depraved", and "asinine".

On the other hand there are plenty of rock 'n' roll enthusiasts in all age groups, and this opens the controversial question: "Are these brickbats justified, and if so what kind of popular music do Canadian adults like to hear?"

Toronto composer-director Don Wright thinks ballads are what most people like best. "When I hear oldsters, including myself, getting all steamed up about 'this terrible teenage music,'" he said, "I wonder whether it isn't the same old brand of sour grapes adults have been muttering about ever since civilization began. Sure, youngsters are dictating the kind of pop music we listen to — but hasn't there always been some gimmicky new sound, enthusiastically welcomed by the young and violently censured by the old? At the moment, it's a harsh voice accompanied by guitar and bass drum called rock 'n' roll. Yesterday the 'new sound' stressed duets and even quartets sung by a single singer singing all parts of the number in harmony. The day before it was Arthur Godfrey's banjo. Before

that it was LeRoy Anderson's *Type-writer Song* — and so forth, all the way back through Dixieland and boop-boop-a-doop.

"Eventually each new fad passes and the hits of the moment — the ones which exploited the 'new sound' to extremes — become as dead as yesterday's newspaper. Sure, a few tunes in each style live on, but only because they also contain some elements of that hard-to-define thing, the standard ballad.

"This", Wright said, "is a romantic tune that is smooth, sweet, simple yet original. Other styles come and go, but the ballad remains. Poll any group of adult Canadian radio listeners and you'll find they like evergreen tunes like *Night and Day*, *Charmaine*, *Kiss in The Dark*, all the show music and dance tunes they heard when they were young — as well as any new hit tune that has the same general characteristics — and so much better if it has a brand-new sound besides."

Witness the current phenomenon of Lawrence Welk's popularity. "The big thing about Welk's sweetly cornball 'Champaigne Music,'" he said, "is that it voices a direct protest against the harsh cacophony of rock 'n' roll extremes. Not that rock 'n' roll, a full-blooded musical development, will pass without leaving its mark on pop music. Several other tunes besides *Love Me Tender* (which

was written as a nineteenth century Civil War Song with the title *Aura Lee*, and was brought back in the 1930's by Frances Farmer) will probably stick around a long time."

Wright predicted that the next big musical fad will be either a rash of European-style polkas or a returning surge of Hawaiian themes. "After rock 'n' roll, which is emphatically North American, it is logical that the trend will be towards inspiration from overseas," he said, suggesting that both Hawaii and

mature listeners away." Whitney points out that his station believes in playing "liveliness and modern music, but not the top 50. In fact," he said, "apart from the *Hit Parade*, we have played down the top 50."

ROCK 'N' ROLL ISN'T THE END

The teenagers themselves are getting a lot of criticism for what they've done to popular music down in the States. Lew Douglas, artist and repertoire man for Bally Records Co., says: "There is a new concept of vocalizing. A love song these days must have a certain attack, a viciousness we older guys don't understand. Kids today want that rough, untrained voice. They want a song with their own special teen feel. If the kids ever felt their parents liked rock 'n' roll as much as they themselves did, they'd have run away from it long ago."

Canadians in the record business have much the same things to say. "Most adult customers we get," said record salesman Gundar Nolte at Toronto's Promenade Music Centre, "don't really like fad musical extremes like rock 'n' roll. If they buy it, it's either for their kids, or to show off to their kids that they too are young at heart."

Jack Feeney of RCA pointed out that "it is a fallacy to think that rock 'n' roll is the only type of up-to-the-minute popular music enjoying current popularity. Look at Perry Como," he said. "He admits he can't sing rock 'n' roll because his voice just isn't suited to it. Yet look at the popularity of Como hits, like *Round 'n' Round*, which you certainly couldn't call rock 'n' roll. Rock 'n' roll hasn't completely cornered the pop music market as some people seem to think. Didn't Presley recently put out an album in which he sings soft ballads like *True Love*?"

Feeney said that Windsor and Vancouver are the two Canadian cities most "hep to the roll", perhaps because they are border cities. Toronto, on the other hand, was the last bulwark against the roll, due largely, he thought, to the cultural impact of the CBC.

He said he believed that pop music moves from jumpy to smooth from era to era. "Back in 1939, swing was



Central Europe will fill the bill nicely. "Actually one step in the overseas direction has already been taken in the recent fad that combed the Caribbean for calypos," he pointed out.

Manager C. H. (Buck) Whitney of radio station CFAR, Flin Flon, Manitoba, does not share Wright's live-and-let-live philosophy about rock 'n' roll, nor does he believe that everything will iron out in the end. This type of music, he claims, "is appealing to the young listeners in my area, but it is driving the more

"Welcome or Bienvenue"

to

CHEF-GRANBY, QUE.

CHEF, GRANBY, the gateway to the Eastern Townships is now under new ownership and management. R.T.S. is happy to include this popular community station in its list of represented advertising outlets.

*CHAB — Moose Jaw, Sask. — CJAD — Montreal, Que.
CKGR — Galt, Ont. — CHEF — Granby
CFJB — Brampton, Ont. — CKCL — Truro, N.S.

Television Dept. — WCAX-TV — Burlington, Vt.

Norm. Brown — R.T.S. Toronto Ralph Judge — R.T.S. Montreal

RADIO TIME SALES LTD.

* Montreal only.

**200,000 PEOPLE WITH
\$200,000,000 TO SPEND**

THAT'S THE NIAGARA PENINSULA
SERVED BY CKTB, ST. CATHARINES
AND FOR BONUS COVERAGE SEE
THE BBM REPORT

PAUL MULVIHILL
Representative now in both
Toronto and Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

Some like it all shook up

twice as raucous and jumpy as rock 'n' roll. In those days, boys tossed the girls around through the air on the dance floor with such utter abandon that you usually saw as much of the girl's step-ins as you saw of her skirt."

Feeney felt that the original rock 'n' roll beat was too heavy and a beat which is too heavy or too light is certain death. "However, rock 'n' roll is changing. Western and country music influences upon it are beginning to fade out and the beat is gradually evolving into something too complicated for country and western music lovers. If it continues in this direction it will develop into something completely different, but what it will be no one quite knows yet."

THE BALLADS ARE BACK

Whitney Haynes of Capitol Records claims that "US trade papers in the pop music business, like *BILLBOARD* and *CASH BOX*, are all stressing the fact that straight solid ballads are coming in again and taking over from rock 'n' roll. Recent Elliott-Haynes ratings show that the standards are still far and away the most popular."

Frank Jones of Columbia Records predicted that unless rock 'n' roll calms down a bit, it will soon begin to lose popularity. A much more "psychological" type of western music will be the next big fad, following the trend in movies to more "psychological" type western dramas. "The new western tunes will likely be more thoughtful, more poetic in lyric and sweeter, simpler and more sophisticated in melody," he said.

Douglas Keane of Quality Records, Toronto, further defines the kind of "standards" most adults like as "easy, sweet, lovable, haunting — the kind of music with which you can stack your record player at a bridge party for a pleasant but unobtrusive background to the game. In general," he said, "adults like standards because they help them to relax. Just as kids must have more physical activity than adults, they like music with a more strenuous beat to get them 'all shook up'. Adults like music of the kind I call 'neutral background music' because they don't 'go at' life so intensely and because they don't listen to music as intensely as youngsters."

"The standards are certainly the best bet for radio stations to net the biggest all-round audience," was the way Max Zimmerman of Mackay Records, Distributors Ltd. (London Records) summed up the subject. "Standards are pleasing to the majority of people. Both long and short-hair music lovers like them. Even our haughty, all-powerful teenagers can be caught off-guard once in a while, humming contentedly as they listen to a smartly played standard on their radio, when they don't know they are being watched."

In addition to standards, Zimmerman also believes in giving brand-new hit tunes as much air time as they deserve. "How else could we replenish our stock of songs that live, our repertoire of standards?" he asked. "This way," he said, "radio can give the average listener, young or old, what he wants most of all — high-quality popular music, new enough to prevent monotony, yet capable of becoming a standard, loved by and familiar to everyone."

NO DEFENCE FOR JUNK MUSIC

Interest in the subject is also running high in the US and columnist Don Henahan of the *Chicago Daily News*, claims that, because of many stations' heavy programming of rock 'n' roll type music, "local radio spots for soups, soaps, home loans and cars are being heard by the crowd that buys popsicles and peanut brittle."

Henahan also points out the hypocrisy of deejays who play music they despise, and says: "It's hard to find a single person in the business who will defend the 'junk' music they pour into our ears from morning till night." He quotes one record company executive as saying: "We record things we think are horrible and we get sick about it."

In a letter to Jim Allard, executive vice-president of the CARTB, Eugene Lees, Canadian-born music critic for *THE LOUISVILLE TIMES*, wrote caustically on "the part so-called deejays have played in bringing about an era of out-of-tune singers and deplorable salaciousness in music." Allard replied: "If one plays *Love Me Tender* forty times a day, people will come to accept it, just as it is equally true that if one played excerpts from *The Barber of Seville* forty times a day, people would come to accept it also."

Allard said he believes most listeners prefer a musical middle road, half-way between the *Barber* and *Love Me*, for their every-day diet of pop music. "I have a hunch," he said, "that the majority of our adult and mature listeners really want music which recalls to them some important emotional experience, probably from their own youth."

TEENERS COME IN TWO SIZES

Stu Kenney, CKEY deejay on the early-morning *Musical Clock*, thinks that adult listeners who complain of the "musical trash" many radio stations play do have a legitimate beef. "I think deejays are particularly at fault in this and I criticize stations which play the Top-50 over and over again all day long. What their audience really consists of is the 'junior teenager', 12, 13 or 14 years old, who is anxious to establish the

SOON 10,000 WATTS ON

1220 KILOCYCLES

CKDA

"VICTORIA'S MOST LISTENED TO STATION"

MORE POWER COVERAGE LISTENERS

SOON 5000 watts

The station that means
more business for you

Representatives
Toronto - Montreal
Interprovincial
Broadcast Sales Ltd.

In U.S.A.
Weed & Co.

CKLV

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

CFNB

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.

Some like their music in the raw . . . some like it cured

fact that he is a 'grown-up teenager', not a child any more. In order to do so, he buys records he considers to be teenage records. Real teenagers from 15 to 20 are in a different bracket entirely. Sure they crowd Maple Leaf Gardens for Elvis Presley shows in thousands, but that doesn't mean they enjoy the music as much as the excitement."

Kenney went on to say that "the 15-to-20 year olds are a little more independent-minded than we give them credit for. In private, they listen to the same sort of ballad songs as adults, for their musical tastes are more developed than those of the pre-teenager. It's only when the older teenager is out with his peers that he feels he has to conform to teenage standards and cram his pocket money into the juke box for Elvis and Company records."

Unlike the older teenager, Kenney said the junior teenager hasn't developed enough convictions of his own yet, to escape being caught up in the follow-the-leader tide of

teenagerism. "Actually," he said, "it's the junior who buys most of the records. It's his 98 cents a week that really keeps the deejays going. In most households, it's this junior teenager who controls the radio. His parents let him hear the program he wants in order to shut him up. The result is that these stations are trying to sell cars to children."

MUSIC THEY WANT TO HEAR

"On my own show," said Phil Stone of CHUM, "my slogan is 'I play music you know', and I guess that goes for my station too. We also believe that in playing Top-50 tunes we are giving listeners the music they want to hear, yet somehow a lot of people are criticizing us for it, mostly rival stations."

Stone claimed that CHUM has listeners of all ages, and financially, the station is doing extremely well with its commercials, and sponsors are more than pleased with results.

"A great many of our adult listeners have grown to like CHUM Top-50 music as a result of being

introduced to it by their children," he said. "However there are also many parents who listen to CHUM of their own volition, and who haven't been brow-beaten into it by their offspring. Finally, there's a very large group of adults who listen, on whom the opinions of youngsters have made no dint one way or the other — simply because they have no children."

Another point he made was that CHUM does play music for all age groups, music that includes what the station calls "Hit Parade Extras", which are really standards.

Adults were much more against rock 'n' roll than they are now, Stone felt. "Music," he said, "is like any new product in the raw. It has to have time to get 'cured' before it becomes edible. In any case we believe in playing the latest popular music of our time. Nowadays the musical mode happens to be rock 'n' roll. Therefore we play it. If the mode changes, we'll play whatever the new musical fashion is. Who knows but someday our top 50 may consist of sonatas?"

RAUCOUS AND DROLL

"Rock 'n' Roll? It's sheer retrogression!" said Mart Kenney, whose taffy-smooth brand of dance rhythm lures hundreds of people nightly out to the Mart Kenney Ranch, just outside of Toronto.

"Compared with the sophisticated melodies and complex chord structures of, say, Cole Porter's music,"

Mart went on to say, "rock 'n' roll has about the subtlety of the sound made by a baboon banging coconuts together." It's just a lot of over-exaggerated simplification, just bare-foot backwoods music come to the city and putting on airs. People are bound to get tired soon of its noisy sameness and monotony.

"For that matter, judging from the senior high school kids who come out to the Ranch," he pointed out, "it never has been really popular, except among really young kids. Certainly no one ever asks for it. Once a high school girl starts putting on long evening dresses, she'd no sooner dance to anything as unsuitable to the occasion as rock 'n' roll than fly to the moon. Older teen-agers like the same kind of smooth, danceable music as anyone else — middle-of-the-road music like Welk and Guy Lombardo. Speaking of Welk, my parents, who are in their sixties, recently visited me and were extremely perturbed because my TV set was out of kilter and they couldn't catch Lawrence's show — which proves, I think, that music that avoids extremes is really the most popular kind of all, to people of all ages."

Mart admitted that the current popularity of rock 'n' roll — which he called "a musical extreme, if there ever was one" — might seem to contradict the argument in favor of middle-of-the-road music. "However," he pointed out, "musical extremes like rock 'n' roll never enjoy more than a comparatively short popularity span. Rock 'n' roll has only stayed around as long as it has because of a set of circumstances that resemble a dog chasing its tail. Kids started the ball rolling because rock 'n' roll is as raucous and droll as adolescence itself can be. In accordance with the kids' fad, the record companies began to mass-produce rock 'n' roll records. Then the deejays took over from there and their further impact on the kids is keeping the vicious circle in perpetual motion."

However, Mart predicts that this "vicious circle" shows signs of slowing up, and points out that it is significant that one of the current top-selling pop music albums features Frank Sinatra with Nelson Riddle (a strictly non-rock 'n' roller) in a medley of standard-ballad type songs.

Y'AIN'T HEARD NOTHIN' YET

CFRB deejay Wally Crouter (*The Wally Crouter Show*) says, "I try to keep away from rock 'n' roll on my program because it gets too many complaints. I think most adults prefer music whose lyrics don't sound like something from Mars. You may not agree with the sentiments of an old-fashioned ballad, but at least you can understand what is song is all about. Maybe I'm a little dense, but lyrics which go *You ain't nothin' but a, nothin' but, nothin' but* a don't convey much to me. What's more, the outlook on the future doesn't seem too bright either. Besides, rock 'n' roll is moving into a new phase called skiffle music, which is crazier than ever. Compared with the way skiffle can get you 'all shook up', rock 'n' roll sounds like *Brahms' Lullaby*."

DOMINANT!

in Manitoba's Richest Farm Area — including the entire Red River Valley South of Winnipeg.

(Daytime Survey Elliott Haynes June '57)

- Sets-in-use all-day average 42%
Winnipeg sets-in-use daily average 24.7%
- CFAM leads all Radio Stations in listeners during heaviest daytime listening hours.
- A factual example of listening habit — Period 8-12 a.m. (Mon.-Sat.)

	Program Rating	% Listeners
CFAM	16.0%	33.8%
Winnipeg, Station "A"	12.2%	25.8%
Winnipeg, Station "B"	10.7%	22.6%
Winnipeg, Station "C"	6.9%	14.6%
Other Stations	1.5%	3.2%

A MUST Station In Manitoba

CFAM ALTONA

"Manitoba's Farm and Good Music Station"

1000 WATTS

REPRESENTATIVES:

TORONTO-MONTREAL
WINNIPEG
VANCOUVER
U.S.A.

National Broadcast Sales Ltd.
A. J. Messner & Co.
J. N. Hunt & Associates
Donald C. Cooke & Inc.

POINTS OF SALE

Remember when . . .
CJFX's "OLD TIMER" sold 3—Carloads—3 of SOAP in 9—Weeks—9 ?
W-e-l-l
HE'S BACK!

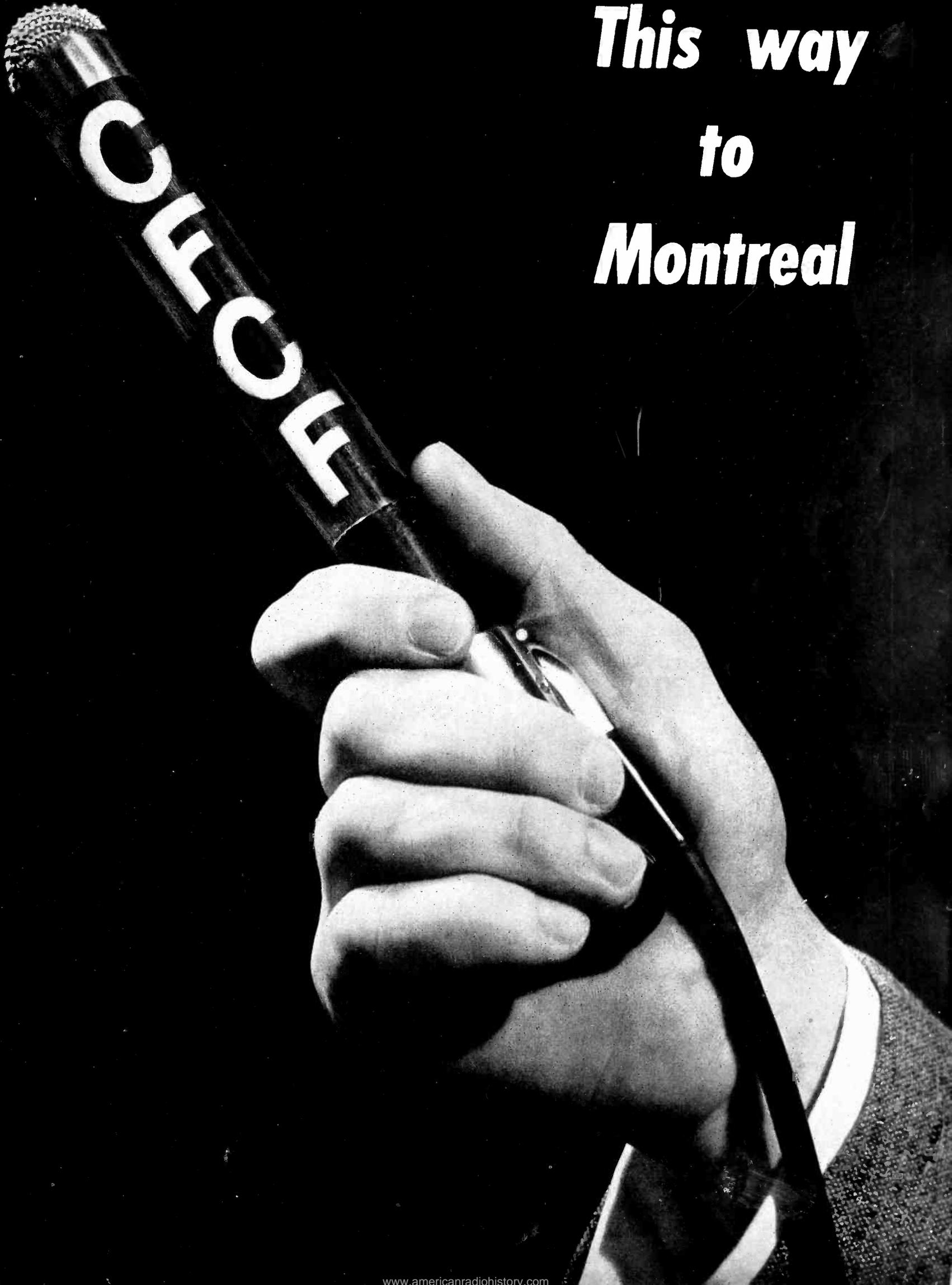
PAUL MULVIHILL & Co. Ltd.

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

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



***This way
to
Montreal***



CJAV RADIO

Port Alberni — B.C.

is the most!

over

90%

of the early morning audience

Contact

VANCOUVER
John N. Hunt
& AssociatesTORONTO &
MONTREAL
Stephens &
Towndrow

U.S.A.

Donald Cooke

• Elliott-Haynes

Research**CLYDE McDONALD LAUNCHES NEW RESEARCH COMPANY**

A NEW MARKETING RESEARCH firm, McDonald Research Ltd., commenced full-scale operations in Toronto July 15 with offices at 2510 Yonge Street. Senior members of the company include Clyde H. McDonald, President and former Research and Development Director of BBM, John C. A. Wilson, who was formerly Research Director of Market & Media Research Ltd., and Roy L. Jones who was Research Assistant to McDonald at BBM.

One of the primary aims of the new firm according to Clyde McDonald, is to offer complete audience research facilities to the Broadcasting and Advertising industry in

Canada. In order to procure standardization of audience measurement in Canada, the company is working closely with the Bureau of Broadcast Measurement. McDonald is at present serving BBM as an advisor in designing BBM's Fall 1957 Survey.

The Company is announcing its plan to publish periodic surveys covering the major city markets in Canada. These will be called Time Period Rating (TPR) reports, and will be spaced between the BBM's national surveys to provide continuity of audience ratings in the larger urban centres using the standard technique.

A special report on the new TPR announcing results of a recently completed research project will be released to all advertisers, agencies and broadcasting stations in the next two or three weeks. This release will show the format of the TPR reports and the other information

available on a regular basis such as audience composition, cumulative audiences and so on.

While the Company is specialising at present in the broadcasting field, it is interested in general market research projects of all kinds.

Nowlan Is CBC Minister

PRIME MINISTER John Diefenbaker has announced that Revenue Minister Nowlan has been designated as the cabinet member who will report to Parliament for the CBC. Nowlan is the Province of Nova Scotia's representative in the cabinet for the constituency of Digby-Annapolis-Kings.

AMA Elects Catton

THE TORONTO chapter of the American Marketing Association has elected David S. Catton, radio-TV director of Vickers & Benson Ltd., Toronto, president.

Elected as vice-presidents were J. N. Milne, MacLaren Advertising Co. and G. A. Edwards, University of Toronto. New treasurer is W. F. Nugent, Spitzer & Mills, and new secretary is Miss G. de Weerd, of Lever Bros. Ltd.

RTS Reps CKMR

RADIO STATION CKMR, Newcastle, N.B., is now represented by Radio Time Sales Ltd. in Toronto and Montreal. The station was formerly repped by Omer Renaud & Co.

G. N. MACKENZIE LIMITED HAS ^{the} SHOWSTORONTO
519 Jarvis St.WINNIPEG
171 McDermottVANCOUVER
804 Hornby St.**Here's the HOT NEWS from CKRC**

The Football Season Is Underway!

COACH BUD GRANT

of the Winnipeg Blue Bombers is

HEARD EXCLUSIVELY on RADIO on**CKRC**

The Bud Grant show is the Friday night highlight of the 6:45 p.m. — Monday through Friday "Johnny Esaw and His Friends" CKRC Football feature.

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

CKRC

BROADCASTING TO ALL OF **Manitoba**
FROM THE **Red River Valley**

**COMING SOON!**

Another mark of
Progress in Oshawa
Radio

CKLB-FM

93.5 megacycles

CKLB-FM will cover
Canada's heaviest
concentration of FM
receivers with sep-
arate programming
nighly.

CKLB

Serving
South-
Central
Ontario
from

OSHAWA

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

Research

BASIC FACTS OUTRATE FANCY QUIRKS

"THE BUSINESSMAN who is planning to investigate research would be wise to look before he leaps these days," advises Albert A. Shea, research director for Canadian Advertising Agency Limited, Toronto.

Not that Shea condemns what he calls "solid market research methods". On the contrary, he claims that "only about 5 per cent of the business enterprises in Canada that could profitably use market and opinion research have done so up to date."



Albert A. Shea

He warned the businessman, however, that before committing himself to any research project "he should, first of all, understand the difference between solid market research and the type of pseudo-scientific report, currently all too prevalent, which relies upon a mumbo-jumbo of phoney psychological jargon."

These pseudo-scientists, charged Shea, in a recent TORONTO TELEGRAM interview, "work on the notion that consumption must be doubled in the next 10 years, regardless of whether consumers want or need the goods." This assumption, he said, is nonsense, since "the basic job of research is to gain an understanding of the habits and real needs of consumers so that manufacturers and their advertising agencies can be guided in filling these needs".

Far from doing this, many market and motivational research men are nothing more than confidence people trading on the insecurity of key business and advertising executives, he charged. "They'll try and tell you, if you let them, that if you discover the right sexual connotation of your product, they can make a millionaire of you overnight. This is madness. A company and its products must be good in every way if it is going to succeed — it's as simple as that."

Because of all this "gobbledygook" dished out by the pseudo-research scientists, Shea predicted that "the middle-class consumer is going to crack. You can keep up with the Jones' for only so long."

On the other hand he pointed out that good research can help prevent disasters like the folding of Toronto's SUNDAY TELEGRAM — a \$250,000 experiment that failed. "Had one per cent of this amount (\$2,500) been spent on surveys of readers and advertisers before the project was launched, this wouldn't have happened," he said.

Good research, Shea felt, should involve more than mere interviews with the public. It should include anonymous surveys of employee opinion — this is healthy for employee morale — as well as polls of customer opinion, wholesalers, distributors and retailers. Other valuable surveys are explorations of export market possibilities and surveys to locate products in a given line to import and sell in Canada. "Certainly," said Shea, "surveys should form the foundation of any

public relations program. Market and opinion research is also beginning to win a place in the courts in such matters as copyright lawsuits."

Shea recommended that companies which have never tried market research should use "crawl-before-you-walk-before-you-run" tactics. "It is a mistake," he said, "to rush into sophisticated motivation research. This is useful for veteran users of research, such as Lever Bros., Procter and Gamble, Ford Motor Company and Imperial Oil Ltd., but not for beginners."

Before going in for such esoteric methods, Shea felt that small firms should first ask themselves these questions:

(1) Are you making full use of internal information regarding production costs and analysis of sales figures by salesman, territory, product, etc.?

(2) Are you making full use of other statistical information available free or at low cost? Invaluable direction can be obtained from the Dominion Bureau of Statistics; provincial departments of economics, industry and commerce; business departments of public libraries; trade publications; trade associations; and the local Chambers of Commerce.

(3) Are you obtaining basic research data on media available from Starch Readership Reports (Gruneau); radio and TV ratings (Elliott-Haynes); and consumer panel reports (International Surveys, Canadian Marketing Analysis Ltd.)

"Research is a service," he went on to say. "All research companies offer initial discussion or problems and quotations of price without cost or obligation." His advice to the small firm with problems is: "If you have a large enough staff, you can hire a consultant and conduct much good research on your own. The factor to watch here is objectivity. In addition to experience and specialized knowledge, one of the important contributions of a research company is its ability to offer an impartial, objective analysis of your problems. There is some irrationality in all of us, but most reasonable people — and companies — operate rationally on the basis of available information. The better the facts, the better the analysis and, all other things being equal, the greater the success of the enterprise."

MEMO

Central Ontario's Most Powerful Station

CFOR

ORILLIA

SOON 10,000 Watts !!

reps
STEPHENS & TOWNDROW Ltd
TORONTO

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

CKGB
CJKL
CFCH

TIMMINS
KIRKLAND LAKE
NORTH BAY

The most listened to trio in Northern Ontario!

This trio of radio stations has what it takes to win and hold a vast audience. In the big, rich Northern Ontario market you can depend on them for

- High listenership — a big radio audience of over 300,000 people depends on them for news, entertainment, information.
- A captive audience — outside reception is inconsistent.
- Proven Sales — on file is a long record of sales results for local and national advertisers.

IN TORONTO AND MONTREAL — N.B.S.
REPS: IN WESTERN CANADA — ALL-CANADA
IN U.S.A. — WEED & CO.



The explosive business expansion of the Maritimes area provides one of the largest listening audiences in the Atlantic Provinces.

Tap this rich source of buying power with

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



LAST WEEK WE said goodbye again to John Tregale. But that's nothing for an eminent actor like John who played with Sir Seymour Hicks' company for years before he got into the radio business. (Or did you read last week's CB & T?). The late Sir Harry Lauder must have made at least twenty farewell tours.

This time it was All-Canada themselves who staged the do, which was a lunch at the Boulevard Club attended by their rather phenomenal staff. (I counted sixty-six of them).

Presentations were the order of the day. Guy Herbert calls them pree-sentations, but then he makes frequent trips to New York.

The gifts included a fountain pen, a brief case and a testimonial scroll. Then there was a movie camera from the whole staff. But the gift par excellence (a French word meaning excellence) was a model car, from the All-Canada repre-

mented stations. It was a sleek little job, which John thought would be nice for his son Peter's son, when he gets married and has one. There was also a piece of paper protruding from the window, which turned out to be a cheque for \$1,880.45, which Guy referred to as gasoline for the car. Also, and I shudder to mention it, there were photographs taken by this reporter. Unfortunately . . . oh well, we ran John's mug on the front page of the last issue, so let's draw a veil over the sordid details.

WE ARE A DIRTY NAME

STILL ON THE GENERAL topic of John T. and his farewells, we have received a not over complimentary letter from Ramsay Lees on the subject of our report of the Tregale farewell at which he held forth awhile ago. Ramsay's letter reads:

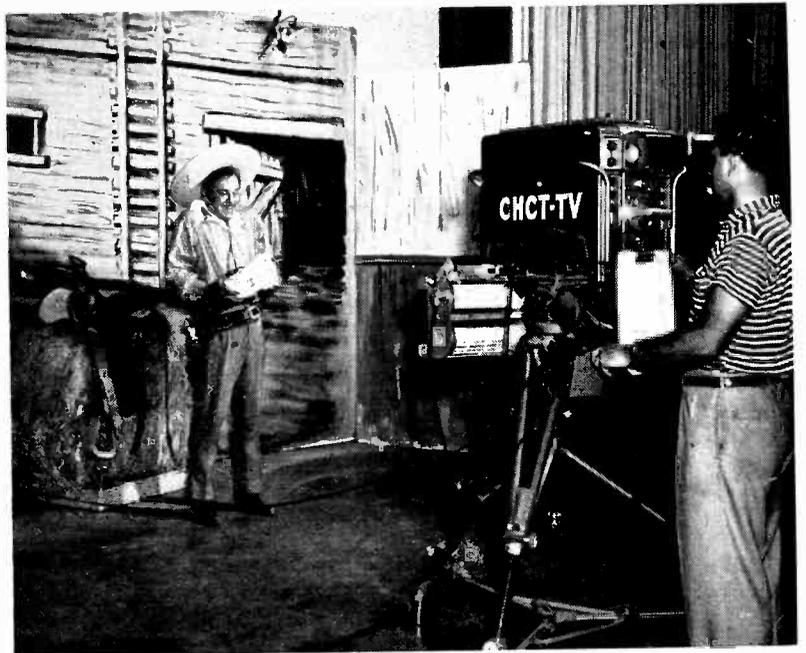
Sir: (that's me)

I am at something of a loss to

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



STAMPEDE WEEK. — Leo Carillo who plays the part of Pancho in the television series "Cisco Kid", sells Palace Bread (General Bakeries) on television station CHCT-TV, on his recent visit to Calgary during Stampede Week.

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).

understand how a publication, such as yours could decide when an 'anecdote was unprintable'. I feel that you have maligned my good name by using such base terminology, and unless a retraction with the proper apology is forthcoming, the next communication you have from me will be through my solicitors.

While you must, of necessity, print copies of speeches and other useless impedimenta in your pages, whatever gives you the notion that you can publicly editorialize as you have, is beyond me.

I remain,

Yours sincerely,
S. Ramsay Lees,
Radio & TV Director
BBD & O

To which I can only add: "and there I was trying to flatter the guy."

BERT OF ALL TRADES

CKCK, REGINA, one of Canada's pioneer radio stations, came up with an entertaining fact while searching records for stories on the station's history and growth.

In a contest of the twenties, conducted by THE WESTERN PRODUCER, CKCK's Bert Hooper was elected Saskatchewan's most popular radio station by an overwhelming margin. There was justice in it, too, for Hooper was virtually the whole station.

He was manager, chief engineer, announcer and office boy. He answered mail, prepared programs, and replaced burned-out transmitter tubes.

As it starts on its 36th year of service, today, CKCK has a staff of 50 to see to these concerns.

NOTE TO PROMO PEOPLE

CB & T is always on the look out for stories that answer the question -- what happened? We also like pictures if they illustrate the story. The other day we got a piece from a TV station about a fashion show with lovely ladies and all that sort of thing. They sent a picture too. It was a picture of the two cameras they used for the job.

And that just about does this job, so buzz me if you hear anything, won't you?

SAY YOU SAW IT
IN
CB & T

**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

CKSO-TV SUDBURY



CKSO RADIO

TWIN AIRPOWERS of THE NORTH

CKOK-land *Now,* HERE ARE THE SPONSORS

We have shown you the Scenery and the People.

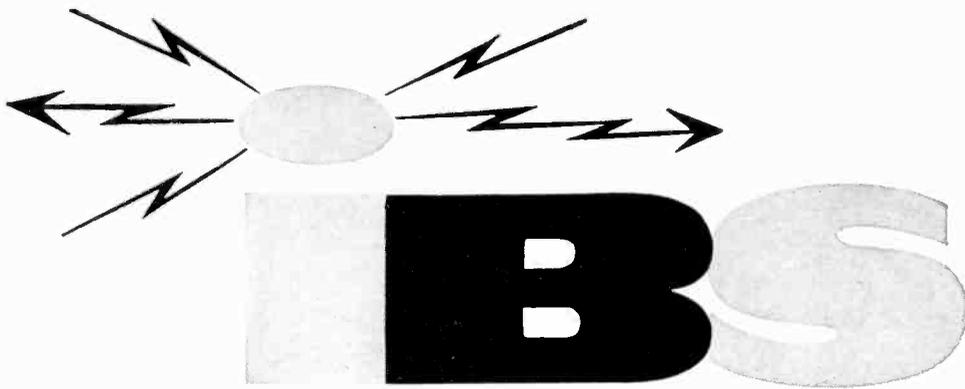


Photo by Cameo Photo Supplies

WILLIAMS MOVING & STORAGE sponsor the daily 3:00 p.m. newscast. 100% of their advertising budget is spent with CKOK. Dave McFarland, manager of the moving company, is pictured by one of their vans.

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

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



Insures Better Sales in French Canada

Through IBS radio stations
you reach 1,879,476* French radio homes
with a buying potential of \$5,021,032,000

Call your IBS man for better results in
any of these 14 rich markets

CKAC	Montreal
CKCV	Quebec
CKCH	Hull
CHLN	Trois-Rivières
CJBR	Rimouski
CJMT	Chicoutimi
CKRB	St-Georges de Beauce
CJEM	Edmundston
CFCL	Timmins
CFBR	Sudbury
CKSB	St-Boniface
CFRG	Gravelbourg
CFNS	Saskatoon
CHFA	Edmonton

INTERPROVINCIAL BROADCAST SALES LTD.

TORONTO: Ken Davis, Gen. Mgr.
199 Bay Street, EM 4-1197-8

MONTREAL: Lionel Morin, Mgr.
1411 Stanley Street, AV 8-7533

*Elliott-Haynes Radio Circulation Report - Nov., 1956

Station Covers Pig Derby

CJET, SMITHS FALLS, gave exclusive radio coverage to the second annual Pig Derby at Kemptville, Ont., last month in conjunction with the Kemptville Centennial. CBC covered the event by TV.



The pigs are held in stalls behind starting gates somewhat like bronchos at a rodeo. The pigs are each painted a different color for identification. At the sound of a whistle the gates are opened and the pigs race down a 300 foot laneway which is about three feet wide. Each pig has its own lane enclosed by a two foot fence. The owner or driver stands behind his pig with a broom to encourage it to move towards the finish line.

The derby was started last year by the Kemptville Rotary Club as a means of raising funds. It received international attention, including stories in the New York Times and an Italian newspaper. Since then inquiries have come from as far away as Holland for information on how to run a pig derby.

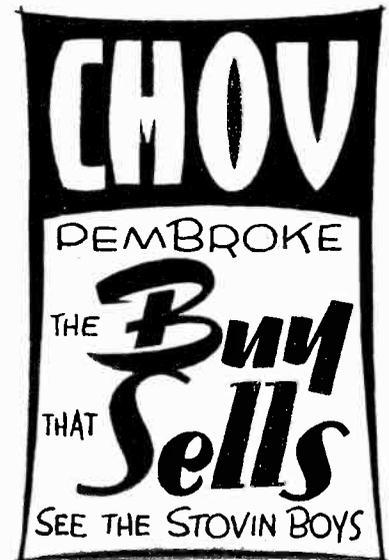
The character crouching in the bottom left hand corner of the picture is Ron McKee, CJET program director.

Set Sale Still Soars

RADIO SET SALES increased 8 per cent in the first four months of this year over sales in the corresponding period last year.

Automobile radios and portables have played a considerable part in this upturn of sales, making up about 46.4 per cent of the total.

However, home set sales are going up too. In the same four-month period this year 99,880 home sets were sold, against the 97,874 units last year, while 15,059 combination units sold compared with 10,291 units.



CKCK's 35th Anniversary

NOBODY WANTS TO STAY AN ACORN ANYHOW

EIGHT YEARS after CKCK Regina started sending its signal into crystal sets in homes across the great plains of Saskatchewan, it had a wide-awake couple of operators running things in fine fashion. They were Horace N. Stovin, who looked in 1929, very much like the fellow who now manages CJBQ Belleville; and Bert Hooper, who looked in those days, very much like the chief engineer at CKRC in Winnipeg looks today.

The studios in the Leader Building were available in two colors: gold and blue. The colors came from satiny-looking drapes which covered walls insulated with some very early form of baled hay. Every now and then when the drapes gaped open, a white post showed up between the bales. Some of the earlier broadcasting artists had turned to a more visual field of the arts, and had decorated these posts with some pretty basic line drawings, and even a bit of indelicate verse now and then.

In the gold studio, an orchestra known as *The Plainsmen*, was running over the theme song for the program in rehearsal:

*"I want to Drive a Durant;
I want to see if I can't."*

Bouncy little item it was, too. At the time, Mr. Stovin had engaged as a favor to the little prairie people whose folks had radios, a certain Mrs. MacLean. Mrs. MacLean's after school program was a pot-pourri of stories, songs, readings and music. She had surrounded herself with a sort of Junior Talent Group who became fairy tale characters like Little Miss Muffett (singer), Little Boy Blue (who lisped out readings), and a kid who played the violin, who became King Cole's Fiddler.

Well kiddies, Old King Cole's fiddler grew up to be the guy on whom the finger has been put (dig that for syntax, Sir Winston) to ramble a bit in this family journal about CKCK in this Geophysical year of 1957, which incidentally, happens to be the year when CKCK celebrates its 35th anniversary.

MULTI-TALENTED PEOPLE

This article, you will be happy to know, is completely unsubstantiated by research; rather it is based on hearsay, heresy, personal observation and a certain fondness for people who labored in the CKCK vineyard land who have grown in wisdom and stature. More of the latter, perhaps, than the former; otherwise they'd all be rich millionaires. (There are other kinds?).

Take for instance, the day that Maurice V. Chesnut arrived in Regina fresh from Lethbridge, and put the station on a Taylor-Pearson-Carson basis. It wasn't long before he found himself surrounded by such multi-talented people as Al Smith, who announced with an English accent, sold time and played the piano. He still plays the piano on that Saturday night show from Victoria called *The Hometowners*.

There was Chuck Smith (no kin) who also announced, sold time and was a pretty dapper looking gent, as memory serves.

Somewhere along the line, Wilfred E. (for Elmer) Collier appeared on

the scene with a soldering rod and kept the stuff in the control room stuck together. He has wandered about the west like Johnny Appleseed for the past few years, and finally come almost full circle to Regina again. Only this time, he's



ROSS MacRAE, the genius who wrote this article, is seen jotting down a few notes at the piano in CKCK's Studio A. This was back in 1944. He is now with the Cockfield Brown advertising agency.

the manager of CKRM.

What with the engineering end and the sales and announcing end pretty well established, it became

obvious that someone had to write programs and commercials, so Ches inveigled two young blades into the fold.

One was Lloyd Westmoreland. Originally Westy was from down east — a Bluenoser. When he got to the rigorous and intemperate winter climate of Regina, he turned blue all over. For all I know, to this day he wears over his shirt, a tattersall vest, sleeveless cashmere and Cowichan Indian sweater and hugs the nearest hot radiator from Halloween to Victoria Day. Westy was shoved out of the CKCK nest in 1940 or so and sent to Hamilton's CKOC where he ended up as sales manager till CKCK called him back to manage the sales end of the new (and rich, kiddo) TV station.

The other young blade to turn up had been a reporter on the late lamented REGINA DAILY STAR, where he shared a city room with Andy McDermott. His name was, and still is, Donald Archibald MacMillan. MacMillan was addicted to loud sports jackets, the local restaurant where the sporting fraternity hung out, and an impulse to make Ernest Hemmingway a has-been.

At the same time, or perhaps a mite earlier, one of the more fabled characters arrived: J (for Joseph) Lyman (for a hockey player who was the Rocket Richard of about

(Continued on page 16)

CONGRATULATIONS TO

CKCK

REGINA

from

**CANADIAN
GENERAL
ELECTRIC**

on the

occasion of
their 35th
anniversary

This week Radio Station CKCK in Regina, Sask., celebrates the occasion of its thirty-fifth anniversary in radio broadcasting and public service. It is a proud moment both for the management and staff of the Station as well as for us, at Canadian General Electric, who have watched CKCK grow to its present position since 1922. Our affiliation was emphasized in 1954 with the opening of CKCK's completely G-E-equipped TV station. Congratulations and best wishes for continued success to everyone who has played a part in the development and progress of CKCK-Regina.



**CANADIAN
GENERAL ELECTRIC
COMPANY LIMITED**



FROM

S.W.

**Caldwell
LTD.**

447 JARVIS STREET - TORONTO - Phone WA. 2-2103



(Continued from page 15)

1917) Potts (from the SATURDAY EVENING POST series, presumably). Lyman actually got his start by causing Art Balfour his first nervous breakdown when Art was at CHWC (R.I.P.) in Regina. CHWC and CKCK were sharing a frequency at the time.

CHWC was a bit of an institution itself, having spawned the ilk of William A. Speers, Art Balfour and Jack (Colonel) Kemp. All three had hair at the time, and J. Lyman Potts was able to divide himself equally into each's.

It was at CHWC that Bill Speers used to do a newscast at about five-thirty each evening. It began, "Now, from the pages of the REGINA DAILY STAR, here is the news . . .", and with a copy of the EVENING LEADER spread on the desk, Bill culled, edited and read the news at one and the same time. It got so he could turn the pages with a sort of flip of the wrist, and nary a crackle for the mike to pick up.

When CKCK and CHWC merged, Speers, Balfour, Potts and Kemp, together with an engineer named Rudy, moved into the CKCK menage and to this very day, they are spoken of in hushed voices when discussions of the past take place.

Where the hell am I in this genealogical goulash anyhow.

STOVIN JOINS THE CBC

Maybe it's the winter of 1937 by now. If so, Bill Speers is the production manager, Art Balfour is the sales manager, J. Lyman Potts is official record cuer, Jack Kemp has moved to Winnipeg, and Rudy has gone back to the States.

Westmoreland is huddled by the radiator, pipe hanging out of his mouth. MacMillan is lumbering about in the control room. Al Smith is either pouding the pavement or the piano and Horace N. Stovin is working for the CBC.

And it came to pass that three more individuals who were to clutter up the place for a long time to come, turned up.

Hal Crittenden, out of 10-AB Moose Jaw, by CJRM Regina, bowed in. Large, wholesale Barry Wood left his job as a Moving Van Company employee and took over as one of the best announcers ever to face a CKCK microphone. And Donald (Duckling) Dawson took off his racing skates long enough to audition and land a job.

So there they were, along with a trio of bright girls named Florence Sweeney, Kay Gogan and Marjorie Duff in the production department; another fair maiden yclept Jessie Bradstreet answering the phone and typing an occasional letter for the management; and Harold (Tubby) Law who was to die over the North Sea in a Hampton bomber four years later, was accountant - cum - traffic operator.

In a back room someplace, the chief engineer, Ernie Strong, was up to his ascot in wiring plans, no suit coat and vest with the pockets filled with automatic pencils. Wilf Collier was keeping the tower company out at the transmitter.

MEET MYSTERIOUS MOSE

One fine day in the fall of 1938, M. V. Chesnut was pressured into putting a supernumerary on the payroll. This supernumerary was to become the writer of what you are reading. The pressure was applied by his father who was the managing-editor of the LEADER-POST and swung a certain amount of weight through-out the building.

Thus Bill Speers had another problem to put up with. He solved it very easily by putting the erstwhile Old King Cole's fiddler into the studio with a cowboy singer named Ralph Foster to play background obligatos while the "Croon Prince of the Cowboys" yodelled. He became "Mysterious Mose" every Tuesday and Thursday at 5:15 p.m.

This program was hardly enough to fill in the time completely, so Speers also suggested that the cupboard in studio B needed house-cleaning; that the switchboard should be manned at night; that the teletype rolls needed changing and that it would be a good idea if someone counted and tabulated the Ma Perkins Seed Offer mail and send it off to wherever it had to go.

These menial tasks the supernumerary might still be doing happily had not the era of expansion in the All-Canada organization come to pass. For by this time, TPC had taken over operation of CKOC Hamilton, and shipped (nice word if you know him) M. V. Chestnut east to manage the place.

That's when Gerry Gaetz arrived in Regina to (a) manage the station, (b) startle the staid old Assiniboia Club into a frenzy of activity it had never suspected itself capable of, and (c) become the Queen City's most eligible bachelor.

Now events start to pile up at such a rate that untangling them chronologically calls for the loan of a do-it-yourself Univac. If you have one, see if this comes out right. Anyway, as Ramsay Lees always says, "Let's run through this field in our bare feet and see where the thistles are."

It became obvious that with such a pool of talent lurching about, there would be someone fishing in it. So off to Trail B.C. went Art Balfour, the sage of Balcarres, to manage the station there.

GAETZ, CRIT & BUSS

Crit became manager of the sales department and Gerry Gaetz wired Robert Buss in Lethbridge to come in all haste. Buss folded up the colored comics which he was reading to the kids every Sunday morning, and brought his bag of buffoonery to CKCK. He also brought the lampshade he wore at parties.

Speers got the call from Chesnut at CKOC and moved eastward, to be followed in due time by Potts and Westmoreland.

We were being decimated. That's when I got thrown into the breach, dear friends.

MacMillan had been made production manager, which was a nice way of getting him off the air where he used to read the news in his own inimitable imitation of Boake Carter.

Barry Wood was put in charge of announcers' schedules. He carefully contrived to work the evening shifts (10 a.m. to midnight) in the winter when it was damned unpleasant getting in for the morning, and the morning shift (6 a.m. to 6 p.m.) in the summer. Thus, he



Nichols salutes CKCK Radio, now completing its 35th year of service to Saskatchewan. In 1922 few people knew where radio, the bright new medium of communication, was going . . . few commercial receivers existed . . . and wireless amateurs worked at kitchen table winding copper on salt box cylinders, soldering, adjusting and finally listening, through oscillatory squeals and growls for the first faint music and voices out of nowhere. It took a lot of faith to establish CKCK in 1922 — more power to you in 1957.

R.H. Nichols LIMITED
2781 DUFFERIN ST., TORONTO

MORE POWER TO CKCK

CKCK Radio Chief Engineer E. A. (Ernie) Strong with the R. H. Nichols Remote Control Equipment installed in CKCK's Main Control Room in June, 1954.

could sleep in through the cold months, and get out early enough for a set or two of tennis in the long summer evenings. Guess who worked the morning shift in winter and the evening shift in summer? Right!

People like James Walter Kent (now producing at CBC Toronto) and a believe-it-or-not character named Michael Shane who wore cowboy boots, entered the field.

John Norman MacRae (no kin) stomped in for a couple of years, then decided to go back to school. He toiled briefly for one of the press services, then for Barry Wood in Toronto, and finally went to CBC International in Montreal. Noticed that recently he was appointed to London office as assistant European representative for CBC.

Then came two more who helped make up the personnel and personality of CKCK at the time: Burton Everett (Howie) Thompson, and George Davies. Davies was immediately nicknamed "The Bangor Lout" by Thompson.

Thompson left CKCK to sell insurance: then wended his way east for a short stint at CHML Hamilton; was manager of CJIB, Vernon for a while; and has since been lost in the mists of either time or Vancouver.

JUG-EAR MALONE

At the Hotel Arlington's Beer Parlor on Regina's Albert Street, a red-headed, jug-eared Irishman named Mathew Joseph Roy Malone, was carrying trays and singing the saddest of Erin's songs in a fair baritone. He quit actually working in the establishment and became a patron when he came on staff at CKCK. He's still there, but they don't let him on the air any more.

And what about Moe Reynolds? Yeah. What about him? More later.

Meantime, back at the beer hall in Munich, you-know-who was oiling up his Luger and got careless enough to leave off the safety catch. (I'm an avid Mickey Spillane fan).

As we used to say on the New Year's Eve special year-end dramatized news feature: "The seething cauldron that was Europe, was boiling over." Not only was it boiling over; it was getting all over everybody's front burner and causing considerable stench right clear to Ottawa, where it was decided that the torpedoing of the Athenia was causa belli. (Look it up. I had to)

CAME THE WAR

Another exodus took place. Tubby Law went into the R.C.A.F., as did Moe Reynolds. Some years later, Moe, as a navigator in some sort of transport division of the air force, found himself along in the native quarter of Algiers at midnight. In his imagination, behind every black shadow was an Ayrab ready to cut his throat from shoulder to shoulder. There was only one thing to do: scare the Allah out of the local population. This he did by hollering at the top of his lungs: "Is there anybody here from Moose Jaw, Saskatchewan?"

Later, the war over, he married a Brooklyn girl who calls him Dolling, and works now in the advertising department of the Socony Dress Company in New Yawk.

Don Dawson joined the R.C.A.F. So did Westmoreland, and MacMillan. MacMillan was sent to about as far away as he could be sent, namely Egypt. There, he managed to become the only human being ever to run head-on into another

car while driving across the Sahara desert.

Also, whilst sojourning at Bomber Command in Britain, he turned out a book of short pieces called "Only the Stars Know", which is very good indeed and is available through your local bookseller.

In Regina, Wilf Collier was made production manager; Barry Wood was sent out to Victoria in the same capacity for M. V. Chesnut who was then managing CJVI.

Gerry Gaetz took over the manager's chair at CKRC Winnipeg, when Tiny Elphicke left and Vancouver's CKWX came into the fold.

And that's when H. A. Crittenden became the manager at CKCK. He was probably the youngest manager in the business at the time, and is, to this day, fondly remembered by several of his ex-employees as Regina's Mickey Rooney.

Buss became the sales manager and somewhere along the line, Jack Sayers came in from the west, and rotund Dick Smith was somewhere on the premises.

Malone was at CKRC in Winnipeg doing the morning shift, and finally getting into the sales department. Then, he was sent back to Regina to sell some more.

Sometime along in here, the war ended. Co-incidentally, so did my employment in the shop. Heading eastward, my long stop was made at Cockfield, Brown.

WHERE ARE THEY NOW?

Where are all these people now? Well, if you live in Toronto or Montreal, you probably see a good deal more of most of them than you might choose to.

Chesnut is manager of the All-Canada office in Winnipeg.

Gaetz is manager of CJCA, Edmonton.

Speers is manager of CKRC, Winnipeg.

Balfour is making a mint in oil deliveries at CFGP, Grand Prairie.

Potts is manager of the new CKSL, London.

Al Smith is out in Victoria at CJVI.

Bert Hooper is chief engineer at CKRC, Winnipeg.

Wilf Collier is now manager of CKRM, Regina.

Lloyd Westmoreland is sales manager of CKCK-TV.

Harold Crittenden is the general manager of CKCK and CKCK-TV.

Ernie Strong is still chief engineer at CKCK.

Bob Buss is the big wheel at CHAT, and the upcoming CHAT-TV, in Mendelssohn's Flat, Alta.

Barry Wood is doing very nicely in Toronto, thank you.

George Davies is program manager for Ol' John Blick.

Roy Malone is sales manager of CKCK, Regina.

Don Dawson is manager of CKCK.

Don MacMillan is in the cell next to mine.

Jack Sayers is manager of CFUN, Vancouver.

Gil Seabrook (Sayers' replacement at CKCK) manages Vernon's CJIB.

There are many others who first got their fingers sticky in the CKCK pot: people like Eileen Fox of CKLG, Vancouver; Mary Bell who is still at CKCK; Norman McBain of the CBC; Hal Yerxa of Camrose and many others.

And of course, there are the many who came along after 1945.

What a great collection of people came and went. Placed end to end



OFF THE TOP

HERE IS BERT HOOPER, CKCK's original staff of one announcer-operator-engineer-office boy-janitor, broadcasting back in 1922 in CKCK's first studio-control room, designed and built by himself. In the second picture, Manager Hal Crittenden is seen checking things over with an unidentified member of the CWAC on the day in 1942 when the Women's Army took over the entire operation of the station during a recruiting campaign. This project won CKCK a Billboard Award. Finally, in the third picture, some of the 600 Regina High School students appear to be having themselves a ball as they cut a rug at the rock 'n' roll party staged by the station as part of its anniversary celebrations.

they would probably reach all the way across Hamilton street to the La Salle beer parlor.

And all this in only 35 years. And what ever became of Horace Stovin?



On July 29th, CKCK Regina celebrated its 35th year of radio broadcasting!

Today more advertisers are buying more time on CKCK to sell more goods and services to more people than ever before in the station's 35 years.

These many years of outstanding broadcasting and acceptance by advertisers and listeners alike, make CKCK now, more than ever, a "must" buy for advertisers doing business in western Canada.

In Canada, CKCK Regina is represented by

ALL-CANADA

RADIO FACILITIES LIMITED

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

Church Broadcast Was World First

THE FIRST church service ever broadcast in the world went out over the air from the transmitter of radio station CKCK on Sunday, Feb. 11, 1923.

THE MORNING LEADER, reporting the event the next day, voiced the opinion it was the first broadcast of its kind in western Canada. Subsequent inquiry by radio station operators, however, proved the newspaper surmise to be quite conservative, because it was actually the first church service to be broadcast anywhere in the world.

Two broadcasts of services took place on that day, one in the morning and one in the evening. Both were from Carmichael Presbyterian Church, where Rev. J. W. Whillans was pastor.

The first service went on the air without warning. Arrangements had been made for the evening broadcast, but tests in the morning were so satisfactory that the entire service was put on the air.

Not a soul in the church knew that every sound was being picked up for transmission. So clear was the broadcast that the dropping of coins on the collection plate could be heard distinctly.

The Department of Telephones of the Saskatchewan government was interested in the experiment and co-operated with CKCK in arranging for the necessary equipment.

EQUIPMENT WAS CRUDE

Compared with modern equipment for broadcasting by remote control,

that used in 1923 was extremely crude. Two ordinary telephone transmitters were placed in the church with large cardboard horns attached to increase the range of pickup. Special wires were strung to the radio station to carry the service to the studios and from there out to the listeners.

A few minutes before 11 o'clock, Bert Hooper, announcer, was busy at the station checking on equipment for the evening broadcast. As he listened to preliminary organ music from the church, he found the results so satisfactory that he put the whole service on the air.

A few months after the Regina experiment, a church service was broadcast from a Toronto theatre by a Toronto station, and still later, services were broadcast from Winnipeg. It was not until a year afterwards that the first church service was broadcast in the British Isles. That service originated in St. Martin's-le-Grand Church in London.

Jazz For Breakfast

When radio was in its infancy, American stations featured jazz from morning till night. Regina could not because the talent was not available, and so turned to classical and other forms of entertainment.

Such programs from Regina gave the city a high reputation for the kind of music it put on the air. Americans complimented the station, and among others said they would like to send their children to Regina to receive their musical education.

A LOT OF DISCS HAVE BEEN SPUN IN ...

35 years

WE SALUTE YOU

CKCK

INSTANTANEOUS RECORDING SERVICE

305 McIntyre Block
Winnipeg, Man.

42 Lombard St.
Toronto 1, Ont.

1671 St. Catherine St.
Montreal, Que.

Congratulations to CKCK

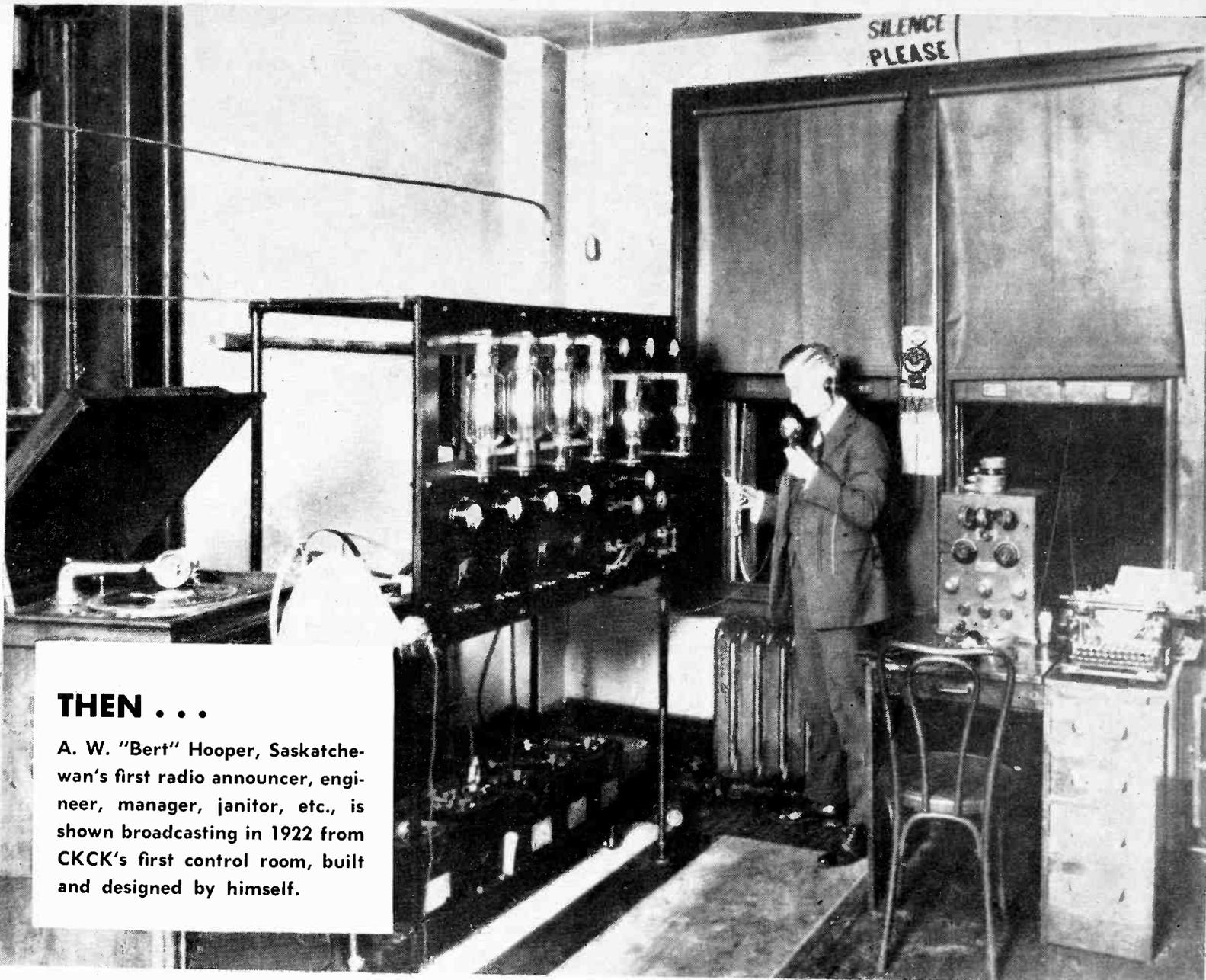
IMAGINE THAT!

35 Years

in broadcasting
without the benefit of
Mackenzie Shows.

However things have changed! . . .

WATCH THEM GO NOW!



THEN . . .

A. W. "Bert" Hooper, Saskatchewan's first radio announcer, engineer, manager, janitor, etc., is shown broadcasting in 1922 from CKCK's first control room, built and designed by himself.

35 Years, and Still the First Station in Saskatchewan!



Thirty-five years of radio broadcasting by CKCK, Regina, have seen many changes in this versatile medium of entertainment, information and education. CKCK's growth closely parallels that of the entire radio industry.



...AND NOW

Ernie Strong, Chief Engineer CKCK, seated at the control panel of CKCK's transmitter, 1957.

CKCK began broadcasting only two years after North America's first entertainment radio station — KDKA, Pittsburgh — went on the air. Within a year, there were 10,000 receiving sets of all kinds in CKCK's area. Today, there are about 230,000 radio homes in Saskatchewan alone which are tuned to CKCK at some time during the day.



CKCK REGINA

Representatives: All-Canada Radio Facilities

EDITORS SHOW CONCERN OVER FUTURE OF BROADCASTING

A REAL OPPORTUNITY FOR AN EXPERIENCED RADIO SALESMAN

An excellent opportunity in a rapidly expanding market. Unlimited earnings to the right man.

Reply with references to
CKLY
LINDSAY, ONTARIO.

FOR SALE

G.E. Super Turnstile
3 Bay Antenna and
175' Guyed
Stainless Tower
Model G-36.

Apply:

Chief Engineer
CKVR-TV — Barrie, Ont.

“WHAT SHOULD the Diefenbaker government do with the Fowler Report?” This was the editorial hot potato recently handled by Walter A. Dales, in a cross-Canada survey of newspaper opinion. Dales, of Writing Services, Winnipeg, in his weekly program, *I See By The Papers*, quotes the St. MARY'S (Ont.) JOURNAL ARGUS as follows: “One basic tenet of the Fowler Report needing reassessment is that radio and TV broadcasting play a significant role in the development of something called ‘Canadian culture’.”

THE ARGUS called “open to question” the argument “that there is an obligation on the public treasury to support the CBC because it fosters ‘Canadian culture’.” Making the point that “nine out of ten radio listeners and TV viewers think of broadcasting as show business,” THE ARGUS asked: “Should the taxpayer be taxed a substantial amount to bring back vaudeville? Or should radio and TV, like the weekly newspaper, popular magazines and theatres, pay their own way?”

Dales quotes THE OSHAWA TIMES GAZETTE: “Obviously there is a limit to what Canada can afford to pay for the outpourings of CBC. Parliament's duty is to set that limit and then insist that the staff employed lives within its budget. It should not be a case of finding the money to meet whatever deficits the CBC may care to pile up. In fact it should not even be necessary to admonish the CBC for overspending. If the management is such that it cannot or will not live within the limits set for it, then it should be replaced. That is exactly what would happen in private business.”

Dales quotes the PICTOU (N.S.) ADVOCATE as complaining about the impact of public financing of the CBC on community newspapers. Said the ADVOCATE: “If the federal government established a department of newspaper wrecking . . . it could not do a more effective job than is already being done toward ruining the community newspapers of the country.”

NEWSPAPERS ARE HIT

“First the government takes our taxes,” charges THE ADVOCATE, “and hands over part of the money to the CBC. It is estimated that the CBC expansion program will cost the taxpayers \$470 millions within the next 6-year period. Thus fortified with public funds the CBC calls upon national advertisers and offers its wares. It is able to offer time on

radio and TV at a fraction of production cost because of the subsidy, but even at that it is expensive. One national advertiser who signed a TV contract realized that it would take his entire appropriation. He cut out the daily newspapers . . .”

There is a fundamental wrong in the Fowler Report on broadcasting, Dales quotes THE WINDSOR STAR as saying. Commenting on the \$353 millions the public will pay for out of the \$468 millions needed to finance the CBC during the next six years, THE STAR said: “This is unfair. There is no reason other taxpayers, be they corporations or individuals, should be penalized to support an industry which should support itself.”

In the belief that the CBC could support itself “in respect to operational costs particularly”, THE STAR pointed out that: “This is shown by the operational losses of the CBC last year.” These losses, said THE STAR were “equivalent to just 3 and 1/3 cents a day for each home equipped with a TV set and a radio set. These users, therefore, could make this up by a modest payment for their pleasure.”

The principle, claimed THE STAR, “should be to put the tax where it belongs — on the industry.”

Dales finds that the VANCOUVER SUN advocates the necessity of limiting each political party's air-time, because TV and radio are government monopolies.

The present broadcasting set-up, claims THE SUN, “doesn't prevent the well-heeled from buying unlimited air time for speeches and ‘paid political announcements’ on private radio stations . . . If each party had to pay for its rationed ‘free’ time on government or conscripted private facilities, it would at least end a situation where taxpayers are contributing toward the cost of campaigning by parties they may bitterly oppose.”

Dales himself says, “There seems to be a hard core of opinion that the Fowler Report will be placed well down the list of problems to be considered in the light of the sudden responsibilities with which the Progressive Conservatives find themselves confronted. The wheat problem, easing of tight money, and reorganization of our industry to cut down on imports obviously will get first preference.”

WRITER

wanted for continuity department of 5,000 watt station in

MAJOR
ONTARIO MARKET

Reply to
Box A319
CB & T, 54 Wellington West,
Toronto

WANTED CONTINUITY EDITOR

For radio and television. Excellent working conditions. High salary, medical and pension benefits. Apply to assistant manager

CKX RADIO - TELEVISION,
BRANDON, MANITOBA

TOP DISC JOCKEY WANTED

Above average salary to right man. Rush audition tapes.

CJON RADIO
ST. JOHN'S, NFLD.

Experienced Announcer - Writer - Producer - presently engaged in AM Radio Administration - desires switch to TV - any capacity: Production - Writing - Sales - Announcing. Size of Station, Location, unimportant. Have completed short course in TV Programming & Production, Ryerson. Will work in AM Radio while waiting or training for TV.

Write Box A322,
CB & T, 54 Wellington St. W.,
Toronto 1, Ont.

ANNOUNCER REQUIRED

for progressive Ontario Television Station. Must have at least one year's experience in television or three years in radio. Good salary and all benefits. Please apply in writing enclosing photograph to

Box A321

Canadian Broadcaster & Telescreen
54 Wellington St. West - Toronto, Ontario

PUBLICITY POSITION OPEN

Requiring established newspaper, public relations and/or advertising experience. Varied activities include feature writing, press releases and liaison, public relations contact and promotional assignments.

This is an attractive position with national scope and equitable salary. Apply:

Box A320
Canadian Broadcaster & Telescreen
54 Wellington St. West - Toronto, Ontario



ADAGE DEPT.

Do not do unto others as you would they should do unto you. Their tastes may not be the same.

. . .

WHO WROTE THIS?

When Eve upon the first of men
Laid all her charms with specious cant,
Oh what a grievous pity then
That Adam was not adamant.

. . .

QUESTION OF PRINCIPLE

Certainly there's advertising which stations decline as a matter of policy. It's the advertising placed on the other station.

. . .

SIGNUS TROUBLE

Drive carefully. You may hit an Anglican,
—Sign outside Anglican Church
Neepawa, Man.

. . .

CAME THE REVOLUTION

Then there's the program director who decided to re-program the station completely -- by playing the other sides of the records.

. . .

SEXUAL DISCRIMINATION

Then there's the girl who was so dumb she couldn't see why she should pay full fare on the train when they wouldn't let her kid brother go half price because he was wearing long pants.

. . .

YOU GOTTA HAVE PULL

The realistic moos of an impersonator nearly landed him a spot on the Amateur Hour, but he fell down when they said: "Now give some milk."

. . .

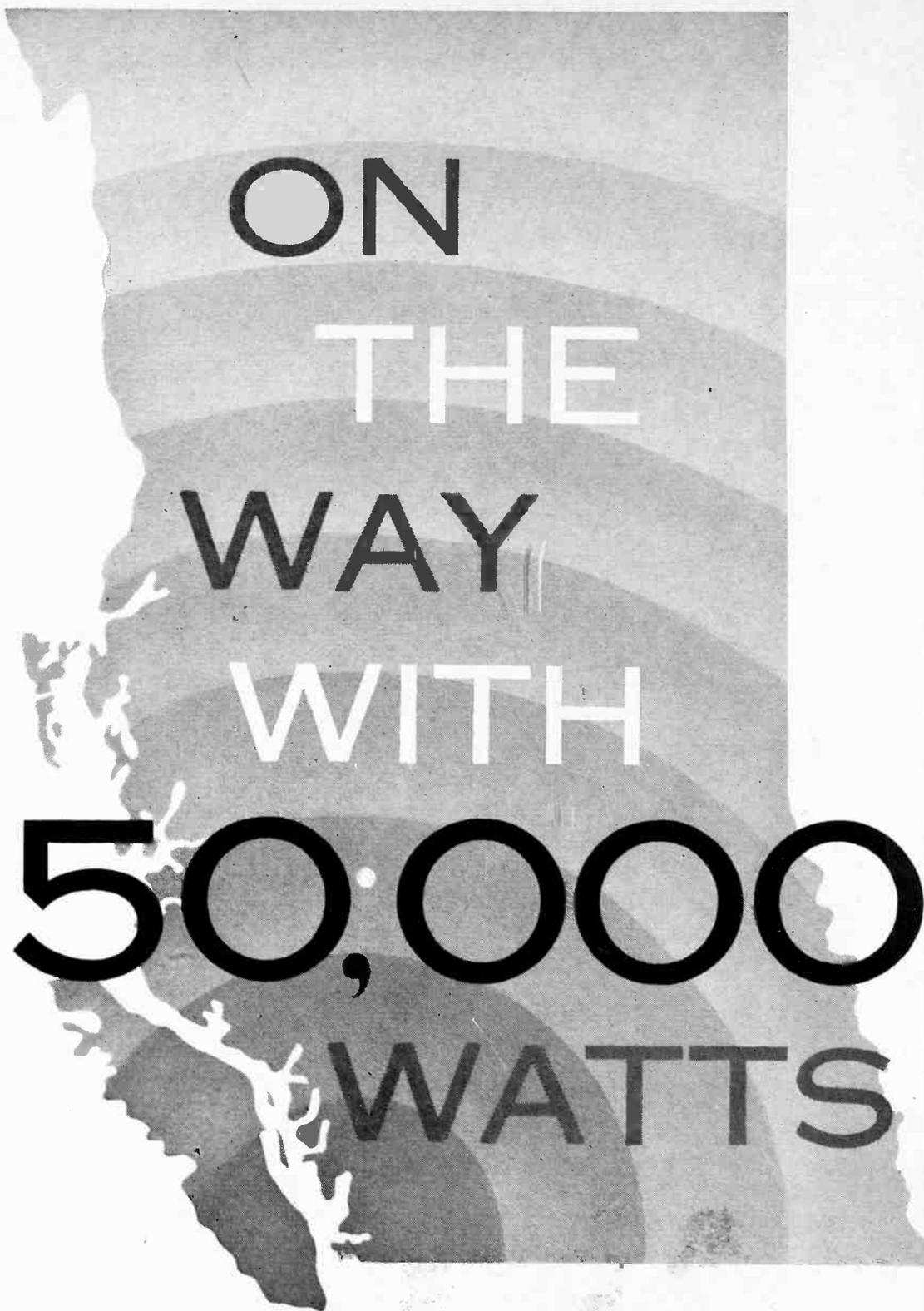
STATION BREAK

Did you hear of the morning disc jockey who announced: "As a service to our listeners, I am going away for a two weeks vacation".

. . .

VALEDICTORY

A true hack never finishes a gag column, he just abando...



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

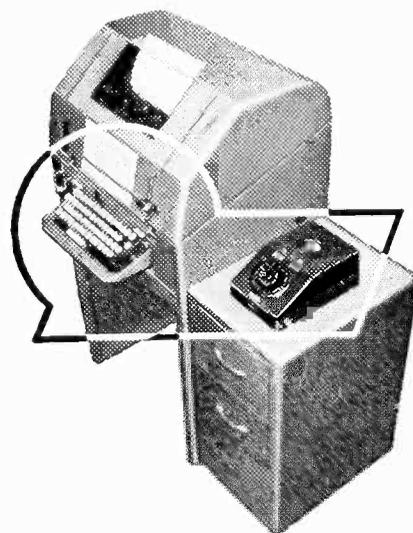
TIME SAVER...FOR TIME BUYERS!

Instant Printed Conversations with subscribing Radio Stations across Canada—24 hours a day!

Radio Representatives Limited announce the first revolutionary advance in communications to take place within the Station Representation field.

"Telex"— the modern communications miracle is *fast, direct*. Your Radio Representative dials a number in Toronto and gets direct automatic teletype connections with Radio Reps Stations — day or night!

"Telex"— connects Radio Reps and connected radio stations to local Canadian National or Canadian Pacific telegraph offices, speeding the sending and receiving of telegrams to and from *any* point in the country!



Doreen Dunlop, Young & Rubicam and Ralph Peck, Batten, Barton, Durstine and Osborne witness the first Telex message sent from Radio Representatives' Toronto Office.

Radio Stations CKNW, New Westminster and CJOB Winnipeg are operating on TELEX — NOW!

CKRM, Regina; CFQC, Saskatoon; CFCN, Calgary; CFRN, Edmonton and CKDA, Victoria will be interconnected September 1st, 1957.

Call . . .  . . . For The Fastest Service

Radio Representatives Limited

KEY RADIO STATIONS — COAST TO COAST

MONTREAL WINNIPEG VANCOUVER

HEAD OFFICE:
76 ST. CLAIR AVENUE WEST, TORONTO

KIDS SEE SHOW AS PARENTS SHOP



Photo by Eric Cole

PARENTS SHOP IN PEACE while their offspring watch CHCH-TV Hamilton's late-night hoedown show, "Summer Jamboree", which is currently moving outdoors as part of a giant promotional campaign for Grand Union — Carrol's Ltd.'s Food Markets across southern Ontario. After parents have shopped they can catch Jamboree's second show each night. Guitar-playing, hand-clapping emcee, Jack Kingston (far right) leads his singing "Main Streeters" and fiddler Wally Traugott while Johnnie Davidson and his "Canadian Hoedowners" stage a rousing supermarket parking lot square dance.

GRAND UNION - Carrol's Ltd., a new chain of giant, sell-everything supermarkets, is currently putting on outdoor, supermarket-parking-lot performances of *Summer Jamboree*, the western hoedown show it sponsors every Wednesday night over CHCH-TV, Hamilton.

Program-directing for the agency is John Doyle of Bradley, Venning & Hilton, a new Toronto advertising agency which hung out its shingle four months ago. Each week he moves the show out to a new Supermarket, according to a schedule that covers Grand Union stores right across southern Ontario.

Jamboree is a CHCH-TV production which has been on the station for three years. It is directed for the station by Bill Elliott. Hedleigh Venning has charge of the account for the agency.

At 4:30 p.m. on the day that *Jamboree* is scheduled to perform at a given market, a truck arrives and disgorge two horses and two cowboys, who ride around for 1½ hours through the town traffic fanfaring the opening of the show that night. Each cowboy has a pole stuck in his stirrup. On top of the pole there is a square box sign with come-on notices printed on each side.

At 7:30 the first show opens and features guitar-playing Jack Kingston (emcee on the TV show) and his singing *Main Streeters*. Frequent guests are fiddling Wally Traugott and his western band as well as Johnnie Davidson and his *Canadian Hoedowners*, who put on square dance performances right there in the supermarket parking lot. Aside from the dancing, the *Jamboree* cast sings no less than 10 numbers on each 25-minute-long show. At 8 p.m. they leave the platform and move to the Quality record bar inside the supermarket, drawing the crowd of shoppers with them. There they autograph and sign records like Kingston's *Bye Bye Love*, which in recent weeks hit second place on the western music hit parade.

After the troupe played the Grand Union supermarket at Oakville, Ontario on July 4, it was discovered that instead of increasing supermarket sales, the shoppers stayed out too long to watch the show. Therefore for the rest of the tour, the cast gave a second performance at 9 p.m. after store closing hours, so that now parents leave their youngsters outside to watch the first show, go in and shop and then catch the second show themselves.

(Continued on page 24)



JACK-OF-ALL-TRADES Alec Dunseith plays cowboy-bouncer during the show and rides with a sidekick through the town before the show takes place. When not riding his famous white Arabian horse, Thunder, Alec sometimes lifts the Conestoga wagon single-handedly. In addition to his stint with the "Jamboree" cast, he is also currently doing stunt and prop man miracles on location with "Tugboat Annie", not to mention his steady job as a roustabout out at Mart Kenney's Ranch. Above, Alec divides his attention, between a pretty shopping mother and her young son.

Parents Shop

(Continued from page 23)

THEY PARK THE KIDS

The *Jamboree* show didn't really begin to click until the tour played the market at Burlington on July 11, where it drew a crowd of 2500 shoppers and gleaned \$2,000 worth of increased supermarket sales. Doyle claims this success was due to two main reasons: (1) the popularity of Jack Kingston's TV show itself, and (2) the fact that parents, by depositing their kids outside to watch the first performance, found they could get their shopping done in peace.

After Burlington, Grand Union supermarkets included in the *Jamboree* schedule are Welland, Niagara Falls, Brantford, Galt, Guelph, Oakville (repeat) and Weston. On September 5 and 12, performances will be held at the twin GU Supers on the outskirts of Toronto, and on Sept. 19 the last show will be held at the supermarket in Hamilton.

Kicking off the Grand Union campaign, BVH scheduled radio spots over CHUM, CHWO and CHML. Additional advance advertising is given over *Jamboree* every Wednesday night. A third source of promotion lies in the fact that immediately after each Thursday night show John Doyle has the Conestoga covered wagon (which serves as backdrop) moved out to the next supermarket on the schedule. It stays there for a whole week. Signs pinned to the canvas not only advise the public of the supermarket specials to be featured that night, but whet shoppers' appetites for the coming show.

SPORT GETS BIG PLAY ON CJLH-TV LETHBRIDGE

SPORTS LOVERS get a wide variety of programs on their pet subject on CJLH-TV, Lethbridge. These include a weekly sports review, a sports quiz show, *Fight Night* on Fridays and the usual sportcasts.

The Beny Sports Review is presented each Thursday night by Beny Chev-Olds Limited, the local G.M. dealer. This consists of film of the local weekly sports events presented with a mixture of personality interviews with visiting names in the sports world as well as timely interviews with sports directors. The show is emceed by Sportscaster Al McCann.

Sportlite Quiz is a live production presented every Friday night from 10:00 to 10:30. Quiz master is Jim Waddell and the panel consists of Al McCann, sports director of CJLH-TV and CJOC Radio, and Don Pilling, formerly sports director and now editor of the LETHBRIDGE HERALD.

Each week a guest panelist appears on the show and answers questions sent in by the viewing sports fans. Credit certificates are supplied by the three participating sponsors. This show has been on the air for 13 months.

Further emphasis on sports is displayed by CJLH-TV's current promotion of *Friday Night — Sports Night* on Channel 7. CBC wrestling



SPORTS NOTABLES from Canada and the U.S.A. assemble on "The Beny Sports Review" on CJLH-TV, Lethbridge, Alberta. From left to right: former Calgarian Doug Smith, Montreal TV and radio sportscaster; Tom Foley, sports director of CFRA, Ottawa; Don Pilling, editor of the Lethbridge Herald; Al McCann, moderator; Tom Wood of Lethbridge, former professional New York hockey player and junior hockey coach; Al Kaline, star outfielder for the Detroit Tigers; Eagle Keys, head scout with the Edmonton Eskimos and former all-star centre of U.S. college football; Frankie Anderson, a former great for the University of Oklahoma football club and currently defensive end for the Edmonton Eskimos.

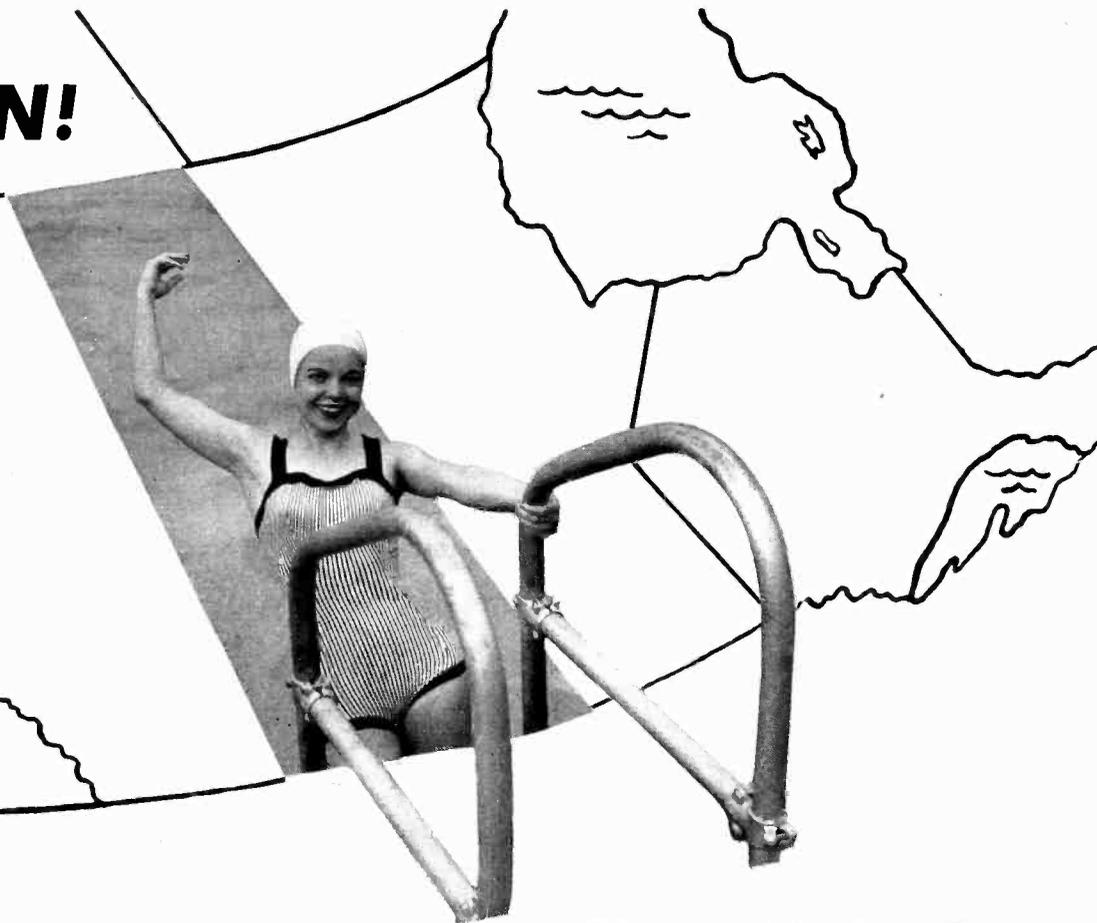
is carried from 11:00 to sign off. This is preceded by the 15 minute syndi-

cated series *Greatest Fights of the Century*.

COME ON IN!

Saskatchewan Retail Sales are up 18.1% over the Corresponding Period in 1956. The National Average has increased only 7.8% over the same time.

Here's a chance to really get in the swim. CFQC-TV Saskatoon makes a big splash in this Bountiful Market, making for smooth sailing saleswise.



CHANNEL 8

CFQC-TV
SASKATOON SASKATCHEWAN

THE MARKET'S FINE!

Week after week after week . . .



VANCOUVER

maximum B.C. audience



VICTORIA

at lowest cost



NEW WESTMINSTER

KVOS-TV

(CANADA LTD.)

CHANNEL 12

Look into the TV picture in B.C. closely! Month by month you'll see the same convincing evidence that more people by far are watching KVOS-TV. If our rep has not already done so, ask him to show you the figures that prove it. KVOS-TV is consistently carrying the top-rated shows to the biggest audience in the rich B.C. market.



Compare the rates and you'll see why KVOS-TV is the greatest TV buy in B.C. today.

	KVOS-TV	STATION A (Vancouver)
20 secs.	\$ 87.00	\$116.00
1 min.	108.00	145.00
30 mins.	261.00	348.00

Reps: Horace N. Stovin & Co. — Montreal, Toronto, Winnipeg
Forjoe TV Inc. — New York, Chicago, Los Angeles, San Francisco.

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

OPERATIONS ON the Trans-Canada TV and telephone microwave system are reported to be progressing rapidly. Construction of 11 steel towers is now under way in Eastern Quebec and Western New Brunswick. These towers will provide the vital links needed to join the Maritime Provinces' microwave system, now in operation, to the Trans-Canada Telephone System's main microwave network, which, at present, spans the 2,653 miles between Quebec City and

MICROWAVE MOVES ON

Saskatoon.

On completion of radio relay station construction and installation and testing of equipment early in January 1958, this eastern Canadian link will enable live TV shows and scores of long-distance calls to travel at the speed of light along the microwave communications skyway from Sydney, Nova Scotia, to

the foothills of the Rockies in the west. The eastern link is being built jointly by the Bell Telephone Company of Canada and the New Brunswick Telephone Co. Ltd., both members of the Trans-Canada Telephone System.

In Western Canada, Calgary, Lethbridge and Edmonton will join the trans-continental communica-

tions system in November of this year. This will leave in the west, only the link across the Rockies to Vancouver to be completed next year. Vancouver and Victoria are already connected via microwave.

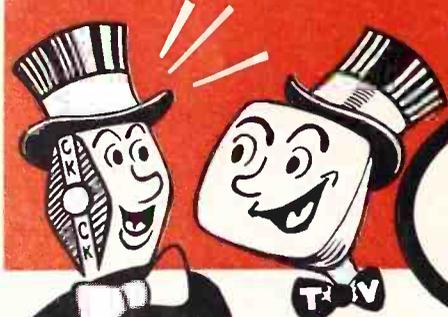
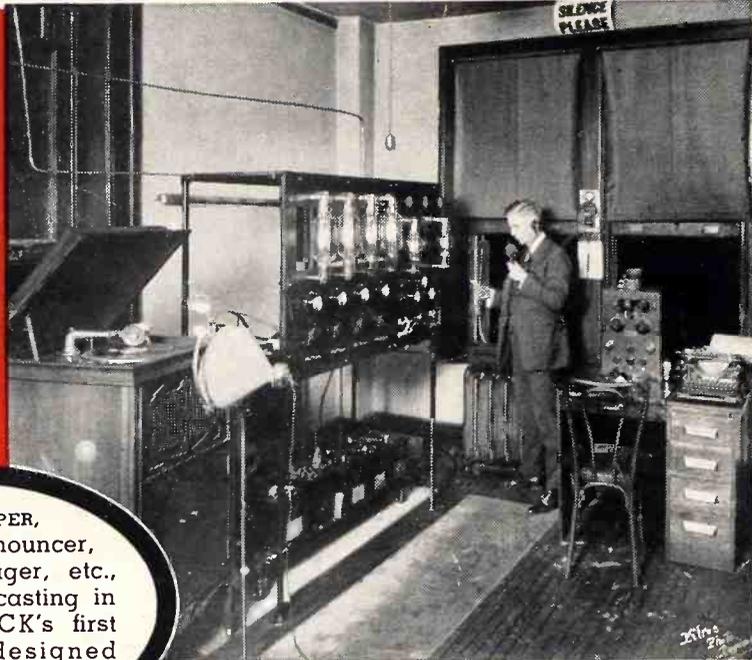
Thus, when completed, the whole system will be the longest single microwave set-up in the world. It will consist of some 160 radio relay stations, spaced on the average of every 30 miles across Canada. It is hoped that the entire system will be completed by June, 1958.

CKCK RADIO

DIAL 620 REGINA

CKCK TV

CHANNEL 2 REGINA

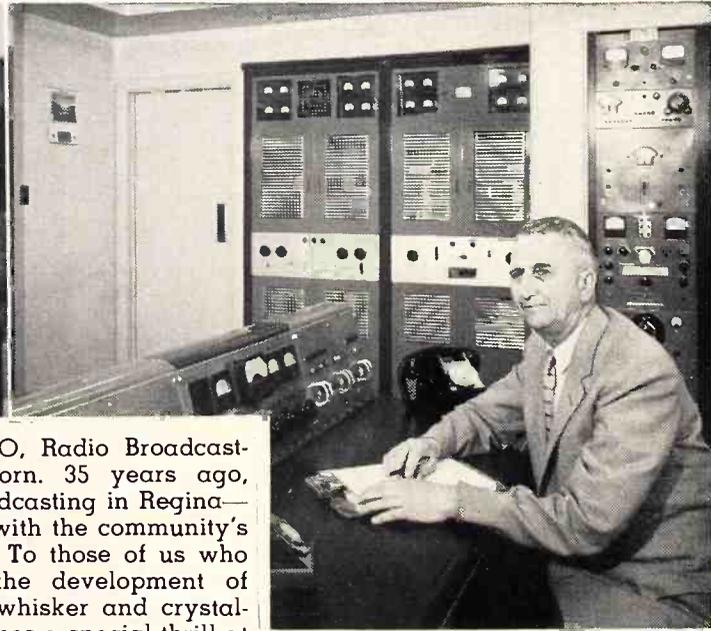
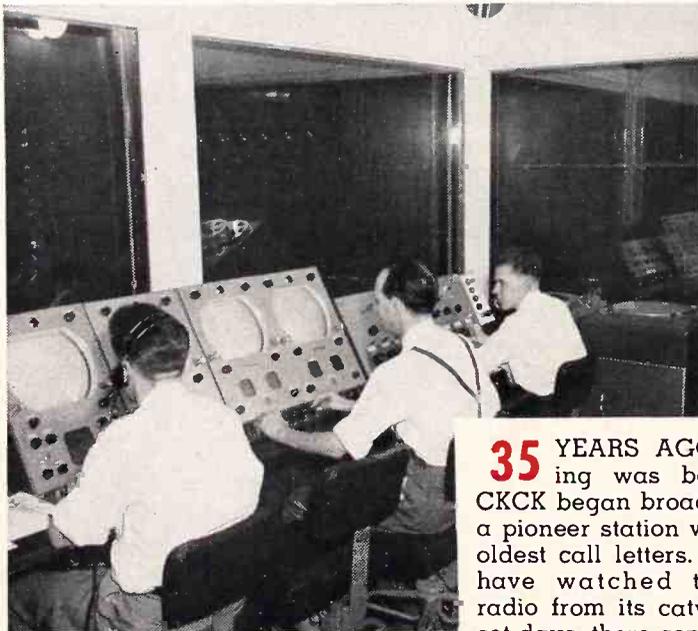


BERT HOOPER,
first CKCK Announcer,
Engineer, Manager, etc.,
is shown broadcasting in
1922 from CKCK's first
control room, designed
and built by himself.

1922

Partners in progress

1957



Control room — CKCK-TV, first privately owned TV station in Western Canada.

35 YEARS AGO, Radio Broadcasting was born. 35 years ago, CKCK began broadcasting in Regina—a pioneer station with the community's oldest call letters. To those of us who have watched the development of radio from its catwhisker and crystal-set days, there comes a special thrill at the sight of the trim CKCK and CKCK-TV towers silhouetted against the prairie sky, the gleaming ultra-modern equipment and spacious efficient studios.

ERNIE STRONG, Chief Engineer, CKCK Radio and CKCK-TV, seated at a control panel in CKCK Radio's Transmitter.

Proud TO BE A PART OF THE HISTORICAL PAST AND GLORIOUS FUTURE OF SASKATCHEWAN!

PRIVATES AND CBC TEAM UP FOR CANADIAN TV WEEK

SEPTEMBER 8 to 14 will be celebrated as "Television Week in Canada", and the industry proposes to stage a mammoth promotion under the slogan, "Television — A Member of the Family." At the same time, south of the border, US telecasters will be doing the same thing, while, back here at home, the CBC will be right in the thick of celebrating Canadian television's fifth anniversary.

The motivating factor behind the event is the TV Sales Advisory Committee of the CARTB, which is now functioning under the chairmanship of Ray Peters of CHCH-TV, Hamilton. Heading up the TV Week sub-committee is Reo Thompson of All-Canada Television, supported by Tom Burham, CKRS-TV Jonquière, who will direct matters for the French language stations, Don Lawrie, CHEX-TV, Peterborough and Karl Steeves, sales development director for the TV Division of the Bureau of Broadcast Advertising of the CARTB. Jack Davidson of Northern Broadcasting was elected honorary chairman of the TV Week Committee.

The campaign for "The Week" breaks down into four phases.

(1) Complete co-operation in the form of merchandising support, prizes etc. has been promised by RETMA, the association of the set manufacturers.

(2) Tying in with their fifth anniversary, CBC-TV will produce and present a full hour show dedicated to "Television Week." This will be offered to all private stations on the connected network.

(3) The CBC French-language stations will carry a similar program.

(4) The TV section of BAB will supply all local stations with a kit, containing two 20-second film flashes, produced by Bob Reinhart, CFPL-TV, London; around 50 suggested announcements from three to sixty seconds long; station contest ideas; sales ideas for use in conjunction with set dealers.

"A member of the Family" and "Window on the World" are the themes for the two film flashes. The first reads:

"This Is TV week in Canada, a time when community stations repledge themselves to their television broadcasting obligations, for ours is the task of pleasing some of the people all of the time.

"We pledge that our service shall benefit and entertain everybody, so the Television may truly be — 'A Member of the Family.'"

The second flash goes like this: "This is TV week in Canada, and, as always, its cameras seek the interesting, the informative and the entertaining, wherever it may be.

"The Community Stations of Canada repledge themselves to mirror our lives and our times . . . and to thrillingly provide a 'Window on the World.'"

CBC CO-OPERATION

The CBC's one hour live presentation is one of a series designed to commemorate their fifth anniversary in television. It will bear directly on television's development over the past five years, playing up the roles that have been played by

private as well as CBC telecasters.

The CBC is represented by a committee comprised of Lyle Brown, press and information officer; Norman Chamberlin, assistant press and information officer; Pat Boswell, assistant to Jack Dunlop, supervisor of international information exchange.

It is planned to get a combination of the general manager of the CBC and some official of private television interviewed on the big show, and also, during "The Week", to have each originating point carry out a similar procedure with a station manager from that area.

Plans are in hand for all kinds of promotional cut-ins calling attention to "The Week".

The Big-4 football games will be on the air at the time, and a suggestion has been made that interviews could be conducted between periods with well-known TV per-

sonalities, highlighting the industry's progress over the past five years.

There is some talk of the CBC producing a show from its film footage morgue re-running significant cuts that have been collected over the past five years, for use on the network and to be fed by kine to non-connected stations.

The CBC is also preparing a promotion kit for its own and private stations; it will publicize "The Week" as part of the anniversary celebrations in its CBC TIMES; it will try to obtain special postal meter slugs with the "TV Week" slogan and dates; it will set up special fifth anniversary displays at each CBC station across Canada; if certain TV films promoting American TV stars are available to the CBC, it will offer them for use by the private stations; it will make its extensive lists of dealers available to "The Week's" organizers; it will stage a series of

receptions, one of them perhaps to be devoted to the "TV Week" theme, for advertisers.

TV Week chairman Reo Thompson has expressed his "personal delight" at the co-operation the CBC is offering and says he has every confidence that the Corporation "will do everything in its power to make the national phase of 'Television Week' a big success."

New Account For B V & H

SALADA - SHIRRIFF - HORSEY have appointed the Bradley, Venning & Hilton agency to test market a new product in the food field. The name of the product and other details including media to be used is being kept off the record for the moment. The account will be handled by Hedleigh Venning who was a vice-president of Shirriff's before he went into the agency field.

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)

SPONSOR IS CO-PRODUCER OF ADVENTURES OF TUGBOAT ANNIE

by DICK LEWIS

THIS FALL, WHEN *The Adventures of Tugboat Annie* go on Canadian TV stations for Lever Brothers, from coast to coast, it will be the second time an American TV producer will have come to Canada to make a film series in collaboration

with a Canadian organization. The production house concerned is Television Pictures of America Inc. (TPA), working through its Canadian subsidiary, Normandie Productions Ltd.

TPA's first Canadian project was *The Last of the Mohicans*, which was bought for Canada by the CBC, prior to production, and sold by them to two sponsors, the Harold F. Ritchie Company and the Thomas Lipton

rival, Captain Bullwinkle, are being played by two Hollywood imports, Minerva Urecal, in the title role created by Marie Dressler and Walter Sande (pronounced San-day) in Wallace Beery's part of the rival tugboat skipper, Captain Bullwinkle. Sande is known for his work in *Dragnet*.

Five Canadian actors, with steady parts through the series, are Stan Francis, one-time emcee of *Share*

an average of two to three days, and TPA hopes to have enough episodes finished to get the series on the air during the first half of October. CBC is holding the Monday night 9:30 to 10 slot for the purpose. It is expected that shooting will continue into February, provided the weather holds, before the 39 episodes are completed.

Lever Brothers plan using the whole TV network, with film or kine versions being fed to the non-connected stations. The J. Walter Thompson Co. Ltd. is the advertising agency. If present plans mature, the project will run right around the calendar, with thirteen repeat performances during the summer months. Precisely which Lever products will be tied in with the program has not been disclosed. The sponsor states — a trifle obviously — that they will be soaps and margarine brands.

IT'S A RECORD



Long Distance Walking

Edward Payson Weston in 1909, when he was 70 years old, walked from NEW YORK CITY to SAN FRANCISCO — 3895 miles in 105 days.

It's the first step that gets you acquainted with Sponsor's capacity to meet your film servicing needs. It's the step by which you learn of all the countless ways in which Sponsor can help you. Film editing, print control, bicycling, cleaning, are just a few of the many services available at Sponsor. Next time take a step in the right direction, use Sponsor Film Service.



Write today for the big free booklet that outlines our full services and facilities.

Telephone WALnut 4-1179

Sponsor Film Services

CORP. LIMITED

443 Jarvis Street, Toronto, Ont.

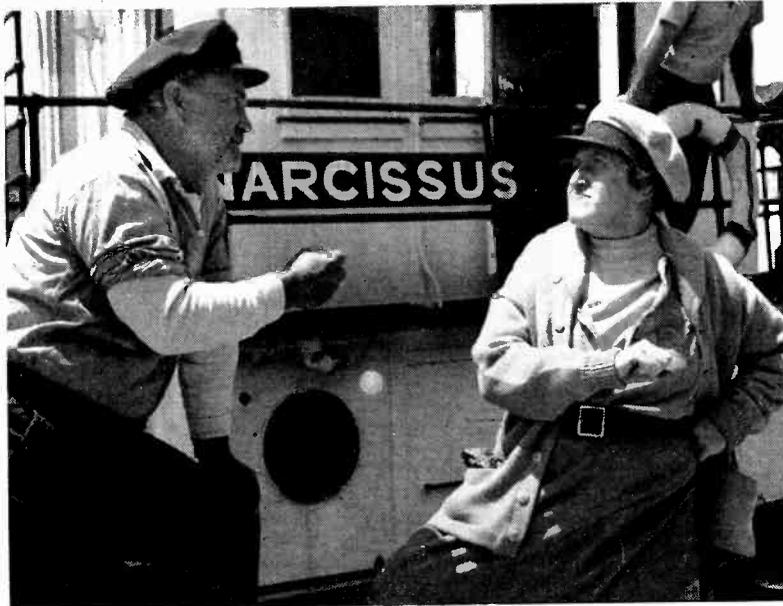


Photo by Globe & Mail

ABOARD THE TUGBOAT NARCISSUS, renamed from the J. C. Stewart, Captain Bullwinkle (Walter Sande) and Tugboat Annie (Minerva Urecal) swap a little nautical language during the telefilming of "The Adventures of Tugboat Annie" by Normandie Productions Ltd. It will be sponsored by Lever Brothers this fall.

Company (which operates in association with Lever Brothers). Now they are on location in Toronto Harbor and out at Audio Studios, making *The Adventures of Tugboat Annie*, a situation-comedy series based on the SATURDAY EVENING POST stories of Norman Reilly Raine, which were made into a movie by MGM back in the thirties, starring Marie Dressler and Wallace Beery.

ONLY THE STARS ARE IMPORTS

The current films are being produced for TPA by Sig Neufeld. The casts are nearly all Canadians except for two leads. Annie herself and her

the *Welath* (sponsored for many years by Colgate Palmolive), as Alex Severn, Annie's owner; John Barron as Bullwinkle's first mate; Hugh Watson as Bullwinkle's owner; and John Vernon, as Big Sam, a grease monkey on Annie's boat, the *Narcissus*.

Each half hour program is a complete story of the rivalry between the two hard-bitten old skippers, as they vie with one another for the good towing contracts, stealthily removing vital parts of eachothers' boats and bribing eachothers' crews, in the process.

Neufeld is shooting each film in

UNUSUAL PARTNERSHIP

While *The Adventures of Tugboat Annie* may appear on the surface to be just another film program sponsored by Lever Brothers, this is not quite the case. Besides being sponsors, Lever Brothers are partners in the project.

Just as the CBC, in taking on *The Last of the Mohicans*, acquired all Canadian rights to the series, with refusal privileges for Canadian re-plays and a royalty accruing to them as long as the negative exists, in the same way, Lever Brothers are co-producers of the *Tugboat* series.

This rather unusual system of partnerships was explained by Vincent Melzac, vice-president of TPA and of its Canadian subsidiary, Normandie Productions, who has been responsible for carrying through these and other deals.

WHY FILM ?

Tackled on one of his flying trips to Toronto, Melzac explained that today, in the States, 85% of TV programs are produced on film, for a variety of reasons all of which are basically economic. Originally, he said, all TV programs were live. After about a year, around five per cent of them were produced on film. Now the figure has risen to 85% for two main reasons:

(1) With film, you still own a property after the show has been presented, whereas a live show dies as soon as it has been on the air once.

(2) When you film your story, the world is your stage. You can film your interiors in Hollywood and your exteriors in Africa. This process is not only more realistic, but costs less. Artificial simulation of a setting by means of scenery and other devices is, at best, a poor substitute for the real thing and is also extremely costly.

Expanding upon these two points, Melzac mentioned *Ramar of the Jungle*, a low-cost production which has run no less than 31 times in New York alone, and the "residual value" is still there.

In the case of *The Last of the Mohicans*, they knew they could not recover the one and a half million dollars they had invested, on the

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

DON WRIGHT
Productions

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

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

The greatest French advertising medium in Quebec

300 000 KV
CHLT-TV CHANNEL 7

SHERBROOKE
We cover the Montreal market

first round. "But," he said, "we knew — and results have proved we were right — that this will be a profitable show in the final analysis." (Four months after production, it has grossed around two million dollars).

The way it actually worked out was this. First they sold the CBC an exclusive for Canada. Then they duplicated the deal with Britain's Independent TV. In the States it has been and is still being sold to individual stations and sponsors. For example, Langendorf Bakeries of San Francisco bought it outright for eleven western states.

WHY CANADA ?

"There is a vast difference between film for television and film for the theatre trade," Melzac said. In TV, a half hour film is completely made in an outside time of three or four days. As to cost, with only occasional exceptions, \$35,000 per half hour is the economic limit.



EV PALMER, Canadian sales manager for Television Pictures of America, is seen at left, with Vince Melzac, vice-president of TPA and Normandie Productions Ltd.

"The area of predictable income is at least twelve times more in the case of theatre film, or this was the case before TV started cutting into theatre revenues," he said.

So, when the film industry got into television, it had to forget Hollywood extravaganzas. Coming to Canada for these two productions — with more on the planning board — was a step in this direction.

Canadian artists and other technicians are paid on scales that compare closely with their counterparts in the United States, so why did TPA come to Canada? Melzac gave two direct reasons for what started out as the Canadian experiment:

(1) Last year, union groups in the States upped costs a cool 45%, all in one year.

(2) Agencies, audiences and advertisers were clamoring loudly for better, and accordingly more expensive pictures.

As a result of this combination of situations, it was no longer possible to make money out of programs on film on the first or even the second time round. Although no material saving could be affected by making their pictures out of the country or in any other way, the only solution seemed to be to devise means of expanding the scope of the pictures after they had been made. So, said Melzac, the TV film industry had to start thinking internationally.

Melzac credits Milton Gordon, president of TPA and its satellite companies, as being the pioneer in his own idea of what he calls "split hemisphere financing". In other words, they set out to find other

countries where pictures could be produced and then tried to interest people there both financially and otherwise.

The first experiment along these lines was the production of *African Queen*, which was financed partly in the States and partly in Britain. One of the purposes of this venture was to expand potential revenue by overcoming the British quota system under which British and other Commonwealth exhibitors are compelled to use a large portion of Commonwealth-made film in their operations. Because it was partially British-owned — and TPA has no objection to letting out 51% of an individual property — *African Queen* qualified as a British property under the quota, and was so made eligible for unrestricted use anywhere in the Commonwealth.

"Mr. Gordon's success with this experiment," Melzac said, "depended on his and his company's willingness to share the profits with the foreign country where the picture was made."

THE MOTIVE IS PROFIT

Vince Melzac stated flatly that he and his company did not come to Canada to film *The Last of the Mohicans* — neither is it here now making *The Adventures of Tugboat Annie* — for any reason except to make money. "The only thing is," he pointed out, "it just happens that our Canadian experiment is good for Canada too.

"We tried to interest Canadian capital on banking and similar levels, not because we needed the money, but because we feel that it is good business for us if Canadians have a financial stake in the product which is being turned out in their country," he said. "But our efforts fell on deaf ears," he went on, adding a little ruefully: "Except for the CBC, Canadians seemed to have less faith in Canada than Americans."

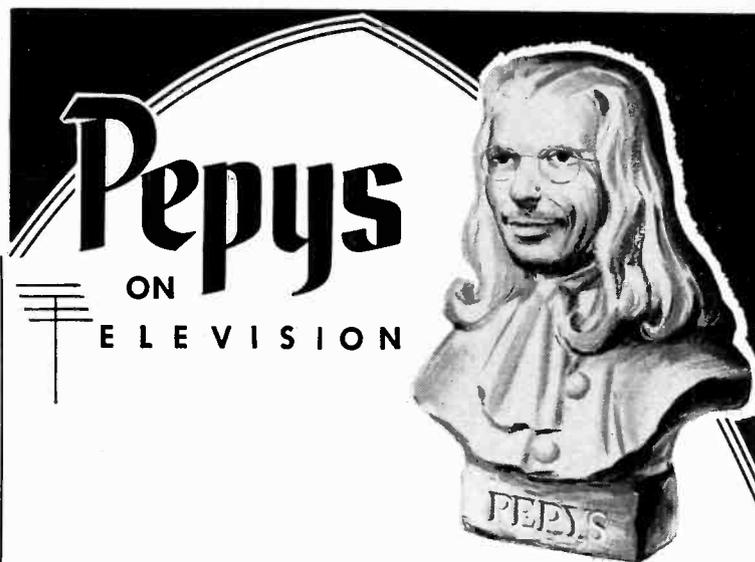
Then they got together with Lever Brothers Ltd., with the result that this soap manufacturer now owns all Canadian rights to the *Annie* series.

As for TPA, when the thirty-nine episodes of *Annie* are in the can, they will own this series of Cana-

dian-produced films which will not only be ready for sale on the American market, but will also be more readily available for world export.

Said Melzac, "we want to make money by making more and more

pictures in Canada for countries all over the world. We are willing and eager to share the profits we make with those countries. We can do it over and over again, if we do it right."



CKMI-TV Quebec City serves approximately 100,000 TV homes. Your Stovin representative can offer you announcement availabilities on CKMI-TV with a cost per thousand as low as \$1.00. Consult any of our FOUR OFFICES across Canada.

HORACE N. STOVIN

& COMPANY

MONTREAL WINNIPEG TORONTO VANCOUVER

Representing

CJBR-TV Rimouski, P.Q. CKMI-TV Quebec City
CKCW-TV Moncton, N.B. CHAT-TV Medicine Hat
KVOS-TV Bellingham-Vancouver

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

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





**STRONG
ENOUGH TO
BLANKET
THE
MARITIMES**

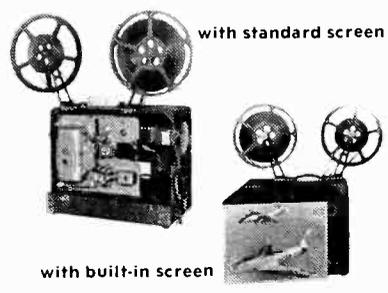
With Your
Sales Message

**CKCW-TV
NOW
25,000 WATTS**

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



The Hub of the Maritimes
**MONCTON
NEW BRUNSWICK**



- TSI DUOLITE "DU-S" — a double-purpose projector. "Built-in" folding viewing screen gives TV type pictures in undarkened rooms. Also projects to large screen.
- TSI DUOLITE "DU-R" — similar to the "DU-S", but with 15 watts output, 2nd Film Reversal feature.
- TSI MOVIE MATIC — Especially popular for sales work, because of extremely light-weight — repetitive projection on built-in folding daylight screen.
- TSI DEVRYLITE 15 — A small, compact single case, lightweight projector for auditorium or class room use. Choice of 6", 8" or 12" speakers.

All TSI projectors are equipped with the time-proven "DeVrylite" mechanism — your assurance of long, trouble-free life and unsurpassed sound and picture quality. Write for complete details on the "full line" of TSI projection equipment today.

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

**SAY YOU SAW IT
IN CB & T**

OKANAGAN STATION IS UNDER CONSTRUCTION

ROY G. CHAPMAN, general manager of the Okanagan Television Company Ltd., has announced that their new television station with two satellites will be launched this fall.

The new station, CHBC-TV, will go on the air with its test pattern September 1, and the target for regular programming has been set at September 21. The station will have its master transmitter in the Kelowna

engaged in sales for the PENTICTON HERALD, has been appointed sales manager.

The program director is Stan Lettner, who started on CKWX, Vancouver eight years ago and then became program director at C-FUN. He has also done stage work with Vancouver's Theatre Under The Stars.

The chief engineer is Tom Wyatt,



ROY G. CHAPMAN, managing director of CHBC-TV, is seen discussing a point in the construction of the television building with foreman Jim Allen and carpenter Romey Turek. The main studios and offices will occupy 6400 square feet in a leased building at 342 Leon Ave., Kelowna.

area with a northern satellite serving the Vernon area and a southern satellite carrying the signal into the Penticton area. The three stations will broadcast on channels 2, 7 and 13 respectively. They will operate from 4.30 to 11 pm at the outset.

Equipped by RCA Victor, the new set-up will have its main studio, 45 feet by 55 feet, at 342 Leon Avenue, Kelowna.

CHBC-TV will be represented nationally by All-Canada Television. R. L. (Dick) Sharp, formerly

who left RCA Victor, Vancouver, to accept the position.

Norm Williams, formerly with CJOB, Winnipeg, and CKNW, New Westminster, and latterly in sales work with C-FUN, is the station's writer-producer.

Al Jordan is chief announcer. He has been with CKWX and CKOK, Penticton. Until recently he was morning man at CKOC, Hamilton.

Accounting and traffic will be taken care of by Jill Angle.

**instantly converts
your present
recording equipment
to the industry's
highest standards...
the magnificent new**

magnecord 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.

Animated Commercials Outsell Live Action

HOW MUCH IMPACT have animated as against live-action TV commercials? A great deal of attention is being focussed on this question by leading North American research firms. Some of their findings are as follows:

Schwerin Research Corporation finds four main points in favor of animation.

(1) It can illustrate a concept that is otherwise impossible or very difficult to put across.

(2) Symbols or cartoons can be used to put across sales points which might seem ridiculous if presented literally.

(3) Certain points can be exaggerated in animations without loss of audience conviction.

(4) Impressions on live-action commercials sometimes appear unpleasant and distasteful because of their literal presentation.

The best formula, Schwerin concludes, is to establish and rank the main sales points you want to make, then determine which technique seems better for putting them over.

Daniel Starch and Staff, on the other hand, enumerates some of the weaknesses of animation. Though it is effective, with or without jingles, it costs more money and takes more time. Inexpensive animation is both jerky and bad, and rhyme and rhythm often do not describe the story clearly.

US networks are also investigating the question with a gimlet eye. One network survey, conducted by ABC-TV's western division, was made of 265 families watching both animated and live-action. The ABC survey revealed that viewers were unanimous for cartoon-type commercials.

Out of the top 11 most popular commercials listed by the May 6-12 American Research Bureau, 7 were animations.

However, most research firms find that sales impact as compared with a product's relative popularity rarely coincide. Albert Shepard, executive vice-president of the Institute of Motivational Research, says that a viewer's like or dislike of a commercial is not demonstrated when he buys the product.

Production speed is one of the biggest pluses in favor of live-action commercials. If a TV market suddenly becomes available, live-action films can be rushed through production in about 10 days, whereas with animation, eight weeks is a minimum.

Edward Graham, president of Goulding - Elliott - Graham Productions, feels that the demand for animated films will not become much greater than it is now due to "bad imitations, and high costs as well as to the 'soft sell' copy approach in some animations which are not effectively moving sponsors' products."

Sylvania Splits Advertising

SYLVANIA ELECTRIC has placed the advertising for its TV set department in the hands of Foster Advertising, Montreal. Other Sylvania lines are being handled by Harold F. Stanfield Ltd.



All hands on deck

to launch your
television test campaign
in the big

EDMONTON MARKET

*It's clear sailing with CFRN-TV'S
experienced crew*

Complete success for your TV test
campaign is assured with skilled
hands, creative minds, a well-
equipped 'ship' . . . all spell

SALES MANSHIP

CANADA'S BEST FOR TELEVISION TEST

Now serving 69,500 TV homes



CHANNEL 3 EDMONTON

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



NEVER A DULL MOMENT AT CFCL-TV



NO BARREL BIG ENOUGH for the 350,000 entries that poured in for one single contest. President J. Conrad Lavigne picks a winner from the giant 7' x 4' box. Proof that it pays to advertise on CFCL-TV.

CFCL-TV

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

NO SPORT SHIRT — ANNOUNCER JAILED

WHEN BILL CRONE of CKGN-TV, North Bay, appeared on his summertime program *Northern Welcome* all dressed up in tails and top hat, he was arrested.

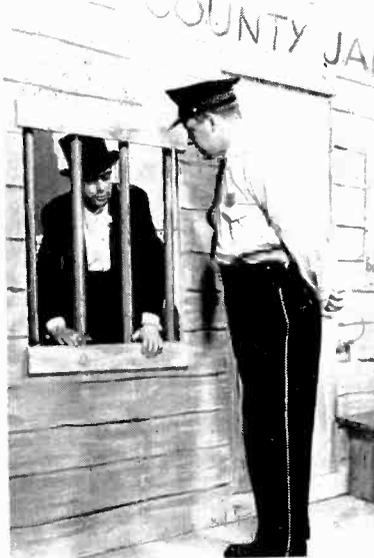
Known as the king of buffoonery to channel 10 viewers, Bill has long been identified with gaudy sport shirts. So, when for the second year

him by North Bay alderman Morris Brown. As the show ended Bill was placed in a cruiser and taken to jail.

By now his many fans were quite concerned and CKGN-TV's switchboard was jammed with calls asking for the visiting hours of the jail, the brand of cigarettes he smoked, and one female viewer mailed him some razor blades!

The following night Bill did his show from his dummy jail cell with a visitor in the person of Irwin Prescott, a local singer, who serenaded him with *You're in the Jail House Now*. The highlight of the show came when Bill sawed through one of the bars in the cell and escaped, only to be chased and re-captured by his guard.

The night after, Bill gave in and accepted a striped and numbered jail issue sport shirt. Determined not to lose his individuality, he came to a compromise with the police and city officials and has continued to wear his top hat for the remainder of the "Sport Shirt Month" festivities.



REFUSING TO WEAR a sport shirt during North Bay's "Sport Shirt Month", Bill Crone of CKGN-TV found himself in the hoosegow. Here he speaks through bars of his dummy jail cell to constable Larry Vaillancourt, Crone's Jailer.

the city of North Bay proclaimed "Sport Shirt Month" everybody turned out in colorful shirts—except Bill. He staged his own I'm-going-to-be different campaign by dressing in tails.

When Bill next went on the show he was arrested by Constable Vaillancourt, after refusing to heed the Sport Shirt Month By-Law read to

Griffiths Leaves For UK

AFTER SIXTEEN years as a CBC staff member, Stuart Griffiths, director of special TV program development has resigned, as of August 1. He is going to England to take over the post of Controller of Programs for Granada TV in London. Granada is one of the program suppliers for British independent television.

Griffiths started with the CBC in Toronto in 1941 as press and information representative. He was connected with much of the early work of the CBC International Service in Montreal and headed its European broadcasting department.



Stuart Griffiths

Connected with Canadian TV from the start, Griffiths was program director of the first English language station, CBLT, Toronto. He was involved in much of its planning and the training of the early program staff.

Before setting up program structure for CBLT, he studied TV in the U.S., Britain, France and the Netherlands.

Griffiths was responsible for many of the programs still seen in Canada as well as many of the arrangements for the Canadian coverage of the Coronation in 1952. Last spring he produced the first Canadian TV spectacles, the Chrysler Festivals.

IN PETERBOROUGH...



Everyone else is watching his commercial on CHEX-TV — the popular local television station that's keeping wealthy Peterborough and district awake and buying.

If you'd like to wake up sales in Peterborough . . . advertise your product on CHEX-TV, too.

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

CHEX-TV Peterborough

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

SAY YOU SAW IT
IN
CB & T

G. N. MACKENZIE LIMITED HAS ^{the} SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

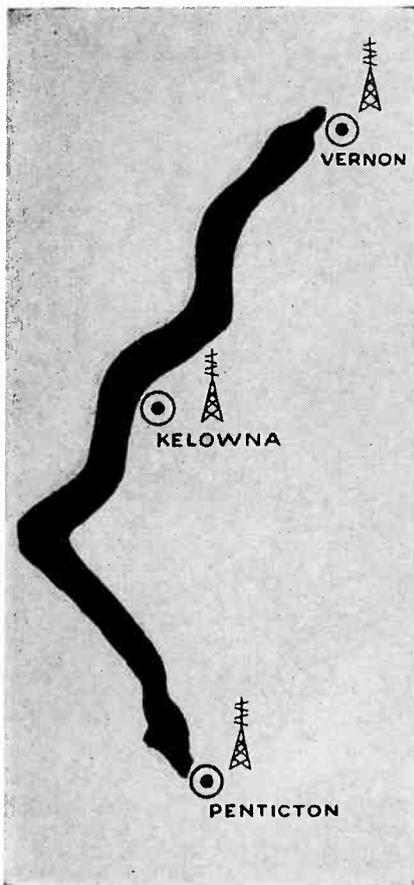
VANCOUVER
804 Hornby St.

On the air September

CHBC-TV

covering the rich

OKANAGAN VALLEY



Testing begins September 2nd, and full programming will commence on September 21st.

- Channel 2 (Kelowna)
- Channel 13 (Penticton)
- Channel 7 (Vernon)

CHBC-TV, with studios in Kelowna and transmitters in Vernon, Kelowna, and Penticton, will be on the air September to serve *all* of the rich Okanagan Valley.

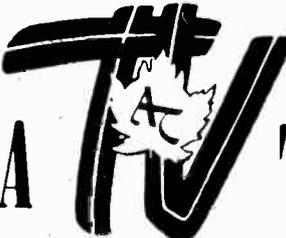
CHBC-TV opens to Canadian television advertisers the wealth of one of British Columbia's richest inland areas, where the combined production of the Valley's lumber, farming, mining, manufacturing and tourist industries totals almost \$100,000,000 a year.



R. G. CHAPMAN

For complete information and choice availabilities, contact ...

All-Canada is proud to have been appointed national sales representative for CHBC-TV and congratulates Managing Director and General Manager, R. G. "Roy" Chapman, and his associates on bringing television to the Okanagan.

ALL-CANADA  TELEVISION

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

G-5894

POINTS OF SALE

MORE and MORE NEW ANTENNAS are GOING UP in the KIRKLAND LAKE District Served only by CFCL-TV Timmins

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

CFFPA-TV, PORT ARTHUR, has changed call letters to CFCJ-TV. The change was made on July 20, and the new higher powered transmitter will come into action early in August. The station began operation in '54 on channel 2. The new high powered transmitter will also entail a boost from 5.1 kw to 28 kw. Management and address remain unchanged.

AS OF JULY 31, Dow Brewery is sponsoring the Wednesday late night movie over WBEN-TV, Buffalo on *Dow First Run Theatre*. The contract is for one year. The agency is Vickers & Benson.

THE RELIABLE TOY Co. Ltd., through Ronalds Advertising, Toronto, is planning a six-weeks campaign of one-minute spots for the 1957 Christmas season. The commercials were produced by Robert Lawrence Productions.

THE SUNBEAM CORP. (Canada) Ltd., through Vickers & Benson, has contracted for six-way participation on the *Perry Como Show* starting some time in September.

F. H. HAYHURST CO. LTD. has recently bought 13 weeks of the late-night program *Frontier* for Bradings Ale and Cincinnati Cream Lager from WGR-TV, Buffalo. *Frontier* is an adult western with an historical flavor.

LEROY PRODUCTIONS and Caldwell's Queensway Studios of Toronto have just finished three 20-second animated TV spots on safety for the Ontario Department of Transport.

All Ontario TV stations are being contacted regarding their carrying these, starting some time in August.

CURRENTLY BEING sponsored by American Motors of Canada, through McKim Advertising Ltd., and Swift Canadian Co. Limited, through McCann-Erickson, *Disneyland* will continue for four sponsors starting September 11.

Canadian Kodak Ltd., which is going into TV for the first time this fall, will replace American Motors, and Swifts will retain their sponsorship. The Kodak agency is Baker Advertising.

The third quarter will be taken by Procter & Gamble Co. of Canada Ltd. The supervising agency for this account is F. H. Hayhurst Co. Ltd.

The remaining quarter will be carried by Disney Productions themselves until such time as another sponsor is found to take over that portion.

Besides *Disneyland*, Canadian Kodak Ltd. will co-sponsor, with Ford Motor Co. of Canada, the weekly *Ed Sullivan Show*. The show is fed by CBS to the Canadian TV networks. The agency for Ford is Vickers & Benson Ltd.

Van Grant's

Technicolumn

THE INVENTION of a Spacistor, considered a step forward in amplifying or boosting electrical energy, was announced last month by the Raytheon Manufacturing Co.

The Spacistor, which promises to combine many of the best properties of the vacuum tube and the transistor, uses a wholly new principle. It is a semi-conductor device as tiny as a transistor and operates electrically like a vacuum tube.

The new device, still in the research stage, promises two major advantages over the best transistors. Raytheon predicts the Spacistor will amplify at frequencies up to 10,000 megacycles, 50 times higher than transistors. Also they can be made from materials unsuited to transistors and are expected to operate at temperatures as high as 500 degrees centigrade, more than double present germanium or silicon transistors.

The Spacistor operates on a fraction of vacuum tube power, having no filament to heat or burn out. Also it can be tightly packaged in minute assemblies.

Among present electronic equipment expected to benefit from the Spacistor are guided missiles, rockets, radars and communications equipment and TV sets.

Invented after two years research, it may take three to five years more research before it becomes commercially available.

FLO-GLAZE COLORIZER Paints, through Locke Johnson, Toronto, will return to television in the fall with a repeat of the thirteen 15-minute *Mr. & Mrs.* shows, with Gordie Tapp and Teddie Foreman, which they used last year. The series will be seen in twenty markets.

BOB MCGALL, SUPERVISOR of variety for the CBC said last week that he had no fall plans for the three TV shows, *Pick the Stars*, *The Denny Vaughan Show* and the *Jackie Rae Show*. *Wayne and Shuster* and *The Barris Beat* are uncertain. Two summer shows, *Front Page Challenge* and *Summertime '57* are being considered for the fall and winter.

A NEW TYPE projection lamp, Focus-Lok, which assures brighter pictures and makes possible new designs in motion picture and slide projectors was recently announced by Canadian Westinghouse Co. Ltd., lamp division.

The chief advantage of the Focus-Lok projection is the precise locked-in, prefocused alignment which results from a new base and socket of unique construction. A simplified locking device on the base provides perfect alignment of the lamp with the projector's optical system to assure precision, light position.

Compared to conventional projection lamps with old style bases and sockets which measure about seven inches, the Focus-Lok is compact and measures only four inches.

This compactness plus the fact that the Focus-Lok will burn base down or horizontal should permit new concepts in projector design, and make it possible to build highly efficient projectors which are smaller and more streamlined.



Telephone Answering Service

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

Phone for Booklet in

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

BOTH CKPR, Fort William and CKX, Brandon, have ordered through Canadian Marconi, the new Gates BC-5P, 5 KW transmitter and associated equipment for their power increases which were approved by the CBC Board of Governors meeting, May 3, 1957.

If you have anything that you think would be meat for this column, or any topic you would like information on, please drop 't us a line.

"A SUMMER REFRESHER"



GEE 'N it's good to watch!

CKGN 10 TV

NORTH BAY ONT.

A Mulvihill - Hunt-Young Station

BRAND NEW!

5 MINUTE ANIMATED CARTOONS

produced especially for TV!



THE ADVENTURES OF
**POW
WOW**

**HEAP BIG FUN
FOR
SMALL FRY!**

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 woman buying a refrigerator

BEDTIME . . . but she's already on her way to a \$465 purchase tomorrow. Wherever you go there's not only radio, but a woman companioned by radio.

Through CFRB, you reach her and all the others like her who do the buying for 1,156,000 families living in the rich heartland of Ontario. Annual family income (after income taxes) within the 44 counties served by CFRB totals \$6,118,230,000*. . . annual retail sales in this same area now account for 84% of Ontario's total.*

Are you and your product getting a proper share of this

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

booming, easy-to-speak-to, *waiting* market? Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

RADIO REACHES YOU EVERYWHERE

REPRESENTATIVES:

Canada:
All-Canada Radio Facilities Limited
United States:
Canadian Station Representatives Ltd.

CFRB
TORONTO

50,000 watts
1010 on your dial