

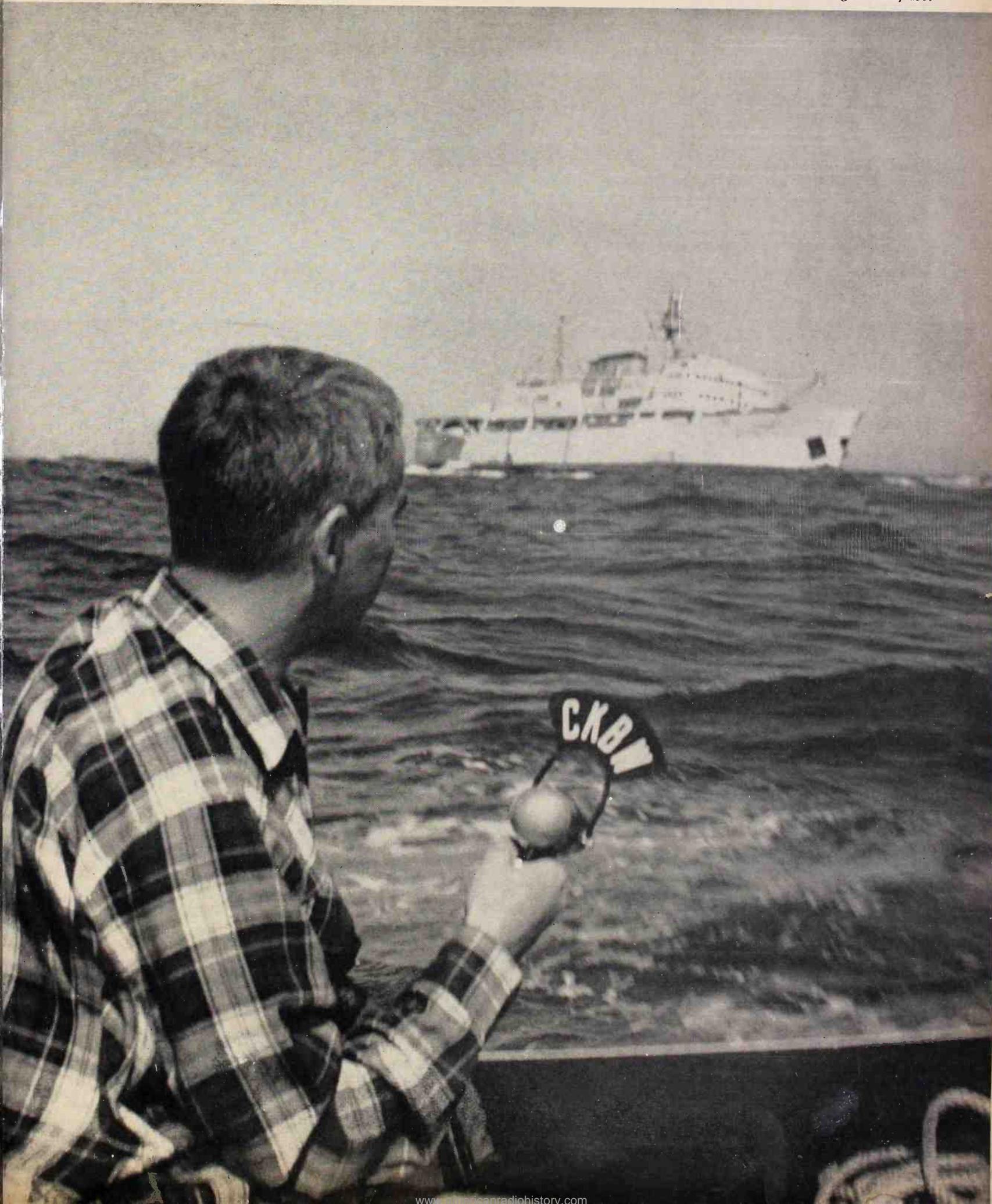
Canadian  
**BROADCASTER & TELESCREEN**

TWICE  
A  
MONTH

Vol. 16, No. 16

TORONTO

August 22nd, 1957





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

**GEORGE A. MEEN**

Advertising Manager  
CHRISTIE, BROWN & CO. LTD.  
Says

"Our reasons for using radio have been threefold: first, radio's unique flexibility enables us to move fast from one product to another; second, its versatility is admirably suited to the pin-pointing of specific markets or areas; third, it is economical, and by that I mean that radio can be tailored economically to definite needs, such as high-frequency support of short-term promotion. And that's a very important factor in these days of overworked advertising budgets."

"We, at Christie, Brown have used radio to support our promotions monthly, and while it is not the easiest thing to determine actual sales results from one medium, our men in the field think our radio campaign has helped them."

"Radio has also enabled us to give our salesmen support in smaller towns which could not be reached economically with the same frequency by other media."

Advertising for Christie, Brown & Company Ltd.  
is placed by McCann-Erickson (Canada) Ltd.

**BROADCAST ADVERTISING BUREAU**  
*Radio Division*

Suite 404, 200 St. Clair Ave. West, Toronto 7  
Phone WA. 2-0502

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



## SHORTWAVES

FOLLOWING HIS appointment as vice-president and general manager of the Horsey division of Salada-Shirriff-Horsey Limited, on Aug. 1, Murray G. McLeod recently announced the new executives of the division.

Marketing manager is D. Williams. J. K. Child, who was in charge of sales of Horsey brand citrus and Sea brand frozen shrimp products, will continue in this position. E. J. Holland is confectionery products manager; G. W. Funston is institutional products manager; W. G. Clarke is bakery products manager; G. Chris-sley is administration manager and J. A. Pelletier is plant superintendent.

### *On Our Cover*

Station Manager James MacLeod of CKBW was on the spot at Black Rock, Lunenburg County, N.S., to cover the grounding of the hydrographic ship Baffin. CKBW broadcast progressive bulletins on the attempts to free the Baffin from her rocky perch. She was freed two days later by Foundation Maritime Ltd.

PRIME MINISTER Diefenbaker has appointed James R. Nelson, president of the parliamentary press gallery, as his press officer. He takes over his new duties on August 22.

Nelson joined British United Press in 1944 and was first appointed to their Ottawa bureau in 1946. He worked for the news agency in both Toronto and Montreal as news editor, bureau manager and central division manager before returning to Ottawa as senior parliamentary reporter in 1956. He was president of the Ottawa Press Club in 1954.

The announcement said his work would include information service to press, television, radio and other communication media. It is likely however that he will accompany the Prime Minister on most of his trips and will act, in many cases, as spokesman for the government.

TWO NATIONAL RADIO and television broadcasts have been scheduled for the Queen when she visits Ottawa from October 12 to 16.

The first of these broadcasts is at 9 p.m. Sunday, October 13. The same evening she will again address the nation.

Prince Philip will also deliver a radio address, but the time for this broadcast has not yet been fixed.



GENERAL MILLS (Canada) Ltd., through E. W. Reynolds Ltd., will soon introduce to the Canadian market their new line of Betty Crocker cereals.

These cereals, Cheerios, Wheatus, Trix, Sugar Jets and Corn Kix, have all been united into a colorful family with an individual product personality. The Betty Crocker spoon is the unifying element throughout.

The new package introduction will be supported through television, radio, newspapers and roto sections of weekend papers.

\* \* \*

WITH RECORDS, mantel radios and autographed hockey sticks, CJVI, Victoria, last month conducted a fund-raising drive to support the Victoria Cougar Hockey Club.

At 8:15 on the evening of July 19, CJVI signed on from the National Motors show rooms, with 1,000 records to be auctioned at three for a dollar along with the radios and the hockey sticks.

From then through until midnight, the one dollar orders, pledges and donations poured into the Victoria Cougar cash register. After three and three quarter hours of broadcasting the supply of records, radios and hockey sticks was exhausted and in their place was a sum total of over \$1,200.

As the Cougar Hockey Club reached the end of its financial rope last year, a committee was formed to raise money by selling \$25 Cougar Hockey shares to the public. Bill Guild, manager of CJVI, along with his staff, bought 48 shares and these were made out to each of the crippled children confined in the Queen Alexandra Solarium.

SAY YOU  
SAW IT IN  
CB & T

## 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
<b>CFAM</b>	<b>16.0%</b>	<b>33.8%</b>
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:

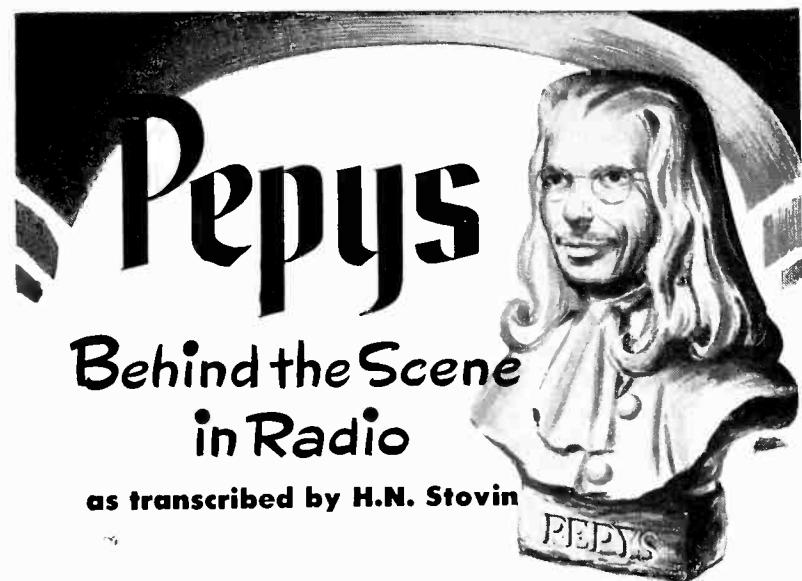
TORONTO - MONTREAL  
WINNIPEG  
VANCOUVER  
U.S.A.

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



NO MATTER  
WHERE YOU GO IN  
NEWFOUNDLAND,  
RADIO IS THE  
MAJOR SOURCE OF  
INFORMATION.  
FOR EXAMPLE:  
Less than 8% of the  
population buy a  
daily newspaper, but  
OVER 87% LISTEN  
TO RADIO.

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



## Pepys Behind the Scene in Radio

as transcribed by H.N. Stovin

Do mend my goose-quill afresh for this page — which, if I were a Scrivener of idle tales instead of an honest diarist of the Radio scene, I would entitle "The Amazing Story of TEN MILLION LETTERS" — but shall instead tell of them in my own sober fashion • • • Adams Brand Sales Limited — purveyors of Chiclets, Dentyne, Clorets and Rolaids — have been regular users of Radio for the past 20 years, and were one of the first users to go National. Even in Radio's very early days, they did pioneer in the careful selection of time, and were one of the first to recognize the value of early morning hours • • • For 7 years Adams Brands Sales Limited did sponsor two Network Radio Shows, one entitled "Take a Chance", and its French counterpart "Tentez Votre Chance". These two shows, it is said, were truly the fore-runners of later Quiz Shows offering large prizes. That Radio, when intelligently and well applied, does appeal to the publick mind, was impressed on me afresh on learning that as many as TEN MILLION LETTERS were received in reply to these two shows IN ONE SEASON — which methinks would overflow all the Isolation Booths in the country today • • • These goodly Sponsors, even at a time when Television is having a marked effect on the pattern of all advertising, still do support Radio as a most effective medium for carrying their sales story. They do today feature Chiclets, Dentyne, Clorets and Rolaids by Radio Spot Campaigns on a National basis — and that for at least ten months in the year — the which is, I believe, an unique tribute to the power of Radio by a Company whose name and products have, from pioneer days to the present, been on every tongue!

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG VANCOUVER

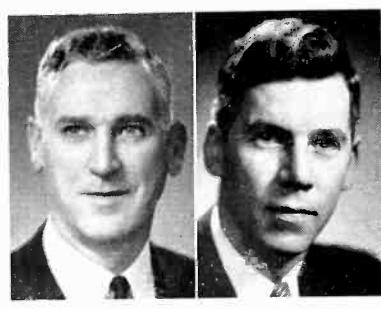
Representative for  
these live Radio and Television Stations

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

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

### RCA NAMES TWO VIP'S

RCA VICTOR Co. Ltd. has just announced the appointments of John J. Kingan as vice-president and assistant to the president and J. D. Houlding as vice-president, technical products.



John J. Kingan J. D. Houlding

Mr. Kingan, born and educated in England, came to Canada as a young man. He served with the Royal Canadian Signal Corps as a Lieutenant-Colonel and later with the Royal Canadian Navy as Commander. After many years experience in the fields of electronics he comes to RCA from Marconi where he was vice-president and general manager.

Mr. Houlding, a native Canadian with experience in electronics and atomic energy, was previously with Canadian Westinghouse Company as manager of electronics, industrial products, and the atomic energy division. He also served with the navy as a radar officer and was on loan to the Department of Defence Production in 1952.

### 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.)

Ian Grant's

### Technicolumn

MOST OF THE NEW technical developments must be concentrated on the weather this issue, but RCA has come up with three items.

According to them, electronic products are getting smaller and smaller every day.

The latest transistorized portable radio weighs less than one pound, compared with 57 pounds for a model sold in 1925.

A modern hearing aid could be wrapped in a special delivery stamp for mailing.

An overnight bag would hold the equipment that enables an air-to-air missile to detect and destroy its hostile target.

At this rate we might see the day when TV sets will fit into the breast pocket of a suit!

• • •  
RCA HAS ALSO just developed a small FM radio broadcast station which medical researchers hope will help diagnose gastro-intestinal disorders.

It is in the form of a tiny plastic capsule, one and one-eighth inches long, which can be swallowed like any other pill.

The station measures pressure changes in the digestive organs, sending out FM signals as it passes through the body.

They are also producing radio-phonograph combinations which are designed with a stereo switch so that a tape recorder with a stereotape player can be hooked up later.

Stereophonic sound is a method of reproduction familiar with moviegoers but a rare treat in the home. It makes use of two microphones on a double-track tape to record the original performance, and two separate speakers for playing it back. When combined with high fidelity, the result is a three-dimensional sound, with depth, realism and direction very close to the live performance.

Already there are more than 250 stereophonic tapes on the market with more on the way. RCA is planning to issue tapes of classical, popular and jazz music.

• • •  
AND HERE'S AN ITEM from a Canadian Admiral who have announced that TV sets for 1958 will lose the "bulge" at the back of the set (it protects the thin glass neck of the picture tube) and will fit flush to the wall.

Research among people in the TV trade brought to light various names for this protrusion. In Canada it is commonly called an "end-bell", but in the U.S. it's a "tube-cup" or "doghouse". They suspect that further enquiries would turn up other names, some of which would not be fit for print.

• • •  
AN OVER-THE-HORIZON telephone service will begin on September 12 between the U.S. and Cuba. TV transmissions are expected to follow soon after, over the same facilities.

Receiving and transmitting stations are located at Florida city and Guanabo, Cuba.

# Canadian BROADCASTER & TELESCREEN

**TWICE A MONTH**

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

Published twice a month by

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

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CCAB

Vol. 16, No. 16

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

August 22nd, 1957

## Why Do They Tell The Audience To Go To Hell?

"In a democratic state, you cannot issue an edict compelling people to tune in a Brahms Concerto every Wednesday; neither will they listen to Penelope Popplethwaite's talks on 'The Vitamin Content of Sour Goats Cream' unless they want to.

"You have to develop certain measures of approach to listeners, giving them a large quotient of what they want to hear — whether commercials or culture. For example, Walt Disney's Mickey Mouse attracted people to *Fantasia*, and then sent them home humming the classics."

These lines appeared in an editorial in the July 1942 issue of this paper. They contain a completely unoriginal but basic fact, which was unknown to or unacceptable by people who used the broadcast media to enlighten or uplift the public fifteen years ago, and they do not seem to have changed.

This thought was brought to mind at this month's meeting of maritime broadcasters and educators at Mount Allison University, on the topic of the responsibility of broadcasters to their audiences. The discussions, which are reported in considerable detail on page six of this issue, revolved mainly around the *Mount Allison University Forum*, a weekly panel discussion arranged by the University and broadcast over a network of maritime private stations.

It was a heartening experience to sit in, as a reporter, on this meeting where educators and broadcasters exchanged ideas and ideals for public affairs broadcasting, but there was a discouraging aspect too.

In the first place, it was disappointing that a large group of professors, rather than taking part in the general discussion on "responsibility", preferred to leave it in the hands of Mr. Gordon Hawkins, associate director of the Canadian Association for

Adult Education, an organization which is largely responsible for the CBC program, *Citizen's Forum*. It was something of a shock when Mr. Hawkins stated and restated his view that panel discussions must be kept entirely free of what he described as "emotional involvement".

If our understanding of the term he used is correct, Mr. Hawkins meant that panel discussions should be kept free of the arguments and disagreements between panelists which, in the opinion of anyone even remotely connected with showmanship of any sort — even the most complete neophyte — are the essence of any program of an intellectual type.

In expressing this view, Mr. Hawkins is bringing from under cover the main reason why these discussion programs and similar projects fail consistently to attract an audience.

If the purpose of these programs is simply to interest ardent disciples of arts and letters, then Mr. Hawkins' idea may be all right, although we doubt it. On the other hand, if they really mean what they say when they claim that they want to interest people who have never been sufficiently exposed to this sort of thing, then they could not be farther off base, because there is no reason in the world why a serious program has to be dull.

People connected with programs called "educational" or "cultural" seem to take it for granted that their efforts will be uninteresting and dull to all but a select few of the audience. Now that broadcasters are coming into the picture, these well-intending erudites will have to start widening instead of elevating their aim, because no broadcaster can afford to tell the majority of his listeners to go to hell.

### News Briefs

EVER BROS. LIMITED, through MacLaren Advertising Co. Ltd., will sponsor, starting in September, the 15-minute radio program *Fred Waring's Pennsylvanians*. The show on five days a week will be broadcast in the following markets: St. John's, Halifax, Sydney, Saint John, Moncton, Montreal, Toronto, Hamilton, London, Ottawa, St. Catharines, Brantford, Sudbury, Winnipeg, Regina, Calgary, Edmonton, Vancouver and Victoria. Individual stations have not yet been chosen in all cases.

THE BUREAU OF STATISTICS reported last week that Canadian advertising agencies increased their outlays on advertising and other services on behalf of clients by 15.4 per cent to a record \$204,581,000 from \$177,240,000 in the previous year.

Gross revenue of these agencies increased by 15.7 per cent to a high of \$32,204,000 from \$27,690,000 in 1955. Net revenue, before taxes, swelled by 18.7 per cent to \$3,291,000 from \$2,772,000.

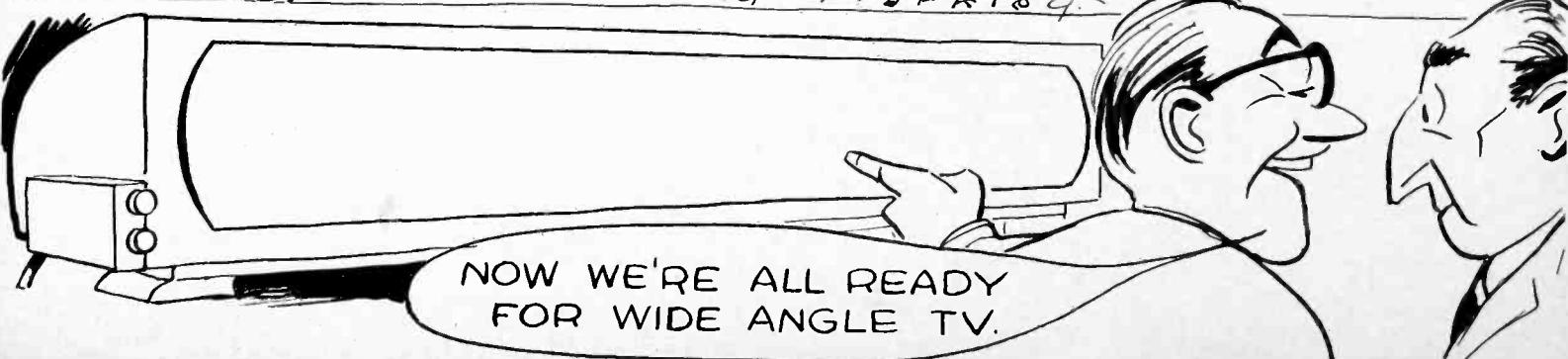
Advertising handled on behalf of clients, on which commissions were paid, rose to \$201,797,000 from \$174,925,000. Agencies also collected \$694,000 for market surveys and other research work, up from \$391,000 in 1955, while other fees increased \$2,089,000 from \$1,925,000.

THE SHEAFFER PEN CO. of Canada Ltd., through Harold F. Stanfield Ltd., will use 15 selective TV markets for a pre-Christmas spot and flash campaign. Starting date and stations are not yet decided.

ON SEPTEMBER 30, Heinz '57 Time will return to the air for three quarter-hours shows per week over 25 English-language stations from coast to coast. The agency is MacLaren Advertising Co. Ltd.

### RADIO RUMBLE . . . . .

by TERRY LOGG



Summer Stuff**THIS IS THE COTTAGE THAT RADIO BUILT, or . . .**

By HUGH McCONKEY



**L**EAVE SEVERAL SETS of parents gather round for a session of schnapps and gossip and the chances are that you'll start a gentle battle royal on the subject of owning a summer cottage, the pros and cons of which have always held me enthralled. Enthralled is right! Just let someone turn the radio dial to "Just a Cottage Small by a Waterfall" and I come charging out of my corner like a fighter who's heard too many bells. To me, there is more leaky logic used in defence of cottage ownership than you'll find in seven afternoon soap operas.

Take the noisy school of thought

**ERIC BISHOP APPOINTED  
CFAC SPORTS DIRECTOR . . .**


Eric Bishop's sports career is a long and varied one, dating back to the days when he covered the sports beat for the local high school paper. With the advent of World War II he enlisted in the RCAF and following his discharge, spent 1945 and 1946 on the sports staff of the Calgary Herald. His next position was that of Public Relations Officer for the Los Angeles Hockey Club. From Los Angeles he went to Trail, B.C., as Sports Director for both Consolidated Mining and Smelting and Radio Station CJAT, as well as sports writer for the local paper.

In 1952 Eric accepted an offer from CKWX in Vancouver to become their next Sports Director. He joined the staff of CFAC in Calgary in 1955 as play-by-play commentator and on July 15th of this year, succeeded Joe Marks as Sports Director.

that scorns the payment to summer hotels, for instance. "Get gouged like that year after year, with nothing to show for it?" they scoff, "and what about the children? Have you thought of them?" Certainly not, you retort, "not unless you count giving them something to do besides lug pails of water up steep slopes, help with the dishes, make beds and try to find their way to the bathroom in the dark!"

Or the gay group who laugh at cottage renters by asking with that annoying form of quiet seriousness: "But do you want to be the victim of a landlord's whims?" This bankrupt form of reasoning sort of implies that landlords wear riding breeches, black moustaches, top hats, and carry long riding crops. To be sure, landlords cherish the belief that the most attractive cottage walls are made up of 5-cent wallpaper rolls, and that it's really more fun to read by candlelight and take periodic trips into the bushes, but then show me the cottage owner who has these conveniences and I'll show you a man who's found a way around the income taxes. This type of man would go far in any situation, and so doesn't count for the purposes

of this friendly discussion among the impoverished but yearning mass.

Driven to the last point of logic, my cottage-owning friends always fall back on that hoary old chestnut: "But don't you want to settle down in the summers, too? Do you want to be a gypsy all your life?" That's a good question. Do I want to be a summer gypsy all my life, and be forced to spend my two weeks plus in a new, different, exciting land every year, with servants to wait on me . . . with chefs to tempt my palate, dances under the stars and built-in sitters to mind the brood? Do I, really? Brother, just pass those castanets, and see.

Naturally, then, having given the subject good long thought, laughed gaily and individually at our friends . . . we bought a summer cottage.

And at least part of the blame for that can be laid at radio's dial.

• • •

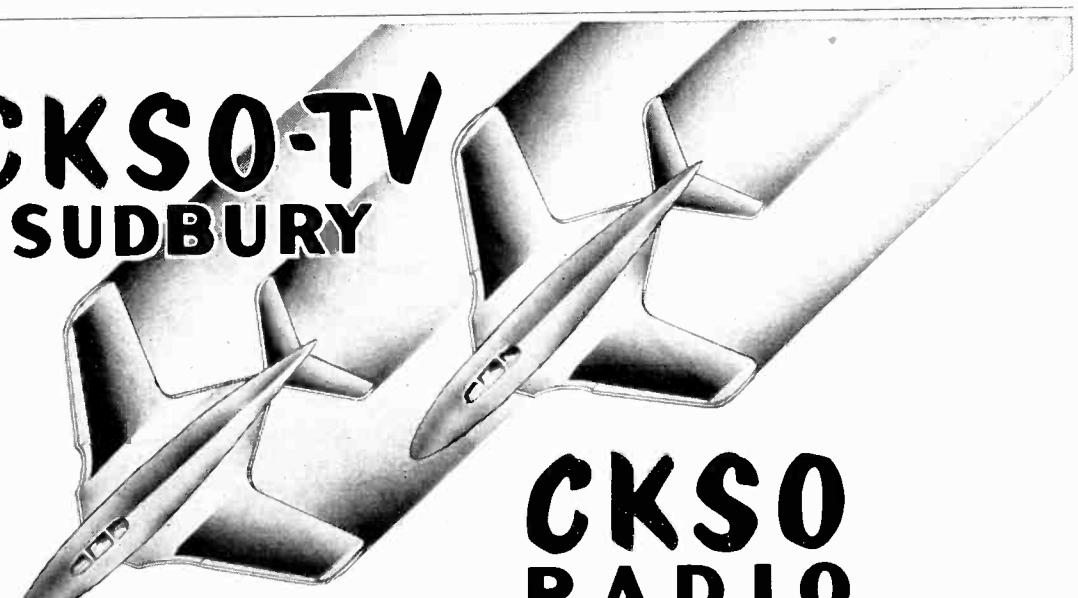
**P**ACEFULLY EATING our dinner last Spring, while idly dreaming about journeys to places of glamor . . . off to Bermuda, down to New York, oh where to go now . . . we were brought down to earth by the kitchen radio we'd forgotten to turn off. "Come," the announcer

demanded, "right now, tonight, to the Outdoors Show. See the latest in . . ." and we thought we might as well. "Get a look at a spinning rod," I said, while my wife agreed, adding "we might even look over the model cottages while we're there, just for laughs, and get a few ideas we could use when we build our villa at Cannes."

Once at the show, we did scurry around for a look at the spinning rods but felt that they were too expensive for our meager resources. To save time at a purely frivolous pursuit, my wife wandered through one model cottage while I looked at another. The zealot in charge of mine stood there with me on the screened verandah and waved his arms expansively over a herd of people, children, door prizes, and discarded leaflets on "soil erosion as it affects suburban municipalities". He said: "Here is where you'll sit to enjoy the cooling breezes while the moonlight plays over the water. Really, you'll actually live out here, or I miss my guess."

Before I had a chance to tell him he'd not only missed, but struck out, my wife popped her head in the doorway, glanced around quickly

# CKSO-TV SUDBURY



## TWIN AIRPOWERS of THE NORTH

**CFAC**  
CALGARY — ALBERTA

## "Getting Away from Everything except a Wife, Four Children, a Cat named Cornelia and a Radio doing its Intermittent Best"

and announced: "Now this is much better." At the time, I didn't know she meant simply that there weren't so many people around as in the potential millstone she'd seen . . . I took her seriously while the salesman beamed as I asked him how much it was. Then, as I started to run frantically backwards, he loped along after me with ill-concealed glee . . . "And the living room's thirty-feet long, too." Now I am one of those people who can't tell how long a thirty foot room is unless I am in a thirty foot room, so back I went for a look.

\* \* \*

WELL, THAT WAS that, except W for the sordid details of arranging the money to be transferred, acquiring a lot in Muskoka (because

if you're going to desert the cause and be conventional you might as well go all the way), and telling the man where the building was to be delivered and the erection crew sent.

Oh, there were amusing little incidents, like forgetting that the site was accessible only by water and there was still ice there on the delivery date, and not realizing that the property wasn't really ready for erection just by getting a strong man to chop down a few trees that were in the way. Then, the highway where the cottage was left; wasn't that near the water that the building sections had to be barged over . . . but what's trouble when you're pioneering?

That's how it was that on a Saturday morning in mid-July, our car

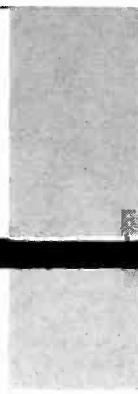
was groaning with all of the children, echoing with the shrill complaints of the parcelled cat, pointed north, towing a laden trailer, and soothed by the dulcet tones of the inevitable too-bright announcer who couldn't see out into the pouring rain: "Now, ha, ha, ha, rise and shine . . . everybody sing, as the Happiness Boys bring us . . . "

He'd have been wiped out of existence if radio had been two-way, but instead we hung on gamely waiting for the news to tell us if it was going to rain for the next fourteen days solidly or if there was hope.

Assured that there was, we told each of the children, again, that we weren't there yet and that they couldn't have a cone. Then the

speaker blared forth once more with a jingle, and the kids asked appropriately: "Can we have a Kool Aid, then?" We told them there would be plenty, later, and settled down to listen to a very adroit use of radio on a July Saturday morning . . . commercials for canned meat. "Take some to the cottage . . . enjoy it anytime . . . no need for refrigeration", the salesman went on, piling point upon point. Believe it or not . . . he made a sale. When we stopped the next time ("Because I have to, Mommy") we took quick stock of the grocery box and went into a "General Store — Live Bait — U.S. Credit Cards Honored" arrangement and got more of the sponsor's product.

(Continued on page 8)



# —CKRC

## IS WAY OUT IN FRONT in WINNIPEG!

The new T.P.A. Report is out now. We hope you will take the time to study it carefully in the markets which concern you.

You'll find that CKRC has made further significant gains in the Winnipeg Area and is now more than ever — the best buy in the market — in fact, one of the best buys in Canada.

**ON THE PRAIRIES METROPOLITAN  
WINNIPEG IS THE MAJOR MARKET**

**SEE YOUR ALL-CANADA MAN FOR FACTS AND FIGURES**

**RADIO 630  
CKRC**

# MORE POWER COVERAGE LISTENERS

NOW  
5000  
watts

The station that means  
more business for you

Representatives  
Toronto - Montreal  
Interprovincial  
Broadcast Sales Ltd.  
In U.S.A.  
Weed & Co.

**CIRCV**  
QUEBEC CITY



**PERRY COMO**  
**BING CROSBY**  
**VICTOR YOUNG**  
**PERCY FAITH**

nicetolistento -

## So is CHEX-PETERBOROUGH.

The ratings prove it. CHEX Radio covers 71.1%\* of Peterborough's prosperous city and country audience — over 158,000 listeners daily.

If you want to get your share of the wealthy Peterborough market — advertise on CHEX — "the most listened to station in Peterborough and district".

## CHEX-PETERBOROUGH

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

(Continued from page 7)

The lady in charge had her radio on full, as she told us, "cause I like its company, now that Dad's busy with boats and motors again."

That was the first of several holiday instances that gave me a new appreciation of radio, as being not just a form of entertainment, but in fact considered an essential service.

A neighboring cottage owner asked me to drop over one day, "to look at something" and it developed that his radio wouldn't work even though he'd "just put in a brand new battery." While I was amused that he'd asked the unmechanically-minded me to assist "because I was in advertising, and knew about radio", I was also quite interested in his reaction to the failure of his set. It wasn't quite the same tone of voice you use when your home movie projector goes on the blink, but more the language you use when the lights go out, or you don't get a dial tone on the phone. He felt he was going to be out of touch . . . isolated . . . and didn't like it.

• • •

THEN, THERE'S the rainy day. A summer cottage, large or small, on lake, river or stream, may be just a place to eat, change into bathing suits, sleep, or store your empty beer bottles in balmy weather, but just let it start to rain during the night, gather momentum while you breakfast, then show variation on a monsoon for a full day while every member of the family paces irritably back and forth . . . and you must have something more.

Finally, you switch on the radio . . . just to hear the news and weather. It's not too encouraging, so out of pique you let it blare on, and on. Finally, you start to listen. Before long you notice that the adult pacers are sitting, and the juniors are squatting quietly on the floor. The family is together, being entertained, and rather enjoying the day inside. Just let somebody suggest turning the set off, and you'll see what I mean!

But I digress. By now you've learned that a cottage of your own isn't just made up of four exterior walls, a few strategically placed partitions and the set of old dishes you brought from home. You're going to need more plumbing, a boat and motor, furniture ("so we won't have to take beds back and forth every spring and fall") and a stove. Then, you'll probably need a frig., because now that the Indians are charging \$1.00 for ice, it's obviously better to spend several hundred dollars for a cooling machine you can plug in.

• • •

BEFORE LONG, the thought occurs to you that while you have scratched around until you have raised enough money to buy outright a bicycle, a one-car garage, or a large tent . . . you do have this cottage and have gotten into improvements.

You decide that a small mortgage might be in order, and hie yourself off to see the official, reflecting after the visit that it is very educational to buy and equip a cottage because it brings you into contact with the people who finance them. While these men are not quite like those depicted in "The Widow's Plight", they're not like those happy-go-lucky spendthrifts in the commer-

cials, either. You'll find that a strange relationship springs up between yourself, with your trifling resources, and this man who has all the rest of the money you need. "Friendly but firm" is the way I would refer to him . . . in mixed company.

Naturally, you have a few ideas of your own on the subject. You have selected the site and the cottage. You have (ha!) supervised the construction. At every stage you have agreed on the price you will pay, and not one penny more. You have contributed much of your own time and labor. In short, you feel you have struck many a fine bargain. The loan official doubts that. He will have to send an appraiser around to look into that.

The appraiser returns shaking his head, sadly. He couldn't call it worth more than twenty-five hundred if it was his own mother's. He wants to be fair, but, quite frankly, the first spring flood or winter's gale will toss it into the next province. If you hadn't built on such a high point (or on such low ground, or so deep in the woods, or on such an unsheltered spot) he might be able to do better, even in spite of that bamboo-pole plumbing, or off-pitched roof, but as it stands he's even jeopardizing his future by calling it worth 1,800 . . . with the boat.

You scream that you've already been offered six thousand, but he stands unmoved.

You needn't tarry. It's better just to borrow on your insurance, sell your wife's electric sewing machine and advertise the hand lawn mower in the classified sections.

• • •

MEANWHILE, you have decided that it would be nice to have automatic controls in the boat, and a windshield, so that the spray won't damage the new seat cushions. Somehow, you must admit that the blue carpet goes well in the living room, the indoor plumbing is working beautifully, each child goes to bed more happily (and earlier) now that she has her own radio . . . and you have complete freedom to come and go as you please . . . just as your friends predicted.

This means that your roots are deep, deep. When the roof leaks, will you complain to a landlord or ask the desk clerk to move you to another room? No. You'll place pans under the drips yourselves. You'll get to know your neighbors, too, thanks to the Cottage Owners' Protective League that is trying to prevent the erection of a dairy down the lake. And on many a summer Saturday morning . . . too early for normal people, you'll curse the false gaiety of the announcers who live in apartment-penthouses and the radio stations who employ them; then later be grateful for the constant service features you get at the cottage . . . news, weather, cooking tips, the soft music that provides the background as you do sit on the screened verandah at night and watch the moonlight on the water. You think of the rainy days (only two, really, and they might have been worse) when radio came to the rescue, and the way it sort of came back to the city with you, in the car, kind of bridging the gap . . . and you make a resolution . . . to write a piece like this . . . to say thanks.

# **NEW CHUM RADIO**

***IS***

## **FIRST IN TORONTO!**

**\*32.3%**

***OUT OF HOME LISTENING!***

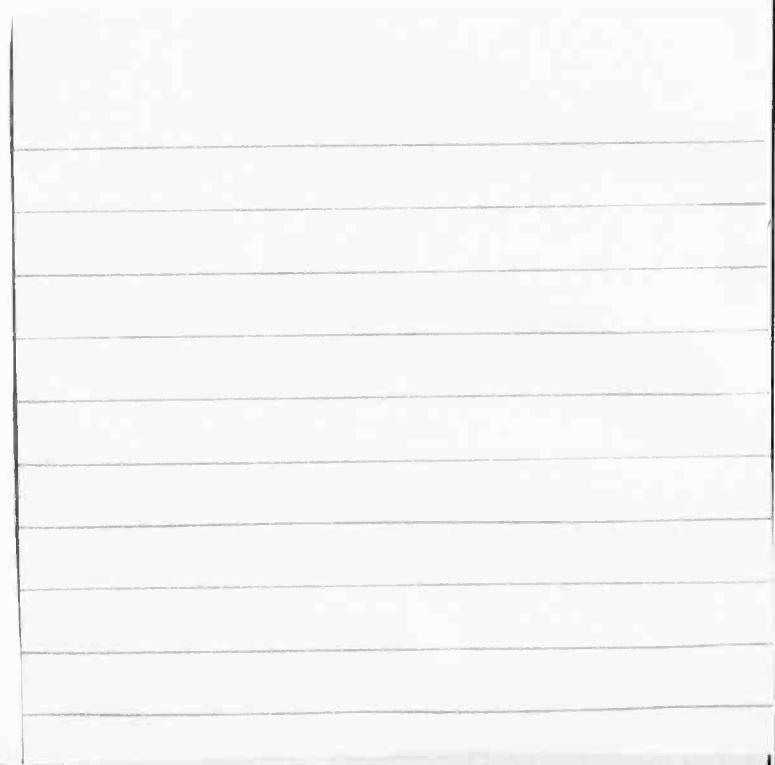
\* 9.00 a.m. to 6.00 p.m., July, 1957, Elliott-Haynes Out of Home Listening Report.

### **NOW...**

In Toronto no selling campaign is complete without the NEW CHUM. Dial 1050 — 24 hours daily — 2500 watts.

### **FOR DETAILS**

In Toronto call Bill Stephens or Ernie Towndrow EMpire 6-4221; in Montreal Emery Richmond BELair 7042; in New York Ed Devney MURrayhill 28755.



# POINTS OF SALE

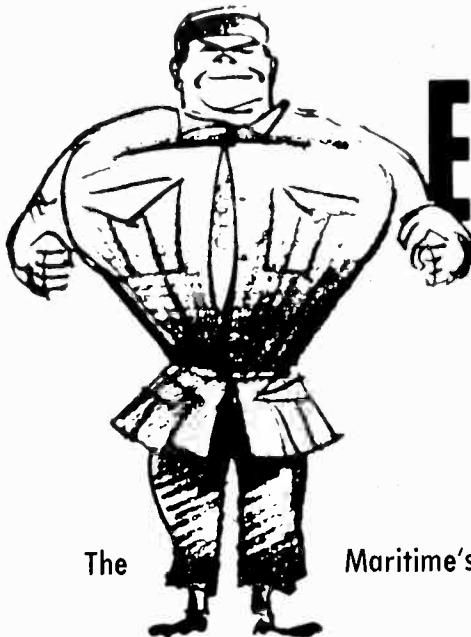
A Greatly Improved BBM makes CJCH Halifax a BETTER BUY than Ever Before

**PAUL MULVIHILL & Co. Ltd.**

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



**SOON 10,000 WATTS ON  
1220 KILOCYCLES**  
**CKDA**  
"VICTORIA'S MOST LISTENED TO STATION"



*Our Reps will tell you the story, see:*

The All-Canada Man

or

Weed & Co. in the USA

Maritime's progressive station

**CFNB**

## A TERRIFIC MARKET EXPANSION

... is taking place in New Brunswick and one of the most significant is our new neighbor, the Canadian Army's whopping big Camp Gagetown. To reach this market of 20,000 new ears, air YOUR message effectively on

**RADIO CHUB**  
in NANAIMO, B.C.!

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

For — Easy Listening  
— Soft Music  
— News and Sports

**TUNE 1570**  
ON YOUR RADIO DIAL

## MUSIC AND SONG MAKE COMMERCIALS SELL

By BART GARDINER  
(CB & T Staff Writer)

A FAVORITE anecdote around Brooks Advertising Agency, Toronto, these days, concerns the kindergarten tot who, when asked to sing any hymn tune he knew, solemnly sang the famous conga-beat singing commercial, "Peoples' Credit Jewellers".

"This jingle," claims Herbert Brooks, whose agency handles the Peoples' account, "has been running for nearly 15 years — longer than any other in Canadian radio history. After being heard on more stations, more times, from coast to coast, than any other, its impact upon listeners has been so great that recently we devised a new jingle which is a take-off on the old one, and begins with a mere humming of the first line. Then come the words, 'You know that famous tune'. Listeners write, almost tearfully, that though they like the new jingle, they miss hearing the old one."

The original jingle, Brooks pointed out, was written by Maurice Rapkin, Canada's free-lance "jingle-king", a statement which, in itself, shows that jingles have played such a large part in Canadian radio and TV commercials that what almost amounts to a separate industry has grown up.

Of course, music is a tool advertisers use in commercials in many other ways besides jingles, points out Lucio Agostini, who is perhaps one of Canada's foremost arrangers

and composers of music for commercials and programs. "As a theme song for a program," says Agostini, "music can be like a trade mark or distinctive package design. Without mentioning the sponsor's name, it associates him and the programs thoroughly in the mind of the listener, thus furthering the advertising value of the program."

However, Agostini cautions that "theme songs must be chosen with care. A mere jingle panegyrizing the product and set to a popular tune is not sufficient. What is more, it is seldom used nowadays. The theme song must be so distinctive that without any other aid, it identifies the program and the sponsor as soon as it is heard. A perfect example of course is the theme specially written for *Dragnet*."

Background music can also be used in commercials, "to interpret and intensify the moods or sales ideas", writes Charles Hill Wolfe in his book, *Modern Radio Advertising*. "A few bars of orchestral music can add more poignancy or suspense," says Wolfe, "than ten fat scripts full of words."

One example of where orchestral music, without lyrics, has been used with outstanding effect, points out Wolfe, is in the commercial for Instant Maxwell House Coffee, which gave a single melody different beats, characteristic of various countries to dramatize the origin of the coffees making up the Maxwell House blend.

### HIGH NOTES CAN JAR

Lucio Agostini made the point that in using background music in radio or TV commercials, "it is important to remember that, depending on the instrument, high piercing notes can sometimes jar unpleasantly on the listener's ear, while middle-register is usually most acceptable to the untrained ear. On the other hand, certain instruments can convey an ethereal, romantic mood by means of

high notes, Mantovani being, of course, the example par excellence. 'Stabbing', or fanfare effects to attract attention or play up a copy point in a commercial are much less subtle than other methods, but can be useful in hard-sell copy to highlight separate sales points," he said.

Agostini went on to say that "certain sounds, tempos and rhythms have the power of suggesting scenes to the average listener, especially if the title of the number, of the composer's explanatory notes, give it a special meaning. *Storm*, for example, is unmistakable in Rossini's *William Tell Overture*. Equally obvious is the sound of war in the triumphal march of the French into Russia in Tschaikowsky's *1812 Overture*. Early motion pictures threw on this aspect of music. The nickelodeon pianist and later the movie house orchestra materially aided the silent picture by stirring the right emotion with appropriate music."

### EFFECTS — PLAIN AND FANCY

In addition to music there are, of course, many kinds of plain and fancy sound effects advertisers use to add zip and flavor to radio and TV commercials. "The Sonovox, for example," points out Red McCadden, TV production manager for Baker Advertising Agency, Toronto, "can be used to make a sound literally speak. Take the famous foghorn commercial for Lifebuoy soap, in which the Sonovox made the announcer's voice suffer such a 'sea change' no one would blame the passengers on board a ship, hearing the commercial for the first time, for peering down the nearest foghorn, certain the voice originated in its innards."

Some effects denoting motion, said Red, help to heighten the effect of realism in a dramatized sequence, whether it be a car coming to a stop or an airplane flying overhead. "Sound effects," he pointed out, "can also give personality to a product by reproducing the sound of the product in action. Duz, for example, ran a commercial in which the sound of a washtub swishing was heard and seltzer products have presented their fizz."



**MUM WAS THE WORD** when this gang of music and ditty makers gathered in RCA's Toronto studios to record the latest jingle for the deodorant account. From left to right: Joe Nosi, hiding behind his bass fiddle; leader Art Hallman; vocalist Dorothy Deane; pianist Don Gordon; writer and director, Maurice Rapkin; guitarist Stan Wilson.

The processes by which a product is manufactured have sometimes been indicated in a commercial by means of sound effects. Several publications have advertised their up-to-the-minute coverage of news on radio commercials by dubbing in the hubbub of printing presses or news rooms.

Lucio Agostini points out that musical sound effects are often used to advantage in accentuating single phrases of a commercial jingle. "For example," he said, "at the point in the shoe commercial where the copy ran 'National Shoes ring the bell', a bell was rung. The line 'It's way up in flavor' in a commercial for Cream of Wheat was accompanied by an up-zooming slide whistle, while the line 'It's way down in cost' correspondingly required a down-zooming slide whistle."

#### INTEGRATION WORKS BEST

Commercials using sound effects as sheer attention-getters, said Agostini, and which were not integrated logically into the copy theme, are a much less sophisticated type of advertising. They were frowned upon during the war when it was feared that a siren or similar sound might be mistaken for an official warning. "However," points out Bill Kennedy, sales executive for Crawley Films Ltd., "this type of effect can be arresting, and as such effective from the advertiser's point of view, though it should certainly not be ear-splitting. Actually attention-getters, if better integrated into the copy, could be used much more often and with better effect than they are now."

Commercials for Kool cigarettes use vocal effects to personify the product. A bird imitator introduced as "Willie the Penguin" repeats the word Kool several times in succession. Vocal effects also played a large part in a straight commercial announcement for "that Oxydol sparkle", which was delivered by a

girl's voice so well cast it too seemed to sparkle.

"Acoustical effects of a more technical nature," said Bill Kennedy, "include the use of a filter mike to accentuate a theme, line or important idea." The filter mike was perhaps radio's first special effect to become popular. It has been used again and again and is still valuable whenever a thin piercing quality is wanted to give the spoken line the radio equivalent of bold-face type. "Echo chambers," said Bill, "are another technical means of making one phrase in the copy stand out from the rest due to its slightly weird reverberating sound."

Bill made the further point that jingles strictly for TV differ from jingles for radio, in that with TV, video is the dominant factor. On TV the jingle is only a support for the picture. Certainly the TV film should never be cut to fit the sound track. The sound track should only be used to reinforce the visual.

"A good jingle writer is hard to find," said Red McCadden, who has

just recently negotiated the contracts for a new series of TV commercials for Maxwell House Instant Coffee, featuring such big names as Nanette Fabray, Georgia Gibbs and Peggy Lee. "A legitimate song writer, turned jingle writer, doesn't often click," said Red. "He's inclined to get lost in the melody and sweet words and forget about the product. His jingle might be hit-parade caliber, but it wouldn't do anything to sell Mr. Blank's detergent."



Are you interested in Daytime Radio? Take a look at the latest BBM Time Period Audience Study for CHNS. You'll find CHNS is the top Halifax Station IN EVERY DAYTIME HALF HOUR. So if you can't get the exact time you want, don't go away mad, any daytime spot is a good spot when its aired on

THE VOICE  
AND CHOICE  
OF  
HALIFAX



## CJEM - RADIO

EDMUNDSTON, N.B.

1000 WATTS

570 kc.



#### "La Voix du MADAWASKA"

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

## G. N. MACKENZIE LIMITED HAS <sup>(the)</sup> SHOWS

TORONTO  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.

## 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



## THEY'VE GOT OVER 300,000 PEOPLE BY THE EARS!

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

- High listenership — a big radio audience 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.

Want to latch on? Then contact our reps today

NBS in Canada — WEED in U.S.A.



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.



## Over the Desk

A MOTH FLEW into the works as general manager F. H. (Tiny) Elphicke of radio station CKWX, Vancouver was congratulating his engineering staff on a smooth changeover to higher wattage.

The insect fluttered into the new CKWX 50,000-watt transmitter on Lulu Island — near Vancouver — and put the station off the air for ten seconds, moments after it had been switched over from 5,000 watt operation by former defence minister Ralph Campney.

"These little things won't interrupt us," said Mr. Elphicke, who was on the air praising chief engineer Charlie Smith and his crew.

The changeover, made simultaneously with a switch in frequency to 1130 from 980 kilocycles, makes CKWX the most powerful private radio broadcasting station in western Canada. It was started at Nanaimo in 1923 with a power of 10 watts.

### THE POSTMAN KNOCKS

HERE IS A letter about Ross MacRae's CKCK anniversary story which appeared last issue.

Dear Dick: Have just read (and enjoyed) the article in your current issue (Aug. 8) concerning the life and times of Central Regina, authored by G. (for Genius) R. MacRae.

I have had various mishaps during my quiet career — I have fallen from the upper deck of one of Don Hartford's racehorses; I have swallowed a live cigarette butt while riding a motorcycle across the Burrard Bridge in Vancouver, and I was an innocent passenger in one of Mr. Ralston's jeeps which inadvertently overturned between Grave and Nijmegen in Holland.

But never, ever, ever, did I crash head-on into a camel in the middle of the Sahara Desert!

I trust that the point is made — there are two Don MacMillans in Toronto agencies — the camel-thumping Donald Archibald MacMillan formerly of Regina, and now of Cockfield-Brown; and me, Donald John MacMillan, formerly of Calgary and now of McCann-Erickson.

May Allah look after Donald Archibald, and may God preserve you, Ross MacRae, and I! (I think he means "and me". — Ed.)

Sincerely,

DONALD JOHN MacMILLAN,  
Manager, Radio-TV Dept.,  
McCann-Erickson (Canada)  
Limited

### DO IT YOURSELF STATION

When CKEK, Cranbrook, B.C. goes on the air October 5, it will in every sense be a do-it-yourself station. Robert A. "Bob" Reagh, general manager of East Kootenay Broadcasting Ltd., writes that he and his assistant, Tommy Davidson, have a total of over thirty years in the radio and television broadcasting business, and that they are both up to their ears getting ready for The Day.

Together they have designed and built the entire plant from carpentry work to painting, engineering, floor laying and heating and have even taken time out to line up local accounts.

According to present plans, the opening day will be devoted entirely to live programs, with nary a disc from 1.00 p.m. to 1.00 a.m.

Sales reps have not been appointed yet except for John N. Hunt who will represent the station on the west coast.

Bob Reagh was program director at CJOC, Lethbridge. When they went on with their TV station, CJLH-TV, Bob switched over to become technical director. He is 41, and has been in broadcasting 21 years. Davidson has been in the business nine years. He was formerly production supervisor of CJLH-TV.

### CONCERNING TAXES

PEOPLE WHO PAY income tax, as who doesn't, will be interested to learn that a new source of news about taxes and business law is available to them through the CCH Canadian News Bureau, 1200 Lawrence Avenue West, Toronto 10, with a Montreal branch in the Transportation Building.

In a sample "CCH News Release" some interesting facts and figures come to light. For example:

Married taxpayers with \$3,000 net income paid no tax in 1917 (the year when income tax was first imposed in Canada) and were called upon for \$20 in 1918 to help pay costs for World War I. They had a tax holiday from 1925-1930. After 1930, taxes remained at about the \$30 level until the World War II defence effort when they jumped to \$165 in 1940 and to \$355 in 1941.

"Today's \$10,000 a year married man with no dependants pays nearly 5 times more federal income tax annually than his counterpart did in 1917. He paid only \$360 on \$10,000 income when the income tax began

**G. N. MACKENZIE LIMITED HAS <sup>(the)</sup> SHOWS**

TORONTO  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.

in 1917, while in 1956 the total tax on his salary was \$1,560.

"Tax payments for this same taxpayer have ranged from a low of \$232 in the height of the prosperous twenties, to a top of \$4,762 in the World War II year of 1943. (\$1,000 of the 1943 tax was refundable.)

"A married man with \$20,000 income paid a low of \$1,260 in 1917, a high of \$11,279 in 1943 (of which \$1,000 was refundable) and \$5,210 on his 1956 income.

"The man whose earned net income was \$100,000 paid only \$14,760 in 1917, \$78,987 (\$1,000 refundable) at the height of World War II, and \$51,164 in 1956.

"These tremendous changes in the income tax picture are reflected in the following table showing the tax paid in key years on typical earned incomes by a married man with no dependents. The old age security tax is included for the years 1952 to 1956:

	<i>Year</i>	\$3,000	\$10,000	\$20,000	\$100,000
1917	\$ —	\$ 360	\$ 1,260	\$14,760	
1918	20	399	1,408	17,633	
1929		232	1,232	19,064	
1932	30	546	2,174	27,447	
1939	36	655	2,835	39,022	
1944	734	4,262	10,779	78,487	
1947	326	2,356	6,814	58,817	
1949	150	1,660	5,510	53,064	
1952	185	1,976	6,461	61,250	
1956	150	1,560	5,210	51,164	

The 1957 figures will be the same as for 1956 unless the tax cuts promised by the new government should be made applicable to 1957. Changes in personal income tax rates are usually made effective from January 1st or July 1st to simplify administration of the tax."

#### TV IS HOT NEWS

NEWSPAPERS ACROSS the country are devoting a great deal of space to television these days. Papers which never even ran schedules for local stations in the case of radio are devoting whole columns, not only to schedules but also to reviews and gossip.

Obviously the reason is not that the gentlemen of the press have suddenly developed a deep affection for their greatest competitor. It is simply that TV is news, and their job is printing the news.

In this way it provides proof to publicity people that if they can supply papers with live material, they will get it printed notwithstanding the fact that it will be bolstering the one main force which is cutting into their own revenue.

**CHOV**  
DEMBROKE  
THE *Bull Sells*  
THAT SEE THE STOVIN BOYS

## OSHAWA

is called the Progressive City for good reason!

Population 1950 — 29,771

Population 1957 — 50,136

and the market is still growing -- over 6,000 building lots are under development!

Reach this growing area (and a big plus from Hamilton to Belleville) by

**CKLB**

Serving South-Central Ontario from

**OSHAWA**

Lorrie Potts & Co. -- Toronto,  
Montreal  
John N. Hunt -- Vancouver  
Jos. H. McGillivray -- U.S.A.

The attitude of one newspaper man, and it may well be typical of most, was expressed the other day by the radio and television columnist of the SAN FRANCISCO EXAMINER, whose thoughts on the subject of Pay-TV were contained in a speech he made to the Sacramento Advertising Club which is reported in this issue.

This columnist, Dwight Newton, made no bones about this point when he said: "Every time I sit at a typewriter, I am selling newspapers." Because television is "exciting . . . entertaining . . . talked about . . .", he said, "the newspaper that rides this trend with log information and photographs and feature articles and spot news and column comments with which readers can compare opinions, agree and disagree, is riding with public interest"

He tied up his point when he said: "By writing about commercial television, we sell newspapers. If Pay-TV replaces it in public interest, we'll write about Pay-TV and continue to sell newspapers."

Every story has a moral, and in this case it is aimed at the publicity boys and says: "If you want to get your stories and pictures into the newspapers, don't write them as plugs for TV. Just as broadcasting stations only exist to sell broadcasting stations, newspapers live to sell newspapers."

#### AND SO TO PRESS

AND THIS brings to mind the thought that if we're going to sell any of these papers, we'll have to get them printed, so -- buzz me if you hear anything, won't you?

## SASKATOON — THE FRIENDLY CITY



Cactus Garden, Bessborough Park.

CFQC RADIO, the ONLY Advertising Medium reaching ALL 400,000 people in Saskatoon's trading area!

#### CONTACT OUR REPS

Radio Reps - Canada  
Young Canadian Ltd. - USA



## BUY THE AUDIENCE that buys the merchandise



It takes results to make local advertisers renew year after year. In fact CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly, some for more than 20 years.

Local accounts buy on logic. They know CHRC's family programs serve fathers and mothers best and give their advertising the greatest sales drive.

Your national advertising on CHRC is certain to pay off in French Quebec — and do a really effective selling job — at the lowest possible cost.

5,000 watts

**CHRC**

800 kcs.

SOON 10,000 WATTS

to get still better sales impact in the Quebec district.

THE RADIO SELLING POWER OF QUEBEC CITY

REPS — Jos. A. Hardy & Co. Ltd. — Young Canadian Ltd.

# Success

Say Local Reps  
Goes Hand in Hand  
with

## CKSL!

Yes — Local reps like their companies to advertise on CKSL — and they are the ones who are vitally concerned.

Here's what one rep says:

"It's certainly made a big difference for me. I'm suggesting my company renew with CKSL when this contract runs out."

SO —  
WITH THOSE  
IN THE KNOW  
IT'S

## CKSL

5000 watts 24 hours

IN LONDON  
AND  
WESTERN ONTARIO

## A Growing Market

BUSINESS IS BUILDING UP IN OUR COVERAGE AREA

85.7% Increase In Value According To Building Permit Issued

Proven by the Director's Report of The Royal Bank of Canada

## CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

## Furniture Store Opening

### VIP's VISIT DEEJAY IN THE WINDOW



HERE IS GORDON ROSS, spinning a disc on "The Fat Man Show" which he did from the window of Moore's Furniture, Saskatoon, to promote the opening of the store.

CFQC RADIO recently undertook a promotion for Moore Furniture of Saskatoon in connection with the opening of its new ultra modern store.

The ceremonies began on Friday night, July 12, with an open house from 7 to 9. From 7 to 7:30 CFQC broadcast a "Color Cavalcade" which was a tour of the store done live by

Laurie Korchin. An estimated 7,000 people turned out that night to see the new store.

For seven hours CFQC's night men Bill Bill and Wally Stadnyk were in Moore's front window playing recordings, answering requests and having a continuous flow of visitors. Among them was Whipper Billy Watson, who dropped in after his World Championship wrestling bout with Lou Thesz.

Saturday morning, opening day for Moore's, had Gordon Ross doing his request show, *The Fatman Show*, from the store. Two of his guests were the winners of the "Miss Portable Radio Contest", Mary Bahrich and Mildred Poitras.

Frank Callaghan, emcee of *Country Junction*, also dropped in on Gord and the two of them had a singing contest... Gord won.

The following Saturday, July 20, CFQC returned to Moore's and aired the *Hit Parade* from 2 to 2:30 p.m. and the *Town and Country Show* from 3 to 5.

During the *Town and Country*, Gordon Ross and Frank Callaghan had another singing contest. Listeners were invited to phone in and vote for their favorite. This time Frank won.

About 20,000 people toured the store in the first week and sales proved to be a record for Moore Furniture. Lou Churchill, store owner, credited radio with drawing most of the crowd.

### Port Hope Is On The Air

THE UNITED Counties Radio Station, CHUC, will go on the air Sunday, August 18. The station will operate from studios in Cobourg and Port Hope.

The station will operate on 1500 kc with 5000 watts power.

Reports indicate that the signal will carry over the entire area of the United Counties, Northumberland and Durham, and to Oshawa, Belleville, Peterborough, and Lindsay.

CHUC is owned and operated by the United Counties Broadcasting System.

how to catch Calgary's 414,000 ears...

Dial 1060

**CFCN**

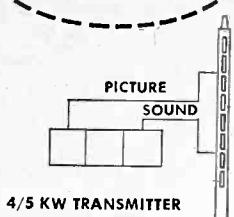
NOW 24 HOURS DAILY  
ON 10,000 WATTS

The Radio Active Station  
where your message gets  
most attention

# Canadian General Electric offers 3 simple steps to maximum TV power

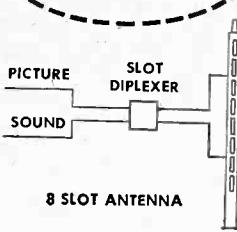
*Canadian General Electric has designed the G-E Ultra-Power Television Antenna to meet your needs and pocket book today... to make expansion to maximum power simple, inexpensive tomorrow. Your future requirements for VHF TV Channels 4 through 13 can be fulfilled if you follow these three steps.*

## STEP 1



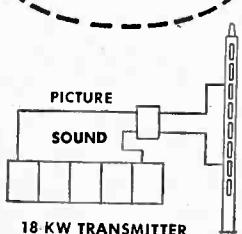
**Install G-E 4 KW High Channel or 5 KW Low Channel Transmitter**... These G-E Transmitters feed audio and video separately to each four-slot portion of an 8-slot Ultra-Power Antenna. This eliminates the necessity of using a costly slot (notch) type diplexer initially. Step 1 provides **48 kw ERP** on High Channel or **60 KW ERP** on Low Channel (less feed line loss).

## STEP 2



**Add Diplexer to Double Power**... The Diplexer added to the system doubles the Effective Radiated Power of the station to provide maximum power on low channel and approximately **96 KW** on high channel. Cost of doubling power is the cost of the diplexer only. Ultra-Power Antenna adjustment is not required as the Antenna is already correctly phased at the factory for separate feeds employed in Step 1.

## STEP 3



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• • •

By using this block-building system, maximum power for VHF TV Channels 4 through 13 is realized without obsolescence of any of your initial station equipment.

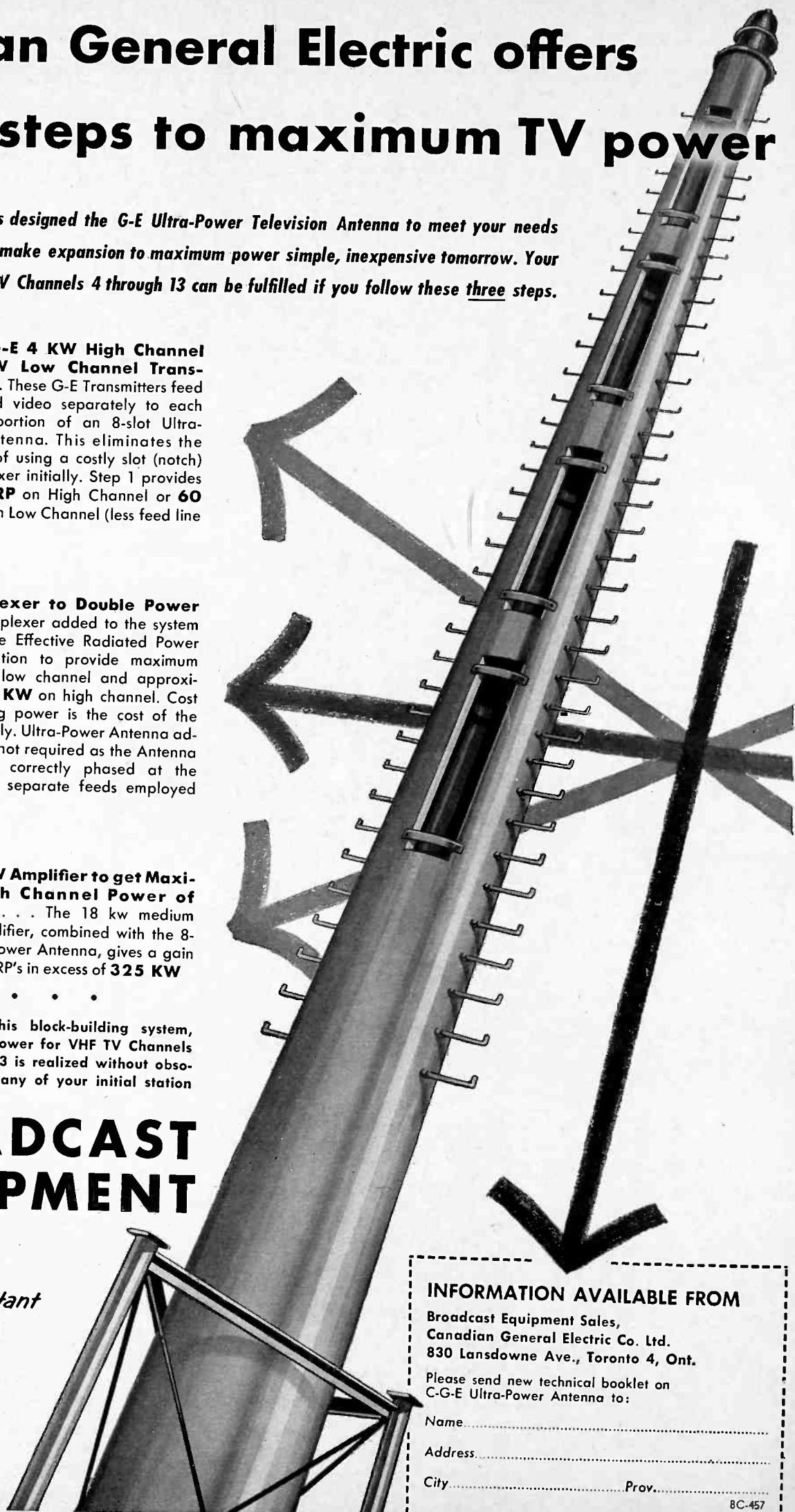


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BC-457

**Mount Allison University****RADIO MEN DISCUSS EDUCATION WITH UNIVERSITY PROFS**

A GROUP OF MARITIME radio broadcasters travelled to Sackville early this month to discuss the educational and public affairs responsibilities of radio broadcasters with a committee of professors from Mount Allison University. But the professors modestly turned the tables on the radio men and only spoke up when the time came for suggestions for topics for next year's Mount Allison University Forum. (This project was originated in February 1954 by CKCW, Moncton, and has now been expanded into a Maritime industry effort by the seven stations which carry the programs.)

To start with the original purpose of the meeting, it was the brain-child of Fred Lynds, of CKCW, who had been impressed by two points. First, the Fowler Commission had charged private broadcasters with failure to contribute to national unity. Second, Lynds was impressed at the U.S. National Association of Broadcasters Convention, which he attended right after the release of the report, with the military music and displays and other patriotic demonstrations — especially the prevalence of American flags — which gave the convention a truly national background. "How," he asked, "can Canadians be impressed with their great nationalism, when they haven't a national flag of their own with which to demonstrate it?"

Lynds, the immediate past president of the Canadian Association of Radio & Television Broadcasters, and still a vocal member of the board of that body, told the meeting at the university that a "program of research has begun with the University of Toronto and the University of British Columbia to find an answer to the question: 'Just what are Canadians?' Efforts are being made," he said, "to find out how to reach the Canadian public — what should the broadcast fare be?"

Explaining that the Fowler Report had given the private broadcasters the status of first-rate citizens, (by stating that they were part of the national broadcasting system) he said: "It is up to us now to take our own affairs in our own hands and examine new techniques for the newest and best ways of programming."

He reminded the professors and broadcasters present that "it was really private broadcasters who brought the broadcasting business to the place where it is today.

"It was only when Canadians discovered how important broadcasting had become," he continued, "that they grew a little fearsome, and said they (the private broadcasters) should cease to exist." For various reasons this was not done, he went on, and now the Fowler Commission has said that private broadcasters and the CBC should work hand in hand.

**IS MASS APPEAL BAD?**

The meeting began with a few words of welcome by the president of Mount Allison University, Dr. W. T. Ross Flemington, O.B.E., who turned the proceedings over to the chairman, Dr. D. G. G. Kerr, director

by  
DICK LEWIS

of extension and head of the history department.

Gordon Hawkins, associate director of the Canadian Association for Adult Education, Toronto, started a moderately heated discussion when he urged the broadcasters to "avoid mass appeal, which jeopardizes education". While he warned against falling into the pitfall of catering to an extreme minority at the expense of the rest, he said that "interesting minorities was a responsibility of broadcasters".

None of the professors present ex-

broadcasters in this field was the need to "maximize the plain facts about a public affairs program". He expressed disapproval of what he called "a high degree of emotional involvement" as being productive of an equally "high degree of unsuitability". He called on the broadcasters to "find ways of making programs more attractive without emotional involvement".

**PANEL TECHNIQUES**

As regards panels, Hawkins said that in the United States, educa-



**SPEAKERS AT THE MOUNT ALLISON UNIVERSITY MEETING** were, from left to right: Gordon Hawkins, associate director of the Canadian Association for Adult Education; Dr. T. Ross Flemington, O. B. E., president of the university; Dr. G. G. Kerr, chairman; Don Jamieson, CJON, St. John's, Nfld.; Malcolm Neil, CFNB, Fredericton, N.B.; Fred Lynds, CKCW, Moncton, N.B.

pressed their views on this subject, but Hawkins met with definite disagreement from the broadcasters, notably Don Jamieson of CJON, St. John's, Newfoundland, who put it this way: "The private broadcaster's approach to programming has to be one of appealing to mass audience and this does not necessarily mean commercial shows."

Hawkins made a point of raising the public's level when he stated that "people don't come to like what they have never experienced" and that "there is a responsibility not to give what is wanted until other things have been given attention too. This," he said, "also involves an obligation or responsibility to provide new types of educational programs and to experiment."

Suggestions he threw forward were for stations to work together more co-operatively than they have in the past. This is not being done as effectively as it is in the States, where the National Association of Educational Broadcasters shows the way.

"Taped networks could be used to great advantage," he said.

"Joint work between the CBC, the CARTB and the universities could be undertaken with the Canadian Association for Adult Education."

Another thought he put forward as part of the responsibility of the

tional TV stations rarely present both sides of a contentious question on the same program. He said that the trick is to create programs where the individual will be led to identify himself with what is being discussed rather than being an eavesdropper, listening to or looking at something quite out of this world.

"There are those who argue," he said, "that a panel is never suitable because of the emotional involvement."

As for the round table type of program, "this is pre-prepared," he said, "and tends to exclude the listener."

These are the most common forms of panel programs, he said, citing as another method the case where a speaker presents his case and then exposes his own mental processes in reaching his conclusions.

"Nobody knows which is the right way," he said, because "there has not been sufficient experimentation to find out."

Along testing lines, he mentioned the case of the panel which went into action following a discussion conducted by the whole discussion group. In another instance, "a panel, which had been reassembled to comment on their own words, wanted to modify or re-state their views".

Hawkins expressed a deep-rooted conviction that "if panel members

stated their views first, without the other members around them, they would be less compromised."

**NEED EDUCATION BE DULL?**

Raising public appreciation of a program is a slow process of development, and a minority has to be a fairly substantial one before it can demand radio or TV time. Don Jamieson, who is not only vice-president of the St. John's radio and television operations, but is actively engaged as a broadcaster himself, expanded this view with the statement that a program such as *Citizens' Forum*, which is supervised by the Canadian Association for Adult Education, is very popular with the ordinary viewer when he has no other program to look at. While it may get about 15% of the viewers in Toronto, where there are four or five channels to choose from, it will get 85% in Newfoundland, where there is no alternative.

"You have to look at the educational level of the people you are trying to reach," he said. "So you have to compromise with the pure educational approach if you are going to succeed with educational programs."

Jamieson expressed his own personal conviction that you have to be realistic in your approach to the audience to the extent of "slotting educational programs after such mass appeal shows as *The \$64,000 Question*, to get the benefit of inherited audience."

To this end, Jamieson stressed the importance, as he sees it, of making the first 20 seconds of the program very strong, because this is when the sets are turned off.

Another point was that a station simply can't afford to experiment in a good time period and risk losing its audience.

"When we are going to discuss unemployment insurance for fishermen," he continued, "we go out and tape opinions of fishermen in their homes and on their boats, to use as background. This," he claimed, "is a useful, practical and effective form of experimentation."

**THE DANGER OF SURVEYS**

As regards surveys, Jamieson felt that "you have to be careful that people don't tell you what they think you want to hear or what is the 'prestige thing' to say. Mail returns have to be quite substantial before you can say that they are a true yardstick," he said. Also, "minority groups have such intense likes that they will write about, while the mass doesn't bother."

Jamieson finally opposed the views of Gordon Hawkins when he said that it is almost an impossibility to keep out emotional involvement. "You can't have a discussion of two or more people taking sides, without becoming involved as a listener or viewer," he said. "All too frequently a colorful speaker can sway the audience to his way of thinking, so it is best to present both sides of the topic to prevent this."

He could not see why a public affairs program has to be aimed at a minority. "Emotional involvement

## "...we have to make our public affairs broadcasts very listenable..."

is not a bad thing. Less educated people need it. I don't subscribe to the view that such programs have to be dull. Our yardstick should be: "How can we get the most eyes and ears tuned to the program?"

Jamieson said that there is not enough told and shown about Canada itself, and that there should be more programs to make the various regions familiar to everyone.

### NEED FOR AUDIENCE

Fred Lynds opened up the discussion which followed these talks with the statement that the job of a broadcaster is not to elevate but to broaden people. "I don't think there is such a thing as a mass audience," he said. "Lovers of Brahms, pops, rock 'n' roll, forums and sports, are all minorities which overlap."

Dr. F. L. West, vice-president of the university, simplified matters with the statement that "unless the public responds to public affairs programs put on by universities, there is no point in putting them on."

What it all boils down to, in the opinion of Don Jamieson, is that broadcasters are leaders and must "elevate" the public. "To do this," he said, "we have to make our public affairs and educational broadcasts very good and very listenable programs for all types of people."

### TV HAS WAKENED RADIO

It fell to the lot of Malcolm Neil, CFNB, Fredericton, N.B., to speak to the meeting on the subject of the effect of TV on radio, and he said the radio picture was now good. "When TV came, Canadian radio suffered its lowest ebb since the conclusion of World War II. Then we bobbed up again," he said.

The way Neil feels it has worked is this. "TV has taken over the evening hours as a family medium demanding the undivided attention of the viewer. It has supplanted the living room radio receiver, but radios are scattered throughout the rest of the home and in cars.

"TV has taken over practically all of the radio network programs, both in Canada and the United States," he said, "and these are the programs which have demanded attention for the past quarter century.

"But radio is making appreciable gains both in the daytime and with minorities not interested in the mass appeal of television. TV must, because of its cost, cater to mass audiences, leaving the minorities to radio, which should be thinking about more serious programs for evening airing."

Neil pointed out that, while programming of the music-and-news style has been highly successful in the large centres, it does not go far enough for the smaller places. He backed up the optimistic tone of his talk by reminding the meeting that the sale of radio sets went up by eight per cent during the first four months of 1957.

The afternoon session of this one-day meeting took the line of a free for all with direct relationship to improvement of the Mount Allison University Forum. This brought the professors into the picture as well as the managers and other officials of the stations carrying the show.

The size of panels was brought up by Fred Lynds, who felt it could

be varied according to the topic under discussion. Sometimes, he said, they might use just one expert alone, who would answer questions.

Dr. W. S. H. "Bill" Crawford, dean of science and head of the mathematics department, couldn't see why they should not experiment with various formats.

Gordon Hawkins suggested they try the procedure of taping the dis-

minutes.

Dr. Flemington thought that some programs might be devoted to impromptu questions without panel speeches.

Fred Lynds stressed his belief that they should get top men on each topic.

Dr. Kerr said they had been greatly disappointed at the reluctance of politicians to appear on the

some of the stations on the network carrying the programs. This idea had been tested last year in Moncton, when it was held at a joint meeting of Rotary and Kiwanis. It had met with reasonable success, though it was felt that the topic "The Canada Council — What Can It Do?" might have been less suitable than some others.

### CONTROVERSY IS THE THING

Before calling for specific suggestions for topics for discussion during the coming season, there was a general discussion in which Malcolm Neil suggested that a great deal of the appeal of such programs lies in controversy.

Schedules should be laid out ahead, but without stating dates, it was felt, so that especially topical subjects could be inserted at the last moment.

### AMONG THOSE PRESENT

Besides Dr. Flemington and Dr. Kerr, university professors present were Dr. C. A. Baxter, head of the philosophy department; Professor I. L. Campbell, assistant director of sociology and director of Mount Allison 1957 Summer Institute; Dr. W. S. H. Crawford, dean of science and head of mathematics department; Professor P. A. Lockwood, associate professor of history and director of the United Nations Summer School; Dr. C. F. MacRae, professor of English; Mr. R. B. Inch, director of Alumni and Public Relations.

Representatives of stations carrying the Mount Allison Forum were: Fred Lynds, Don Jamieson and Malcolm Neil, who addressed the meeting; Findlay MacDonald, CJCH, Halifax; Tom Tonner, CKCW, Moncton; Earl McCarron, CHSJ, Saint John; Derek Upton, CKCL, Truro.

Others in attendance were Anselme Cormier, Dept. of Citizenship and Immigration, Sackville, N.B.; Gordon Hawkins, who spoke; Alastair Scott, United Kingdom Information Officer, Montreal; H. M. Smith, CBC International Service; Hugh Wooding, Trinidad Broadcasting Co., Port-of-Spain, Trinidad.

### Suggested Forum Topics

Suggestions from the floor for next season's Mount Allison University Forum came freely from both professors and broadcasters and were noted by the chairman without comment. They included:

- Are medical specialists necessary?
- Why are hospital rates so high?
- Fish and game management.
- Why don't Halifax youngsters go to universities?
- There is a future for youth in the maritimes.
- The abuse of professional ethics.
- Do we look upon politicians as guys with one foot in the grave and one hand in the till?
- Union security.
- A job is not necessarily a career.
- Civil Defence.
- Is maritime business handicapped or lazy?
- What is the real reason for the high cost of living in the maritimes?
- What is advertising doing to our economy?
- Highway Safety.
- Public schools reform.
- The role of tradition.
- Law and the regulation of human life.

cussion two hours before the show, then open the show with the tape and continue the discussion as a "second course".

Dr. Kerr suggested that the moderator should meet the individual members of the panel before the show, so that any tendency to shyness would be overcome.

Questions from the floor might be acceptable, at the discretion of the moderator, Hawkins felt, but only after the discussion between panelists had been going for fifteen

forum before this year's election.

In reply to a suggestion by Gordon Hawkins that people with prepared questions be planted in the audience, Dr. Flemington brought a chuckle to the proceedings when he said: "The best extemporaneous speeches are the ones which are carefully prepared."

Quite a little thought was given to the idea of taking the forum out of the universities for occasional appearances elsewhere. These could be held in the areas covered by



**CKBW**

**NOVA SCOTIA**

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## Career Corner

## A MEETING PLACE FOR EMPLOYERS & EMPLOYEES

THE BEST PLACE to start in any line of business is at the top but it is sometimes a little difficult to persuade the present president to roll over.

This extremely obvious but often forgotten fact is the opening barrage in this new department which is dedicated to people who are looking for jobs in radio, advertising and kindred callings as well as to people who want to employ them. Through it we hope to bring employers and employees together to their mutual benefits.

In the hope of provoking some

correspondence to set this department in action, here are some casual remarks that have reached our eyes and ears through the years from both sides of the employment counter.

• • "I have been announcing for twelve years and now have four children. What's ahead for a successful announcer when his voice loses its appeal?"

• • "I've taken care of the boys who work at my station when they were sick or in trouble. I'm godfather to six of their children. I give them bonuses at Christmas. My wife has parties for them at the house. Now they want to join a union. What should I do?"

• • "I've always wanted to get into radio or television ever since I started in high school. Now they say I can't get a job until I've had some experience. How do you get the experience they won't let you get?"

• • "This agency wants a man to assist the time buyer. There are lots of station people with lots of experience in radio who are clamoring for the job, but they don't know what advertising is all about."

• • "Our station manager is a good type. As a broadcaster, he's tops. He says I can always talk things over with him. But every time I try to see him he's in a meeting or just leaving for Toronto."

• • "I want announcers who can pack a lot of sell into the commercials and sound as if they knew what they were talking about, but I don't want them going around bothering the sponsors."

• • "We announcers have stacks of new ideas for shows, really new ones, but the boss won't even let us try them."

• • "I'm not letting a lot of crack-pot ideas drive away my audience for music and news. We're getting the audience now, and I'm not taking any chances."

### AN OPEN INVITATION

These ten thoughts are thrown in to provoke a little discussion. Some of them may bear contradiction; others corroboration.

All letters, which should be addressed to "Career Corner", Canadian Broadcaster & Telescreen, 54 Wellington Street West, Toronto 1, must include the name, address, affiliation and position of the writer. Without this, they will not be considered. However, if the writer feels that it would be harmful for his or her name to be disclosed, then we are prepared to run those letters, which, in our opinion, contain sufficient interest, over a pen name. May we repeat though that real names and the other details must be disclosed to us.

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Send us details about yourself and what you feel your experience is worth.

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## CALLING NEWSMEN AND ANNOUNCERS!

CFCN in Calgary is seeking more top talent in these fields — and is offering top salaries to get it. Think you're good enough to work with the most "radio-active" team in Canada's fastest-growing city? Then . . . CFCN would like to hear more about you!

Write: CFCN, Calgary, Alberta.



### WANTED by RADIO CHWK Chilliwack, B.C.

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Radio Station CHUM  
250 Adelaide West,  
Toronto 1, Ont.

### WANTED BY CHUM-TORONTO

Copy writers with or without announcing experience — male or female

Contact: Phil Ladd  
UNiversity 1-4441  
Radio Station CHUM  
250 Adelaide West,  
Toronto 1, Ont.

**PLAIN FACTS DEPT.**

An intellectual snob is no better than an intellectual slob.  
— Lionel the Lobster

# NOW 50,000 WATTS

**AUDREY STUFF**

Then there's the girl who was so dumb she always ordered her meals à la carte, because her boy friend was on the wagon.

**UPSY-DOWNSY**

It isn't how far you get in your job that counts; it's which way you go that matters.

**THE WELL IS DRY**

Not only has Gordon Sinclair not said anything fit for Lewisite lately; Gordon Sinclair hasn't said anything lately.

**THROUGH THE LOOKING GLASS**

The reviews of the new TV show were so lousy, the producer went down to the studio, dug out the kine and took a look at it himself.

**ADULT EDUCATION**

"There was never anyone quite as dumb as my boss when I first went to work for him, but it was amazing how much he learned in the following year."

**SIGN ON FLORIST'S TRUCK**

Drive carefully! The next load may be yours.

— Plumbing & Heating

**PRO PATRIA**

What Canada needs is a Canadian Association for Education by Artificial Insemination.

**SEEING EYE**

Finally, there's the agency vice-president who was so observant that he noticed that Lady Godiva rode a white horse.

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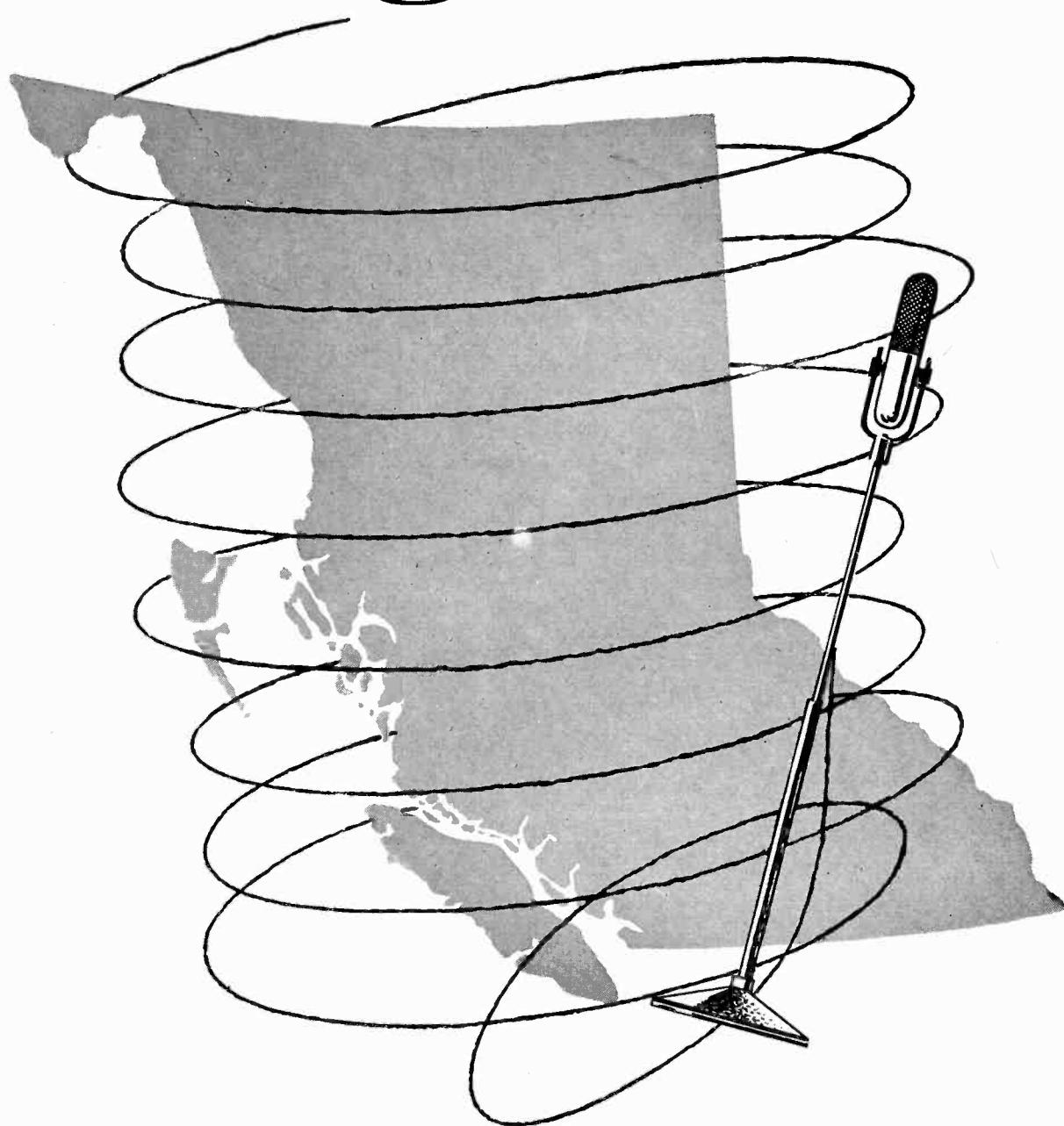
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To sell the whopping, 1 1/4 billion dollar B. C. market—radio is your most effective, penetrating and economical medium.

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**THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**

6943-3

Canadian

# TELESCREEN

Vol. 3, No. 16

TORONTO

August 22nd, 1957

## WINGHAM TV AND RADIO FOCUS ON FARMERS

FARM VIEWERS in and around Wingham, Ontario, get a barnful of programs over CKNX Radio and TV designed to educate, instruct and inform the farmer; to tell city and town viewers what the farmer does; to sell the farmer the sponsors' products. These programs cover such topics as, up-to-the-minute market information, latest farming methods, editorial comment and opinions on current topics, and farm news and events.

The "farmers" at CKNX are Bob Carbert, farm director, and Rodger Schwass, his assistant. These two produce a nightly 10 minute show called *Focus on the Farm* sponsored by the United Co-operatives of Ontario and the Federation of Agriculture. This program caused some comment at the last TV Sales Seminar, (CB&T Feb. 7).

On Friday nights, from 9 to 9:30, the farm department produces a half-hour show called *Almanac* which normally deals with controversial subjects such as the future of the rural fall fair, fire prevention on the farm, and curtailment of service by the railroads and its effect on the area. Many of these shows take the form of a round table discussion conducted by Bob Carbert, while others are in the form of interview shows.

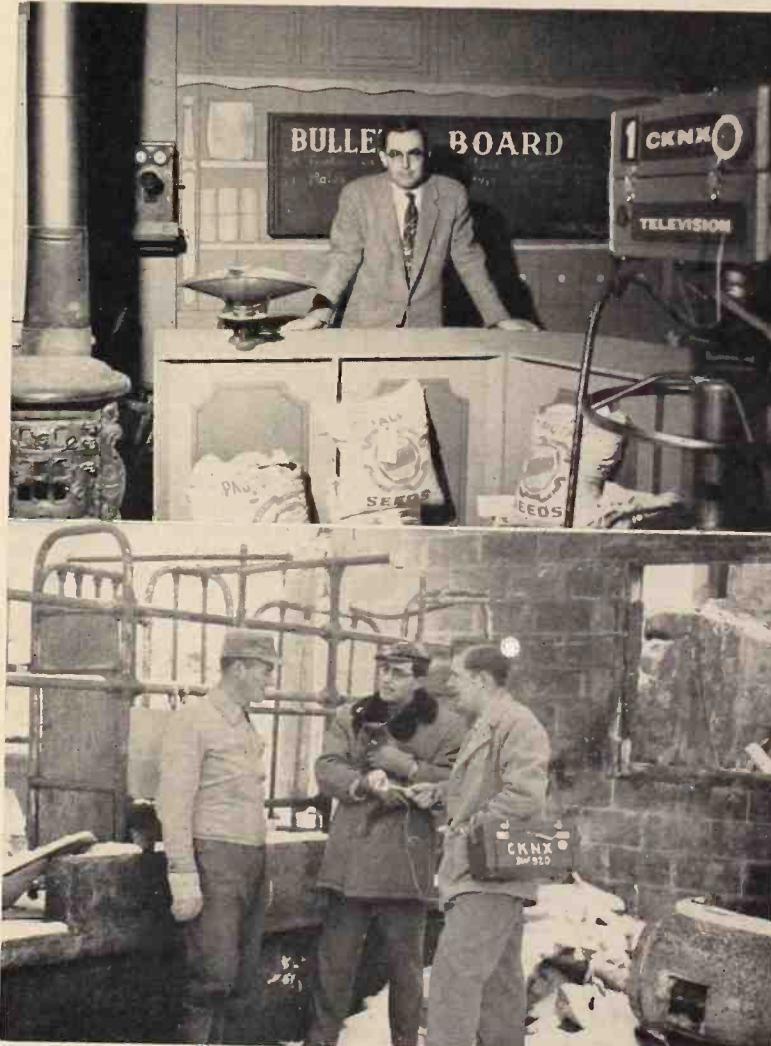
Every fourth week, the show is directed to Junior Farmer organizations and 4-H clubs which make it a regular part of their educational programs to watch the show and discuss it.

On these shows Rodger Schwass presents subjects of particular interest to the young farmer. It may be a live demonstration of beef cattle judging; a demonstration of sheep shearing techniques; a musical program by the Perth County and Huron County junior farmer choirs, a film on bee keeping and many other topics.

### FARTHER AND WIDER

This farm department is widely travelled, and farm people in the area find that they can gather valuable information through the farm broadcasters, who bring back reports on people and methods used elsewhere.

In May of this year Bob Carbert went to Venezuela, as an attendant, with a shipment of 87 head of Holstein cattle which were being exported to farms in that South American Republic. In the course of his trip, Bob shot over 1,000 feet of movie film, which has been used on CKNX-TV and the CBC's *Country Calendar*; 175 colored slides, which are the basis of much of the lecturing and illustrated talks given in the area; also a wide variety of other pictures that have been seen



FARM EDITOR BOB CARBERT, on the set of "Focus on the Farm." This 10 minute program which is on TV five nights a week, has been sponsored for 15 months, and renewed, by a joint co-operative enterprise, with the Local Co-ops, Federations of Agriculture, Hog Producers Association, and Co-operative Insurance. Below: Bob Carbert and his assistant Rodger Schwass interview farmer Bill Cruickshank, after a fire destroyed his modern dairy barn.

on TV and in several farm and daily papers.

Bob's reports have also been heard on the *Esso Farm Reporter* over 18 Ontario radio stations.

While in Venezuela, Bob also toured the city, and spent several days in the interior visiting government projects and inspecting agricultural conditions there.

Shortly after returning to Canada, he went to Washington, D.C. to the Spring meeting of the National Association of Radio and Television Farm Directors, of which he is Canadian chairman. Once more reports from Washington, the Beltsville research station in Maryland and other American points have been given via tape and film.

Rodger Schwass is not idle either. He recently embarked on a four

week motor trip to Western Canada, California, Texas, and the stockyards and feeding areas of the Midwest States. Armed with tape recorders, still and movie cameras, Rodger is working his way around the country and maintaining a steady schedule of recorded interviews on his home station.

### FORTY SHOWS A WEEK

All told this team of farm broadcasters prepares and presents a total of over 40 radio and TV farm shows a week. Other intended trips for the fall include a visit to the World Plowing Matches at Peebles, Ohio in September; the Annual Convention of Farm Broadcasters, the International Livestock Show and the National 4-H Club Congress in Chicago in November.

**CKVR-TV, Barrie****WIDER COVERAGE CALLS FOR SPLIT-PERSONALITY PROGRAMMING**

**SOMETHING IS ALWAYS COOKING AT CKVR-TV**, and here in the top picture are Ron Norman and John Addison appearing on "Channel 3 Salutes" on the eve of their round the world jaunt ("Round the World in 1095 Days") which is taking them to seventy-three countries in three years. In the second picture, also on "Channel 3 Salutes", one of many community enterprises gets out to the viewers and this time it is three of the Owen Sound Centennial Week Committee who appeared before the camera. Finally, we have "The Ross Caldwell Singers", a group organized less than a year ago, who have been featured on two special half hour programs, as a part of CKVR-TV's promotion of regional talent.

WITH THE ERECTION of its new 704-foot tower, the highest in Canada, CKVR-TV, Barrie, has expanded its potential coverage by at least 20 miles in all directions, and, according to Commercial Manager Chuck Tierney, appreciative letters have poured in from viewers from as far away as Whitney, in Haliburton, which is 120 miles north east of the station.

Even Toronto now falls in the range of the station's beam, and the thought that Toronto is bursting its seams to the north, in the direction of Barrie, has CKVR-TV management and staff agog, to say the least of it. Toronto's growth means that new industries will be bobbing up along the Barrie beam every year, and this means more viewers and more sponsors for the station.

But here is the rub. While the Barrie signal could be received clearly by every set in Toronto, most Toronto antennas are built facing Buffalo, with their backs turned unreceptively to the Barrie north.

The crux of the problem is that right now the station's new area includes, besides Toronto and numerous smaller cities and towns, an extended rural area which is much too large to ignore when planning shows. Owner-manager Ralph Snelgrove is facing up with the fact that the station must develop a split personality, urban and sophisticated enough to win over blasé Toronto, while it offers enough farm news, weather and how-to-weed-a-cabbage-patch sort of stuff to fulfill its other role of farmer's friend.

There is an economic problem, too, and, as Jim Mattenley, the operations manager, puts it, "it is much better to be conservative in our program outlay than to splurge on high-flown programs and then have to take them off and disappoint viewers because of exhausted funds".

In contradiction to this, they have just bought eight new shows, extended their late night viewing and taken on no less than 180 new film features, with an eye towards Toronto night hawks. They have also signed up for enough syndicated strip programs to run Monday through Friday evenings, designed to interest both rural and urban viewers.

Boiling it down to specifics, Chuck Tierney said that starting in September, they plan to devote their days to the farmer and their nights to everyone.

They will be going on the air just before noon instead of late afternoon.

Starting at noon, there will be farm news, weather, crop and market reports and general farm programs. (Incidentally, they're looking for a new farm announcer, preferably with an Ontario Agricultural College background). Around dinner time they will doff their overalls in favor of top hat and tails for the evening fare.

**POINT OF VANTAGE**

It seems in keeping with this urban-rural combined personality that the station building is a long, low, stream-lined, city-looking

building set plum in the middle of rolling farm land and country woods on top of a hill just outside Barrie itself. The site was presumably chosen with the present coverage expansion in mind. Now this foresight has paid off, they feel, because with the new tower and double the power, Barrie represents only one twentieth of the technically potential audience.

Chuck Tierney pointed out that another reason for CKVR-TV's wide range is that the station operates on low, not high frequency, unlike some neighboring stations. "Low channel," he said, "compares with the flow of water. With it, the signal tends to stick close to the ground and undulates up hill and down gully, according to the way the land lies. High channel, on the other hand, tends to pass over the people in the valleys, and just hit the high spots."

Farmers' co-operatives in the area — like the Simcoe District Co-op, which handles everything from farm machinery to feeds — have shown a great deal of interest in the station's plans for devoting days to farmers. If they decide to buy time, it will be on a sort of ready-made plan of co-operative advertising. So far, a third of Barrie's sponsors have been local. The other two-thirds have been split between national network and national selective advertising.

**ALL KINDS OF WEATHER**

In sports, news and weather, the split-personality factor again enters in. News items must be local enough to interest the rural and local population, but must also have wide general interest for the population of the many towns in the area.

Double as weatherman, commercial manager, Chuck Tierney currently comes on from 6:40 to 6:45 for Shell Oil. "Our new tower," says Chuck, "has so extended our coverage that it now takes in chunks of four absolutely dissimilar weather regions: (1) Lake Ontario, (2) Lake Huron, (3) Georgian Bay and (4) Haliburton. This means I have to scramble about squeezing four different sets of weather reports into my 5-minute time slot," he says. Most often the weather splits north and south, rather than east and west, with Barrie at about the dividing line, where the weather could be either one thing or the other. Consequently, I may know what the weather's going to be like everywhere else better than right where I am in Barrie."

In addition to provincial weathercasts, he receives daily by wire, and the daily phone calls he carries on with weathermen at Toronto's Malton airport, Chuck has his own little "private network" of Shell Oil dealers in the area to draw on for advance weather information.

**NEWS ON WHEELS**

Young Bill Waddington, CKVR-TV's personable newscaster, has the same problem as Chuck in giving news coverage to an area that is both rural and urban. In addition to world and national news, local subjects like the launching of a new amphibious vehicle at nearby Camp

(Continued on page 23)

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

TORONTO  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.

**"...we let our viewers see behind the scenes..."**

(Continued from page 22)

Borden and tobacco planting time in the area are grist for his news mill — but only because they have province-wide interest as well.

Bill gets a great deal of his news from the station's mobile news truck which tours the area. He is fortunate also in having two TORONTO TELEGRAM reporter - photographers working out of his office. This means he has access to their news items and photographs. Up-to-the-minute news scoops are his forte and he believes in giving them a dramatic immediacy by interspersing his commentaries with films and pictures practically wet from the dark room. Once a fire broke out along No. 11 highway around supper time. It received news and film coverage on the late-night newscast while the flames were still roaring.

"Since the new tower went up," says Jack Mattenley, who triples as operations manager, chief-engineer and personnel director, "our staff has doubled compared with the same time last year." Jack has done some job-changing himself. Says he: "I started out as a technician, but now I'm not smart enough to be a technician any more, so they made me an executive."

#### BEHIND THE SCENES

Asked what special feature of CKVR programming he thought outstanding, Jack said, "the way we let our viewers see behind the scenes at the station here." He gave as an example the way owner-manager Ralph Snelgrove appears on the screen from time to time during each season to tell viewers what's upcoming in the way of programs. Jack went on to describe how, when the new tower was under construction, Ralph emceed a special program in which he interviewed the construction crew, showed viewers the construction under way, told them how much steel was used for the tower, how high it was, why it was so high, and what it would do for them.

Another special program Snelgrove recently emceed was a live show involving the Humane Society on the subject of some horses that were mistreated up north. But perhaps the most ambitious live Snelgrove program of late, was a public-service panel show put on to help relieve seasonal unemployment in the area. The idea was to get viewers to have their interior maintenance work done during the winter months when so much skilled labor is available and idle.

#### "SALUTE" AND "JUNCTION"

Chuck Tierney pointed out that CKVR devotes about 16 per cent of its time to live local-originating programs and spots. Perhaps the two major, regular live shows put on by CKVR are Channel 3 Salute and Country Junction, both emceed by Program Director, Ev Smith, whose specialty, both off-camera and on, is to exude a sort of home-spun friendliness which his associates loosely define as "the human touch".

On Channel 3 Salute, a public-service, local - news - expanded interview type of show, Ev's purpose

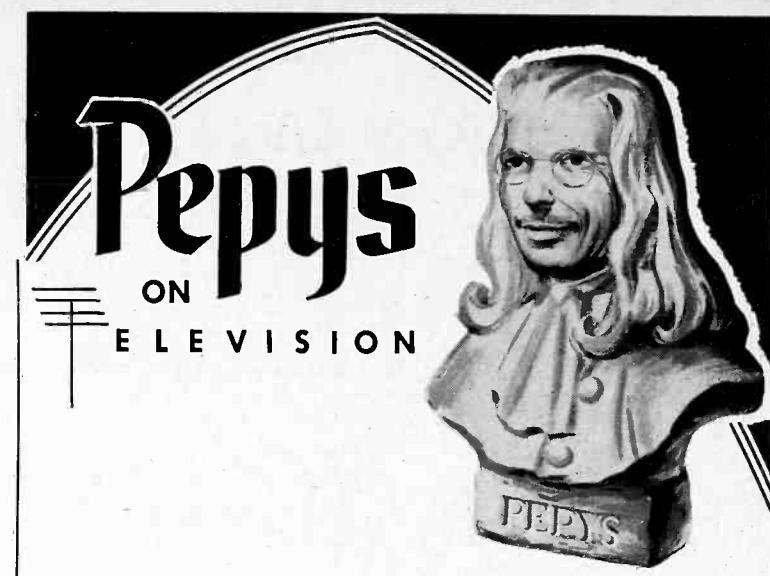
is "to bring viewers as many local faces from as many local places as possible". Yet in doing this, he injects the characteristic note of all CKVR programs — he looks for wide general connotations within the local event he covers. For example, when he conducted a Salute interview with the new president of the local Legionnaires, he was careful also to interview both the Ontario and the national Legion heads.

Among the variety of personalities Ev has interviewed have been the chairman of The Old Time Fiddlers' group; the marshall of the beard-growing contest for Owen Sound's Centennial (who appeared garbed in a 1857 costume wheeling an old-fashioned tricycle); and the Canadian representative of the rifle competition at Bisley, England, who gave tips on how to handle a rifle safely, to tie in with a Safety Week campaign.

Though Monday night is the time set for Salute, additional Salute programs are given in the same week, if some special local event has occurred warranting an interview.

Country Junction goes in for the kind of music the average small-town family likes to sing and play on Saturday-night front-porch sing songs. Ev's brand of country music is most similar to that of Don Messer, and has an old-fashioned farm-parlor ballad and folk song flavor.

Junction music is made by Ev himself, who sings and plays a wide variety of instruments. He is helped out by Mel Levigne (a three-time winner of the Canadian Fiddle Championship) and The Blue Water Boys. On every show there is at least one or two tunes like *Where the Morning Glories Grow*, which Ev defines as "old memory tunes". Old fiddle tunes, so old they've lost their names, are also a Junction specialty. Viewers write in giving the names they remember for these tunes, with the result that sometimes the history of an air can be traced back through six or seven names.



Through the use of KVOS-TV (Bellingham-Vancouver), in afternoon times, C. B. Powell Ltd., of Vancouver, B.C., tell us they have increased sales of Pine-Sol by 375%. They have also made a marked increase in Perma Starch sales thru the same station.

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KVOS-TV Bellingham-Vancouver



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GENERAL MANAGER

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SOLUTION — CFRN-TV, Edmon-  
ton "Canada's Best for TV Test."

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"We found it desirable to select a city  
that in itself represented a good potential  
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and because of your high set count and  
low advertising cost per thousand captive  
audience. Your recent power boost was  
another significant factor."

AGAIN CHOSEN CANADA'S BEST  
FOR TV TEST FOR TWO REASONS  
★ LOW ADVERTISING COST PER THOUSAND  
★ HIGH SET COUNT—CAPTIVE AUDIENCE

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C F R N - T V  
CHANNEL 3 EDMONTON

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REPRESENTATIVES — U.S.A. • HARLAN G. OAKES — WEST COAST U.S.A.

CANADA'S BEST FOR TELEVISION TEST

## Opinion

## NETS BUCK PAY-TV

COMMERCIAL TELEVISION as we know it may just be a passing cycle in entertainment, if Pay-TV offers bigger and better shows than the commercial variety for a dime or a quarter a show.

This was the startling thought advanced in a recent speech to the Sacramento Advertising Club by Dwight Newton, radio and TV columnist for the SAN FRANCISCO EXAMINER.

"Commercial television," he said, "will diminish greatly within the next ten years — as have all its predecessors — the medicine show, the minstrel show, the music hall, the stock company, the legitimate theatre, the travelling road show, vaudeville, radio, which has become a national juke box (sometimes a joke box!) and motion pictures, which have been hurt so badly by television."

Newton said that Pay-TV is being vigorously opposed by the networks because they fear that "with their little whodunits, quizzes, variety shows, situation comedies and dramatic hours, they could not possibly compete with the super shows Pay-TV could afford."

The speaker listed Sullivan, Caesar, Playhouse 90 and Bob Hope as costing over \$100,000 for production without time charges, and pointed out that "you have to sell a lot of cigarettes, soap, celery or sealing wax just to pay the advertising freight".

Stating that network television has become a playground for industrial giants, and that "it is no place for little advertisers whom God must love the most because he made so many of them", Newton went on to point out that even they (the giants) can't bankroll entertainment to match what Pay-TV proponents plan.

"If they can lure 30,000,000 viewers for 10 cents apiece," he said, "they'll collect \$3,000,000 — and you can put on a fair evening's entertainment for \$3,000,000. Or 7½ million dollars if they charge a quarter."

Continuing in the same vein, he said: "The motion picture industry, stunned into comparative inactivity by competition from commercial TV, would zoom to unprecedented prosperity, providing bigger and better films for Pay-TV."



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Long Play Recordings**CANADA WILL HEAR NFLD FOLK MUSIC**

HERE IS THE MEN'S CHOIR in costume rehearsing for the Newfoundland folk song "Lukey's Boat", which is included in the first LP record shortly to be released by RCA.

THE CJON Glee Club, under the direction of Ignatius Rumboldt, CJON's musical director, has just finished making the master cut for a recording of Newfoundland folk music for RCA who are pressing the first in a series of long-play records featuring the Glee Club. They will be issued under their own label.

These records will be distributed all over Canada. On the jackets will be a picture of a typical Newfoundland scene with the story of the Glee Club on the back.

Started as a radio venture, the Glee Club now presents twelve concerts each year over CJON-Radio and CJON-TV. These are unsponsored and last for an hour and a half. They feature local talent and talent from regional U.S. bases when available.

The concerts are each dedicated to a public service. The first one in the

fall will be devoted to the Retarded Children's Campaign. During the program the campaign manager will be interviewed and films of some of the children and their progress under the plan will be shown. The program, appealing to viewers to contribute to the fund, will be used as a kick-off for the whole campaign.

The following concert, the next month, will be dedicated to the Cancer Campaign, the next one to the Canadian National Institute for the Blind, and so on.

Because Newfoundland is now taking on more and more of the characteristics of a Canadian province, much of the old folk music is being lost. To prevent this, CJON this year sent out a recording crew to all the outlying areas to record the folk music of the island province.

All profits from the sale of the records will be donated to charity.

**CBC DENIES CHARGE OF CUTTING TALENT**

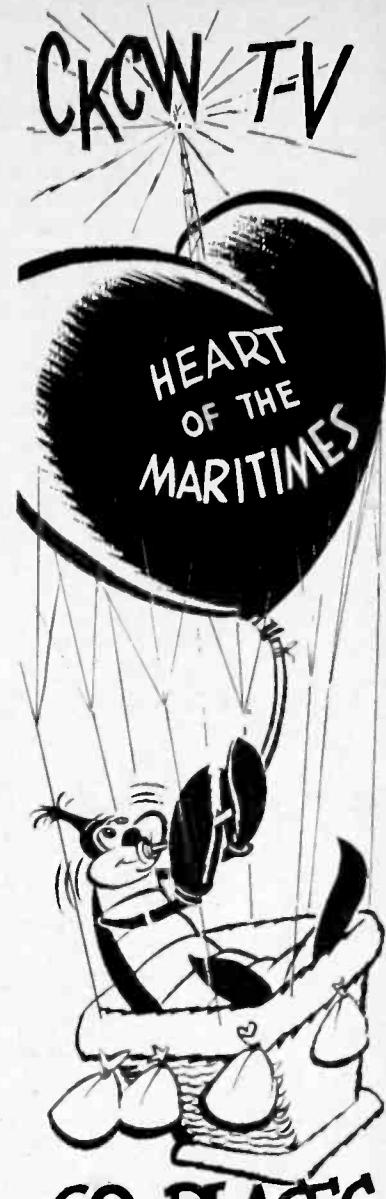
THE CBC DENIED charges earlier this month that changes in the corporation's fall schedule constituted a sell out to the United States.

Band leader Denny Vaughan, whose TV show has been dropped, made the charges. He said, that the CBC was selling out Canadian talent to the Americans by drastic dropping of variety programs. This meant that young Canadians would have to try their luck in the entertainment field in the U.S.

Answering for the corporation, Ira Dilworth, CBC director of Ontario and English networks, said that last year over 14 thousand Canadian performers took part in CBC programs and that they do not anticipate any reduction in the number of Canadians to appear on CBC radio or TV this year.

Dilworth went on to say that there have always been program changes in radio and TV networks since they began. Such changes are essential if these media are to grow and hold the attention of audiences, he said.

Other programs being dropped from the CBC's TV schedule are the Jackie Ray Show and Pick the Stars.


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TORONTO and MONTREAL

# CHANNEL CROSSINGS

THE REMINGTON-RAND Shaver Division will be carrying *Gunsmoke* every week on a selected list of 13 stations starting September 1.

The stations are: CBHT, Halifax; CHSJ-TV, Saint John; CBOT, Ottawa; CKCO-TV, Kitchener; CFPL-TV, London; CFP-TV, Port Arthur; CKSO-TV, Sudbury; CBWT, Winnipeg; CKCK-TV, Regina; CFQC-TV, Saskatoon; CHCT-TV, Calgary; CFRN-TV, Edmonton; and CJLH-TV, Lethbridge. The agency is Cockfield, Brown & Co. Ltd.

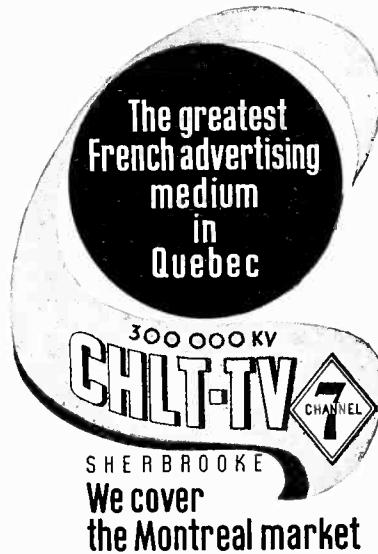
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**CKVR-TV**  
Channel 3  
**CKGN-TV**  
North Bay  
**CFCL-TV**  
Timmins



HELL OIL CO of Canada Ltd. is co-sponsor of the Big Four Football telecasts this year for Ontario. At press time no other sponsor had signed for the remaining half of the games and it is understood that CBC will be carrying them as sustainers. J. Walter Thompson Co. Ltd. is the agency for Shell. Dow's Brewery, through Vickers & Benson, Montreal, are the sponsors in the province of Quebec including CBMT, Montreal (English).

Stations carrying the games are as follows. It should be noted, however, that stations located in the area where the game is being played are dropped for that specific game.

CKWS-TV, Kingston; CHEX-TV, Peterborough; CKVR-TV, Barrie; CKCO-TV, Kitchener; CFPL-TV, London; CKNX-TV, Wingham; CKLW-TV, Windsor; CBOT, Ottawa; CBLT, Toronto; CHCH-TV, Hamilton; CKSO-TV, Sudbury; CKGN-TV, North Bay; CFCL-TV, Timmins; CFCJ-TV, Port Arthur. These stations are all taking the games off the microwave. Running kinescopes the following days is CJIC-TV, Sault Ste. Marie.

The game schedule is as follows:  
Aug. 20 — Toronto at Montreal.  
Aug. 31 — Ottawa at Montreal.  
Sept. 2 — Toronto at Hamilton.  
Sept. 7 — Montreal at Ottawa.  
Sept. 14 — Toronto at Montreal.

Sept. 21 — Ottawa at Toronto  
(Piped back to CBOT only)  
Hamilton at Montreal

Sept. 28 — Toronto at Ottawa

Oct. 5 — Hamilton at Ottawa

\*Oct. 12 — Montreal at Ottawa

\*Oct. 14 — Ottawa at Montreal

Oct. 19 — Montreal at Hamilton;

Ottawa at Toronto

Oct. 26 — Toronto at Ottawa;  
(Piped back to CBLT only)

Hamilton at Montreal

Nov. 2 — Hamilton at Ottawa

Nov. 9 — Toronto at Montreal;

Ottawa at Hamilton

\*Telecasts on these dates are uncertain due to the Queen's visit.

THE MARITIME DIVISION of Seven-Up is starting a TV program over Maritime stations starting some time in September. The program is yet unnamed. The agency is Vickers and Benson Ltd.

GILBERT & BARKER Oil Burners are taking their first step into television starting Sept. 15. This will be a test campaign running for seven weeks. The account has bought one newscast per week over CFPL-TV, London and two newscasts per week over CKCO-TV, Kitchener. The agency is Albert Jarvis Ltd.

THE STAR BEDDING Co., makers of Perfect Sleeper Mattresses, starting mid-September, will be running 60 seconds spots over four Ontario TV stations, they are; CKSO-TV, Sudbury; CJIC-TV, Sault Ste. Marie; CFPL-TV, London and CKCO-TV, Kitchener. The agency is Muter, Culiner, Frankfurter & Gould Ltd.

STANFIELD'S LTD. (Underwear), through Harold F. Stanfield Ltd., are starting a nine-week TV campaign about September 22 over 12 stations. These are: KVOS-TV, Bellingham; CFRN-TV, Edmonton; CHCT-TV, Calgary; CKCK-TV, Regina; CFQC-TV, Saskatoon; CKX-TV, Brandon; CHCH-TV, Hamilton; CKSO-TV, Sudbury; CHLT-TV, Sherbrooke; CKMI-TV, Quebec; CKCW-TV, Moncton; CJCB-TV, Sydney.

They will use a five-minute vehicle, such as sports, weather, and news, once a week in each market.

THE OPERA DIAMOND Co. Ltd., through Albert Jarvis Ltd., will co-sponsor with Procter & Gamble, through F. H. Hayhurst Co. Ltd., Quelles Nouvelles over the complete French TV network starting mid-September at 7:45 p.m.

CHRISTIE'S BREAD Limited, through Cockfield Brown & Co. Ltd., will be running a spot campaign over seven eastern stations starting September 30. The stations are CHEX-TV, Peterborough; CHCH-TV, Hamilton; CFPL-TV, London; CBLT, Toronto; CKVR-TV, Barrie; CKCO-TV, Kitchener, CBFT, Montreal.

## FLASH!

CKGN-TV, North Bay has a reporter-photographer in Hong Kong covering the activities of the student tour of Red China. He is chief photographer John Morton.

Film footage of Typhoon Agnes which hit the area last week was already on the way at press time.

Because U.S. security regulations prevent them from sending their own reporters, Life Magazine and the Dumont Network have tied in with the CKGN-TV project.

THE INTERNATIONAL Nickel Co. of Canada Limited, through Cockfield Brown & Co. Ltd., will sponsor the first live performance put on by the Stratford Shakespearean Players on Sunday, Dec. 29. The show, still unnamed, will be on the full TV network and run for 90 minutes.

THE SUNBEAM CORPORATION (Canada) Ltd. will renew sponsorship, October 31, of Summertime '57, featuring the Jack Kane Band. The program, to be renamed, will run over the entire network. The agency for Sunbeam is Vickers & Benson. Co-sponsors are Cheseborough-Ponds Ltd., through the J. Walter Thompson Co. Ltd.

We Start Friendships!

CUSTOMER Meets SPONSOR on Channel 5 Brandon

CKX TELEVISION

5

# HOT AS A PISTOL

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## Picture of a man building a garage

**R**ADIO is his companion . . . as he plans his new garage. Beside him is one of the quarter-million portables sold in Canada during 1949-55, and a friendly voice has just reminded him of a builders' supply sale. In 1955 no less than \$116,500,000\* was spent on retail builders' supplies in the CFRB market.

This man is just one of the 1,156,000 householders who live in the CFRB listening area, where 84% of Ontario's retail sales are made.\*\* CFRB reaches "the spending third" of Canada's population.

When people leave their homes they take CFRB with them. In the heart of CFRB's market 6 out of 10 automobiles

are radio equipped.\*\*\* This means 224,220 car radios in the Toronto area alone. Of all new cars sold 63% have radios.

Let CFRB help you increase your share of the more than 4 billion dollar retail business done annually within the 44 counties served.\*\*

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\*based on Annual Statistical Supplement of Canadian Broadcaster & Telescreen, 1955-56.  
\*\*based on Sales Management's Survey of Buying Power, Canadian Edition, May 1956.

\*\*\*based on Elliott-Haynes figures.