RADIO SET SALES

Set sales figures are the sure and certain barometer for measuring people’s interest in radio. A quick look at these figures proves conclusively that more people are listening more, to more radios.

From January 1st to June 30th, 1957, 323,365* radio sets were sold in Canada. This total exceeds the sets sold in the same period last year by 11,887* sets — a gain of 3.8%*.

More than ever before Radio’s coverage, cost and flexibility is unsurpassed. Radio leads the way in reaching the consumer completely, economically and with maximum impact.

* Dominion Bureau of Statistics.

Do It Now!

BROADCAST ADVERTISING BUREAU
Radio Division
Suite 404, 200 St. Clair Ave. West, Toronto 7
Phone WA. 2-0902

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.
RADIO AND TV WILL MEET APART

RADIO AND television meetings will be held separately at the annual convention of the Central Canada Broadcasters Association which meets in the King Edward Hotel, Toronto, October 26-22. These meetings will be confided to Monday and October 21, with meetings of interest to both branches of broadcasting slated for the second day.

The convention will get down to business Monday morning, with an address from the president, Baxter Ricard, CHNO, Sudbury. He will be followed by the keynote address which will be delivered by Don Jamieson, who caused considerable stir when he spoke in the same capacity at both the Atlantic and Western conventions earlier this year.

Following this address, the meeting will split up into groups of radio and TV broadcasters, who will confer on problems of special interest to their branch of the industry.

According to the convention chairman, Allan F. Waters, CHUM, Toronto, there will be a number of short talks given by Canadian radio broadcasters to the radio meetings and by their counterparts in the TV sessions. These talks, however, will be kept as short as possible and general participation will be encouraged from other broadcasters who are present. Questionnaires will be distributed prior to the convention in order to produce ideas as many of the delegates as possible.

Tuesday morning will be devoted to a closed meeting of members to discuss the business of the association.

FOR AGENCIES AND ADMEN

Tuesday afternoon, there will be talks by top executives who will deal with national problems in radio and television broadcasting.

R. P. Beadon, of the Procter & Gamble Company of Canada Ltd. will deliver his "Evaluation of Radio and TV Research" A. M. Lowrence of Nestlé (Canada) Ltd. will also address the meeting on a subject to be announced.

Following the afternoon session, which has been planned for its appeal, not only to radio and television broadcasters but to agency and advertiser personnel as well, there will be a cocktail party, followed by a dinner and floor show.

This year's CCBA executive consists of Baxter Ricard, CHNO, Sudbury, president; Allan F. Waters, CHUM, Toronto, first vice-president and convention chairman; Doug Trowell, CFPL-Radio, London, second vice-president; Mary Burgoyne, CKTB, St. Catharines, secretary; Terry French, CKLC, Kingston, treasurer; and two TV directors: Ralph Snelgrove, CKVR-TV, Barrie and Don Lawrie, CHEX-TV, Peterborough.

Along the lines instituted at the 1957 meeting of the Western Association of Broadcasters, this paper will present its "Presstable Trophy", consisting of a portable typewriter in a leather case. The trophy will go to the CCBA member who contributes the most to the convention in the opinion of a committee of representatives of the trade press and news services covering the convention.

COVER WESTERN ONTARIO
from CFCO CHATHAM

1000 WATTS on 630

"Kent County's 1956 retail sales were greater than forty-one other Ontario counties, according to Sales Management. To get a share of the $91 million spent in Kent last year, wise advertisers bought CFCA Chatham. Surveys show CFCA the only Canadian broadcasting medium with consistent penetration of the Kent County market. Only CFCA gives you Kent County, plus a big Western Ontario bonus audience. The Western Ontario station with the big home county acceptance is CFCA Chatham — 1000 watts on 630."

20 MILLION DOLLARS

New Business Block, Saskatoon

Saskatoon's 1957 estimated Building Permits.

SOLD THIS BOOMING MARKET NOW WITH CFQC

CONTACT OUR REPS
Radio Reps - Canada
Young Canadian Ltd. - USA

THE RADIO HUB OF SASKATCHEWAN

In Newfoundland over 87% of the population is reached by Radio and Television, Both CJON ... but less than 8% of the population buy a daily newspaper.

See H. N. Storey in Canada
Weed & Co. in USA
Do with pleasure pay tribute on this page of my diary to Radio Station CKXL Calgary, whose slogan is "There's always a good reason to dial 1140". They do back up that slogan right well by trustworthy survey figures — wherein 600 completed telephone interviews were made in Calgary's residential districts, asking the question "Which Radio Station do you listen to most?". The replies shown below do surely show the popularity of CKXL:

<table>
<thead>
<tr>
<th>Oct./55</th>
<th>Dec./56</th>
<th>July/57</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKXL</td>
<td>241 (46%)</td>
<td>280 (41%)</td>
</tr>
<tr>
<td>Station &quot;A&quot;</td>
<td>225 (37%)</td>
<td>215 (32%)</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>113 (19%)</td>
<td>155 (23%)</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>21 (4%)</td>
<td>25 (4%)</td>
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</tbody>
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KVOS-TV, which in Canada does serve Victoria and Vancouver right well, also to figures. There are 408,200 homes in British Columbia — not all of whom have TV, though receiving sets are now being installed in great numbers. The coverage range of KVOS-TV includes 310,300 B.C. households, which does mean that with its present power it reaches 76.01 of all B.C. homes.

And a true story from CHOV-Pembroke, of interest to all radio-wise Time Buyers. The Belgium Ladies' Wear Store in Pembroke did embark on a Spot Announcement Campaign — using no other advertising save tie-in window display — beginning in March of this year and ending in June. One week after their Head Office closed the campaign, the local Manager found sales of Lingerie and Hosierly going downwards. A check of the 4 months in which Radio was being used showed a 56% increase in sales, also the Store Manager had consistently won prizes in Chain-wide Sales Competition. With no radio, prizes and sales did both drop off. The Manager — a shrewd business woman — took the figures to her Head Office and let them speak for themselves. CHOV Pembroke, as a result, got its Spot Announcement schedule restored — thereby giving my story a happy ending, as should be.

"A STOVIN STATION IS A PROVEN STATION"

**Did you know that...**

- **CJFP Riviere-Du-Loup** reaches a total of 39,247* adult listeners every day

*Elliott-Haynes Circulation Reports

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**Sounding Board**

**CHALLENGE FOR THE LIBERALS**

Reprinted from Rural Scene

We believe that Mr. Diefenbaker is actuated by a sincere desire to give Canada good government, and by an equally sincere desire to preserve Canadian agriculture as a self-dependent, self-respecting industry.

We believe that, if he discovers that some of his pre-election promises were hastily made and without a clear realization of all they implied, and if a closer study of the problems convinces him that some of his promised remedies are likely to do more harm than good, he will not hesitate to do what is in the best interest of the country and of the farming industry, rather than what is closest to the letter of his promises.

In his he should have the full support of all parties in the House.

But the CCF thinks it holds the balance of power in the new parliament, and will be able to compel him to live up to the letter of his promises, whether or not he still believes in them. At its recent convention in Regina is declared its intention of using all the influence it could muster to compel him not only to live up to his promises but to go far beyond them in introducing socialist legislation.

As the price of CCF support, which it thinks the government can't get along without, is demanding parity prices for farm products, $75 a month old age pensions, $300 exemption from income tax for single persons, and $300 for married couples, immediate hospital insurance for any provinces that asks for it, federal assistance for technical education, provision for low-cost housing, an immediate stop on the South Saskatchewan Hydro Irrigation project, and a national system of all-weather highways.

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

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

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

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www.americanradiohistory.com
Let's Close Up This Government Circus

The Canadian Broadcasting Corporation has just made public its annual financial statement for the year ending March, 1957, and as usual it is a story of deficit and debt.

The fact that a government agency fails to show a profit should not evoke surprise. We have been passing through an era when the people of Canada could expect to be financially milked by the government with the sole purpose of piling up many millions of their dollars in a surplus representing the difference between what was collected from them in taxes and the amount of money it took to run the country. So if the Canadian Broadcasting Corporation costs us a few million dollars, what of it? Aren’t they giving Canada a national voice in the air; affording Canadian musicians and writers and actors a chance to be heard; preventing the dreadful private broadcasting stations from importing lewd American whodunits and salacious leg shows by broadcasting them themselves, interspersed with sententious discourses on dry subjects, delivered by people chosen as likely or not for their ability to influence publicity of a favorable nature to the CBC?

Other government departments and agencies cost the public large sums of money. It costs money to run the armed forces, police and customs and postal departments. The public also bears the expense of dog catching, garbage collection and sewage disposal. The only difference is that these undertakings come under the heading of public utility, whereas broadcasting, like newspaper publishing, is quite able to subsist, and subsist usefully, under a system of private enterprise, with no drain on the public purse.

Possibly there is a useful function to be performed by a publicly-owned broadcasting system in implementing the work of another not overly-successful state enterprise - - education. Telling the story of Canada to the United States and the world at large is another function it might perform. Undoubtedly there is serious music and drama with an appeal too limited to justify broadcasting commercially, which the government might use to enhance its other educational activities. But none of these functions require the operation of a broadcasting machine running five radio and television networks, with thirty of its own stations and employing a round six thousand people at a cost to the country of nearly forty million dollars.

Canada’s 162 radio and 33 television stations, operating under private enterprise, are broadcasting gainfully, in ratio to their usefulness, vis à vis the CBC, which notwithstanding its great and still growing activity in the advertising field, shows prodigious financial losses and minimal acceptance in terms of audience.

As has been frequently propounded in these columns in the past, a plan could be easily evolved under which the CBC could step out of the business of physical broadcasting, turn over its facilities to private interests at their depreciated value or more, and, in return, be given, or sold at a reasonable price, air time for the broadcasting on private radio and television stations of those of its programs which cannot be supplied by the private broadcasters and which are of truly national value.

This phase of broadcasting comes under the heading of public utility, and we believe it might well continue as a public enterprise. But the light entertainment, the news and the music of a popular nature are well dispensed by the private stations, and the entry of the government into this field is in no sense a public utility. In fact, it is nothing short of a highly costly public futility.

News Briefs

The CBC board of Governors have released the following recommendations for applications heard by them at their board meeting in Ottawa last week.

TV stations: Yorkeon, recommended for approval.

TV satellite for Elk Lake, Ont., for CFCL-TV, Timmins - - for approval. TV satellite at Inverness, N.S. for CJCB-TV, Sydney - - for denial.

Power increase to 1000 video and $14 Kw audio for CKCO-TV, Kitchener - - for approval.

Radio satellite at Blind River and Welland, Ont. - - for approval.

Radio satellite at Elliot Lake for CKSO, Sudbury - - for denial.

Radio station for Montreal - - for denial.

Radio station power increases for the following stations were recommended for approval: CHAB, Moose Jaw; CKBB, Barrie; CKLC-Radio, Kingston; CJMT, Chibougamau; CKTS and CHLT, Sherbrooke; CKVL, Verdun.

Transfers of ownership or control of radio stations in connection for approval were: CJCH, Halifax, CHEF, Granby; CJQC, Quebec City. A frequency change was recommended for approval for CJJC-Radio, Sault Ste Marie.

A change of transmitter site for CKVL-FM, Verdun - - for approval.

FINGER ON QUIZ SHOWS

The CBC governors, in a public statement, warned broadcasters that undefined penalties may be imposed if they continue to produce giveaway programs where contestants are required to pay money or show proof that they have purchased a sponsor’s product. It also expressed its disapproval of such programs "unless the participants are present in the broadcasting studio and take part in the broadcast concerned or entries are made in writing with arrangements for consideration on the merit of all such entries. . . ."
CKWX WHOOPS IT UP FOR 50 KW POWER BOOST

The Bloom may be off this news, but here's what happened in August when CKWX Radio of Vancouver became "Radio British Columbia," with an increased power of 50,000 watts and a new dial position of 1,130 kilocycles.

Promotion for the big change started the first week in August with an "1130 Contest" in which $250 and ten bonus prizes of $11.30 each were offered to listeners whose letters were chosen and found to contain correct answers to questions dealing with power and dial position. Winners were announced weekly during the contest's run of four weeks.

A week prior to the big day of the switch-over, August 15, advertisements bombarded Vancouver telling all parents that CKWX would open a bank account of $11.30 for every child born in BC between August 14 and midnight August 15. At least 80 very junior BC citizens started out in life with an $11.30 bank account as a result.

In addition to a steady and high-voltage newspaper campaign, station promotion people also unveiled 24 sheet poster boards at strategic points in the city, and large neon signs were erected on the CKWX building in downtown Vancouver which were not lit up until 11.30 am that day.

Personal deliveries of bottles of Mumm's champagne were presented to advertising agency people in eastern centres with a card inviting them to "Celebrate with us -- CKWX now 50,000 watts!"

When the big day eventually arrived, Vancouverites saw teams of brightly costumed teen-agers parading in major shopping areas. Each team, consisting of a Harlequin-costumed boy and girl, patrolled for three days, carrying a transistor radio and wearing sandwich boards heralding the new power set-up.

Also starting that day, CKWX air and newspaper ads invited car owners to drive into any Home Oil or Shell Oil service station for a free dial change for their pushbutton radios. Outside the CKWX building attendants in white CKWX-emblazoned uniforms also stationed to make quick dial switches.

Still other teams travelled on the North Vancouver Ferries providing the same service and on the wharf at both CPR and Blackhall ferry stops, other teams made the same free adjustment while cars waited to board ship.

During the eleven days of the Pacific National Exhibition, beginning August 21, CKWX moved its entire production staff to the exhibition grounds where the station maintains a permanent building. Here, as a further promotion stunt, thousands of CKWX Radio money bills were handed out, each bearing a serial number. Four lucky numbers were posted daily for which winners received $11.30. Also at the PNE and other BC fairs, thousands of CKWX fans were given away.

Copies of the CKWX tabloid were distributed to every home in BC and lucky numbers were aired. Winners had to complete coupon in the tabloid, adding the words "I am a CKWX fan!" before receiving their $100 prize.

CKWX'S TEEN-AGE KING, Red Robinson, demonstrates (top) his brand of rock 'n' roll in competition with the Tahitian version, at the station's PNE exhibit. Centre picture shows two teams of weirdly costumed CKWX teen-agers parading Vancouver's downtown section with sandwich boards fanfaring the station's power boost. (Bottom) This is what happens when Robinson holds a beach party at Kitsilano Pool. Park officials estimate that crowd reached a total of 8,000 during this recent two-hour broadcast for his young fans.

Did you know that...

CKSO Sudbury reaches a total of 162,625* adult listeners every day

*elliott-haynes circulation reports

LINK UP BRANCHES coast-to-coast with PRIVATE WIRE Teletype

CN-C.P Teletype Service
- links branches and Head Office
- brings supply points as near as your teletype
- lets you keep inventories low by transmitting orders instantly.

PW Teletype installations are custom-engineered to suit your business...you have no capital outlay, no maintenance, no depreciation on this rented service.

G. N. MACKENZIE LIMITED HAS THE SHOWS
TORONTO 519 Jarvis St. • WINNIPEG 171 McDermott • VANCOUVER 804 Hornby St.
POWER BOOST EXPANDS FARM SERVICE

In wealth Northern Ontario, this trio of radio stations reaches over 300,000 listeners daily. For full details, contact our reps today.

REPS:

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

WE SELL RESULTS!
says Lionel the Lobster

In 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

CJCA Edmonton reaches a total of 241,733* adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Did you know that . . .

CJCA Edmonton

RADIO

MONCTON

NEW BRUNSWICK

REPS: STOVIN in CANADA . . . ADAM YOUNG U.S.A
THE CBC says its television costs jumped by almost 40 per cent to $35,175,000 in the fiscal year ended last March 31st. The corporation made the statement last week in its annual report.

Radio expenditures were up slightly at $13,705,000, to give the publicly-owned agency total operating expenses of $48,880,000.

With the help of parliamentary grants totalling $37,175,000, the corporation’s deficit for the year was held to $1,561,000. This compared with $1,358,000 for 1955-56 when operating expenses were $38,572,000 and grants were $29,050,000.

Provision for depreciation boosted the over-all spending by $1,560,000 and $1,358,000, respectively, in 1956-57 and 1955-56.

The net operating deficits of the last two fiscal years followed surpluses of $1,367,688 in 1954-55, $1,507,892 in 1955-56 and $576,000 in 1952-53, the first year in which TV entered the picture.

Here are the 1956-57 operating figures for TV and radio with 1955-56 total in brackets:

- **Expenses** - for TV: $35,175,000 ($38,572,000); for radio: $13,705,000 ($13,798,000).
- **Income** - for TV: $31,777,000 ($25,362,000); for radio: $14,311,000 ($13,500,000).

**COSTS JUMP 10 MILLION**

The chairman of the CBC Board of Governors, A. D. Dunton, noted that TV costs in 1957 jumped about $10,000,000. He said in the report:

"At the close of the 1956-57 period, the corporation faced another year in which costs would be considerably higher to meet essential development of the television service and maintenance of the radio service, but for which its revenue basis was still not certain."

The Fowler Royal Commission on broadcasting recommended to the Federal Government in March a financial formula that would give the CBC some $470,000,000 from the Federal Treasury over the six years ending March 31st, 1963, the amounts coming out of general taxes. This would be mainly for TV expenses.

In addition, it recommended that proceeds of the special 15% tax on radio and TV receivers go towards providing capital for CBC expansion, rather than towards its running costs as now.

During the fiscal year under review, the CBC report showed, the corporation received $12,585,000 from the TV receiver tax - - down 29% - -
and $6,136,000 from the radio receiver tax - - up 25%.

In addition, there was a statutory grant of $6,250,000 for radio and a special $12,600,000 grant towards the TV service.

Of future TV development, the corporation quoted a statement in its 1955-56 report, which it said was still largely true. The statement said: "The television, it faced a situation as the year began in which it would have to reduce television service considerably unless some special provision for funds was made."

Apart from the Government grants, major items in CBC revenue for the year included $11,179,000 from commercial broadcasting, up from $9,134,000, and $392,000 from broadcasting licence fees, an increase from $378,000.

31 MILLIONS FOR PROGRAMS

Big expense item was for programs at $31,607,000, up from $24,047,000. Engineering cost $9,451,000, compared with $7,698,000, and network transmission services were up to $8,115,000 from $2,498,000.

The International Service, operated by the CBC for the Federal Government and not carried on the corporation's own books, cost $1,688,000.

This was $250,000 less than through parliametary appropriations.

As between the two CBC services, the TV end had a deficit of $1,763,000 for the year and the radio a surplus of $202,000. Both figures taking the parliamentary grants into account.

The largest single item of non-government revenue, $9,841,000 from commercial sources compared with $9,358,000 for radio.

The next biggest expense item individually was $19,698,000 for TV programs, compared with $11,967,000 for radio programs TV engineering cost $5,955,000, against $5,356,000 for radio.

SURPLUS SHRINKS

The Corporation's balance sheet showed an accumulated surplus of $7,698,000 at the end of the fiscal year, larger than from $9,258,000 a year earlier. The asset side of the balance sheet showed $51,685,000. Working capital was $17,990,000, a decrease from $22,210,000 a year earlier.

Dealing with development of broadcasting in Canada, the report said, "the Corporation has bought four television stations and is the owner of 11 other stations.

In the same time, public and privately-owned stations had brought about 86% of Canadians within range of TV coverage. Five new stations came into operation during the year, bringing the total to 32 private and eight CBC outlets. The private stations averaged 38 hours a week.

The report went on to say that "Progress continued to be made in the development of Canadian programs.

"The English language television service averaged about 48 hours a week, of which just over half was Canadian. In the French language, the network service - -- about 33 hours a week - -- was about three-quarters Canadian."

The report said that the Canadian public's interest in Canadian programming was becoming more widespread. "Continued to demand an ever-higher standard of output in Canadian programs."

In this fourth year of Canadian TV, the report said, Canadian talent developed its standards to a point where Canadian performers in many fields rank with the best in the world.

John N. Hunt

Hunt Assumes Management Of CKLG

JOHN N. HUNT has been appointed vice-president and managing director of radio station CKLG North Vancouver September 1 by the board of directors of Lion's Gate Broadcasting Ltd.

He has been with the company since it was founded in 1947. Mr. Hunt started in radio in 1936 at CJCI (now CKXL) Calgary. He then went to CFAC also in Calgary. From there he moved west to take the job of retail sales manager for CKWX Vancouver.

Later he took over the management of CKMO in that city and finally, in 1947, he started his own business as a radio representative under the name of John N. Hunt & Associates which he is still operating.

In order to devote his time and energy to his new position, Mr. Hunt has handed over the management of his own business to Brian Scharf, formerly of All-Canada Radio Facilities Ltd., but he will carry on as sole owner.

John N. Hunt

Van Grant's

Technicolumn

A NEW SINGLE unit closed circuit TV camera with associated remote control accessories introduced recently by General Precision Lab. will be marketed in Canada by Canadian Westinghouse Co. Ltd.

The unit weighs only 12 pounds and is completely self-contained within the camera housing with a manually operated three-lens turret.

Available as an accessory is a remote control box permitting operation from distances up to one mile. Also, remote camera pan and tilt and zoom adjustments may be added without modification to the basic camera.

Additional information can be obtained from Canadian Westinghouse in Hamilton.

A NEW PROJECTOR that changes frames faster than the eye can see, creating progressive animation and motion picture effects such as zooms, fades and dissolves, is now being distributed in Canada by the Caldwell A-V Equipment Co. Ltd.

This new device goes under the name of Animatic and is made by Dunningcolor Corp. in Hollywood.

An "Animatic" presentation shows about 80 scenes in two feet of 16 mm film, as compared to the 400 feet required without it. It handles 16 mm film strips containing any number of frames up to 2,000 pictures. For continuous operation, animatic units have 16 mm loop to 400 or more frames.

A suggested use for the animatic is in advertising agency presentations and studio work.

WITH THE CANADIAN I.R.E. Convention and Exposition, to be held at Exhibition Park, Toronto, October 16, 17 & 18, here is a preview of some of the interesting items to be seen at the Canadian General Electric display.

Under Broadcast Equipment is the Ultracon, a remote control broadcast transmitter, which is one of the most recent developments along this line.

Communications will feature new Rural Carrier communication equipment and a $5 circuit Junction radio. Industrial Equipment will demonstrate the Intra-Tel Monochrome Industrial TV system. This closed circuit unit allows for remote observation and control of many varied activities and processes, otherwise too costly, hazardous or inconvenient for on-the-scene observation.

The new General Electric Progress line of two-way radio will be demonstrated in a working system between two locations within the exposition area.

A NEW DISC-TYPE VHF television tuner is now being produced by Canadian Admiral. This cascode tuner requires no special tools and is easily serviced. All contacts are silver plated for dependability. Instead of tuning strips, the antennas and oscillator circuits are located on two discs or rotors, connected by a shaft. A built-in radiation shield prevents interference with other sets.

In U.S.A.

Elliott-Haynes

Circulation Reports

CKNW New Westminster reaches a total of 266,692 adult listeners every day

*ELLIOTT-HAYNES

More Listener Coverage

Qualco

The station that means more business for you

NOW 5000 watts

The station that means more business for you
RUSH-HOUR CAR RADIO BECOMES A MAJOR FACTOR FOR MANY ADVERTISERS

By BART GARDINER
CB&T Staff Writer

NO FEWER THAN one million, three hundred thousand Canadian cars are equipped with radio, and the CARTB claims that this figure is increasing every year. An increase of 3.1 per cent was charted between the number of car radio sets (117,176) sold during the first six months of 1955 and the number (121,843) sold during the same period in 1956. From January to June 1957 sales jumped even higher to 130,069, an increase of 6.8 per cent.

What has the impact been on radio programs? For one thing, rush-hour driving hours are fast becoming peak listening hours for many stations across Canada.

In the CBC's just-released fall program schedule, for example, many major programs formerly heard in the Eastern time zone from 6-7 pm of CKEY says that punctuating the station's Top-60 continuous format at rush-hour times are news, road conditions and other motorist aids. Sunday nights from 7-10 to midnight on CKEY are also programmed with the motorist in mind. Every day the station announces its "lucky licence", the owner of which gets a free tank of gas if he phones in.

Phil Ladd, program director of CHUM, not only concentrates a heavy barrage of traffic, road and weather conditions into the 4-6:30 hours, but directs late-night hour too. Besides, the two tie together. If, for example, we hear that there's a traffic tie-up in town on a certain road, we not only tell the motorist about it, but we tell his wife, too, and add that he may be ten or so minutes late for dinner. Besides weather and road conditions, we also give the motorists a 40-second summary of stock market news, to tide him over till he gets home to his newspaper."

MORNING PILGRIMAGE

Important as the driving-home-from-work hours have become, the driving-to-work hours in the morning are becoming equally if not more so, points out Miles Leckie of the research organization, Elliott-Haynes Ltd. Leckie maintains that, for the greatest concentrated audience at any single time, no other hour in the entire listening day surpasses the auto pilgrimage from 8-9 am. This is especially true of those areas where newspapers come out at noon or afternoon and where morning drivers have not as yet heard the day's news.

Morning peak time, however, Leckie qualified, lasts only a single hour, whereas the evening rush home stretches over two hours.

CAR RADIO SELLS SAFETY

Note: Nevertheless during the morning rush, car listening does reach its greatest single concentration. Leckie specified that in Toronto, the percentage of the total number of car radios tuned in all day reaches 50.2 per cent, but from 8-9 am it shoots up to 61.1 per cent. The same pattern holds all over Canada.

In Winnipeg, the percentage of the total number of car sets tuned in all day is 29.3 per cent; whereas from 8-9 am the percentage is 32.6. Again, in Regina, 46.1 per cent of the total number of car radios are tuned in throughout the day, while no less than 53.2 sets crackle forth in the morning rush hour.

Still another vital way in which radio and driving inter-relate is in the area of safety. Reid Forsee, heard for 12 years on CIBC's Safety Clinic as well as on CBLT's Play It Safe.

Memorandum

Central Ontario's Most Powerful Station

CFOR
ORILLIA

SOON 10,000 Watts!!

REPS
STEWART & TOWNSEND
TORONTO

SEE: the All-Canada Man, or
Weed & Co. in the USA
safety programs board over the car radio are so related to what the driver is doing at the moment, few people will switch their dials if a safety program happens to be in progress when they turn their sets on. In fact no other medium of communication even approaches radio as a method of encouraging safe driving.

CAR LISTENING VARIES

From the station's point of view, however, the importance of the car radio listener varies radically according to time, place and circumstances. Leckie went on to say, "Humans are a garrulous lot", he said, "and the more people there are travelling together in a car, the less often the car radio is turned on, or if turned on, the less often it is listened to."

Comparing a king-sized Canadian city, Toronto, a medium-sized one, Regina, and a smaller-sized one, Saint John, N.B., Leckie told how Elliott-Haynes car radio surveys (conducted on an average day from 8 am to 6 pm) have established the fact that in the big cities the car listener is a more important listener, in every way, than in smaller centres.

For one thing, in the big cities, not only is there a greater total number of cars, but a higher percentage of that total is equipped with radio.

In Toronto for example, there are about 338,285 cars moving through traffic daily and about 65 per cent of them are radio-equipped. In Regina where there are fewer cars (21,475) travelling daily, only 42 per cent have radios, while of Saint John's day-by-day traffic of a mere 9,375 cars, only 35 per cent can listen while they drive.

In larger centres like Toronto, too, a larger percentage of the city's total number of cars is turned on during an average day. In Toronto, 50.2 per cent of the city's sets are in daily use; only 46.1 per cent in Regina, and no more than 40.2 per cent in Saint John.

Drivers in larger centres also listen to their car radios for longer intervals of time. In larger centres, drivers motor longer distances to and from work every day. In Toronto, the average trip taken is one hour and 35 minutes; in Regina, only 22 minutes. Saint John, however, upsets this neat little statistical pattern because the city's complex layout makes necessary a 27-minute daily average trip.

"But regardless of how large or small a station's coverage area is", says Charlie Fenton of the CARIB's Broadcast Advertising Bureau, "it is probable that its car radio audience is even larger than it realizes. This is so because the motoring audience is one that never really can be fully measured. You can't hold up traffic to query drivers on the subject, because the law won't let you; and this makes one of the biggest loopholes in the industry. All surveys of this audience are therefore bound to fall far short of the total number, since a vast percentage of listeners is left out of the reckoning entirely. Consequently the safest advice possible for any station concerning its program schedule is: 'Never forget the car audience; it's larger than you think'."

Did you know that . . .

CKBI Prince Albert reaches a total of 94,531* adult listeners every day

Because safety programs board over the car radio are so related to what the driver is doing at the moment, few people will switch their dials if a safety program happens to be in progress when they turn their sets on. In fact no other medium of communication even approaches radio as a method of encouraging safe driving.

CAR LISTENING VARIES

From the station's point of view, however, the importance of the car radio listener varies radically according to time, place and circumstances. Leckie went on to say, "Humans are a garrulous lot", he said, "and the more people there are travelling together in a car, the less often the car radio is turned on, or if turned on, the less often it is listened to."

Comparing a king-sized Canadian city, Toronto, a medium-sized one, Regina, and a smaller-sized one, Saint John, N.B., Leckie told how Elliott-Haynes car radio surveys (conducted on an average day from 8 am to 6 pm) have established the fact that in the big cities the car listener is a more important listener, in every way, than in smaller centres.

For one thing, in the big cities, not only is there a greater total number of cars, but a higher percentage of that total is equipped with radio.

In Toronto for example, there are about 338,285 cars moving through traffic daily and about 65 per cent of them are radio-equipped. In Regina where there are fewer cars (21,475) travelling daily, only 42 per cent have radios, while of Saint John's day-by-day traffic of a mere 9,375 cars, only 35 per cent can listen while they drive.

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Spots Work Best For Dept. Store Sales

BIG METROPOLITAN department stores like Simpson's often find that buying spot radio, rather than whole programs, suits their advertising purposes to best advantage.

Miss June Holiday of The Robert Simpson Co., Toronto put it this way, "Special sales are our big advertising interest," she said, "and for these, spot radio reaches just the people we want - the husband driving to work, and the wife at home clearing up after a meal. Whole-program advertising, compared to this, would be like putting all our eggs in one basket. Morning and noon spots tell the shopper of sales going on right at the moment. Dinnertime and night spots fanfare sales to be held the following day."

At present, Simpson's is publicising its Thursday-night openings with a one-minute spot, Wednesday night and another Thursday morning over CFRB and CKGY. Also current is the store's 85th Anniversary Sale for which it is carrying a week of six daily one-minute spots on the same two stations, as well as a one-minute spot on CKFH and some flashes on CHUM.

In addition to small department-by-department sales scattered through the month and advertised with radio spots, Miss Holiday mentioned that each month the store usually stages a big "flyer" sale, with a concentration of spots timed during and before the big sale day and going on the air at rush-hour times to catch the driver as well as the housewife at home.

WINS AWARD WITH RADIO

DEALER GEORGE WHITE, of Household Appliances, New Westminster, BC, and winner of British Columbia Electric's "Dealer Sales Award of the Month", got his top score by using a heavy spot radio campaign, over CKNW. His "Gas-orama" promotion aired 30 spots daily, sold 49 gas units weekly.

CKOK-land

We have shown you the Scenery and the People.

GRANT KING — men's wear, sponsors four spots daily. 85% of their advertising budget is spent with CKOK. Pictured is Grant King the owner.

Served by

RADIO STATION CKOK, PENTICTON, B.C.

Represented by

HUNT in Vancouver • MULVIEHILL in TORONTO & MONTREAL • FORJOE in U.S.A.
A N HOUR LONG morning show on which listeners can hear selections from a private collection of British recordings, win a canary or cuckoo clock and do the breakfast dishes to a lively jig helps to start the day at CJOR Radio, Vancouver.

The program, designed to entertain that portion of B.C. listeners who are of British descent, features Billy Browne, Jr. and is called Breakfast with Browne.

The feature attractions of the show are Sunny Boy and Billy Boy, Billy Browne's singing canaries. They have their own mike and represent live Canadian talent as they supply their own musical background to the program. Listeners write in to "The Breakfast Table" for a membership card which contains a lucky number. A number is drawn daily and the winner receives his or her choice of a canary, mantel radio or cuckoo clock. "Breakfast Table" membership now stands at over 300,000.

Billy's collection of British recordings, started by his father, who originated the program in 1928, is rated as one of the finest in North America.

During a five minute segment of the program, Billy plays a tune from "Away Back When". This tune is from his own library of originals and includes a complete collection of Gene Austin, Bing Crosby, Russ Colombo and others. Many of these are unobtainable anywhere today.

Another five minute segment of the show dedicates the "Thought for the Day". During this segment listeners are invited to send a good thought to someone somewhere during the reading of a poem of homely philosophy. Participants are always reminded "as you send your good thought to someone, sometimes his listeners from on-the-spot in Mexico City and the Hawaiian Islands.

HOMELY PHILOSOPHY
Available to Breakfast with Browne fans is a book entitled "Gems from Billy Browne's Scrapbook", containing poems of homely philosophy.

BILLY BROUWE CHATS WITH one of his two canaries who star with him on his morning show "Breakfast with Browne".

MONKEY WISDOM
Three monkeys sat under a coconut tree. Discussing things as they are said to be. Said one to the others, "Now listen, you two, there's a certain monkey who can't be true, that man descended from our noble race. The very idea is a disgrace.

No monkey ever deserted his wife, or starved her babies and ruined her life, and you've never known a mother monkey to leave her babies with others to bunk, or pass them on from one to another, till they scarcely know who is their mother.

And another thing you'll never see, a monkey build a fence around a coconut tree, and let the coconuts go to waste. Why, if I put a fence around a coconut tree, Starvation would force you to steal from me.

Here's another thing a monkey won't do, Go out at night and get on a stew, Or use a gun or club or knife To take some other monkey's life. Yes, man depended on the monkey cuss; But brother — he didn't descend from us.

from Billy Browne's Scrapbook.

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

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

OSHAWA

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

Serving South-Central Ontario from

CKLB

October 3rd, 1957

Did you know that . . .

CH U B, Nanoaimo, B.C. reaches a total of 77,925* adult listeners every day

* ELLIOTT-HAYNES CIRCULATION REPORTS

www.americanradiohistory.com
This way to Montreal
THE FRENCH-CANADIAN Association of Broadcasters, at its fourth annual meeting, took a quick look at the history of collective effort in their industry and then studied such basic problems as ratings, cooperative advertising and relations with representatives and advertisers.

The meeting was the largest yet held by the organization known in French-Canada as the Association Canadienne de la Radio et de la Télévision de langue française. Executives of 33 radio and five private television stations who attended agreed it was also the best.

Business sessions were lively and produced a lot of information and ideas the French-language broadcasters can work on for the next 12 months. The annual dinner with CBC chairman A. D. Dunton as a head table guest followed the ACRTF tradition of hospitality and good humor.

Vern Dallin of Saskatoon. CARTB president, and J.T. Allard, the parent association's executive vice-president, attended the convention with CARTB directors who stayed over after a meeting of their own at Ste. Marguerite.

Officials of organizations associated with the broadcasting industry filled in and out of meeting headquarters, the Alpine Inn, from the start of the convention Sept. 15 until it ended Sept. 18.

DISTINGUISHED GUESTS at the ACRTF Dinner are seen in this picture. At the head table, from the left, Dean Adrien Pouliot, head of the Faculty of Science at Laval University and vice-chairman of the CBC Board of Governors; Vern Dallin, president of the CARTB; David A. Gourd, president of the ACRTF and vice-president of the CARTB; A. D. Dunton, chairman of the CBC Board of Governors; T. J. Allard, executive vice-president of the CARTB; Gérard Lafamarche, CBC director for the Province of Québec; Lionel Bertrand, M. P. (Terrebonne); Jean Duquette, president of L'Union des Artistes lyriques et dramatiques de Montréal and vice-president CCAA. In the foreground, Baxter Richard, CHNO, Sudbury, Ont.; Yvon Martel, secretary, ACRTF; M. Goudreau, legal advisor, CBC; Tom Burhams, CKRS, Jonquière, ACRTF director.

HISTORY OF THE CARTB

The business sessions opened with a review of the 31-year history of broadcasting associations in Canada by Taschereau Fortier, French-language counsel of the CARPUB and legal adviser of the ACRTF.

Mr. Fortier said the first association of broadcasters in Canada was formed in 1905 by representatives of the Toronto Star and Canadian National Railways which at that time operated radio stations.

Four years later Ontario and Western broadcasters' associations joined hands and afterwards other regional groups entered what eventually became a national group.

Mr. Fortier said the main factors which led to formation of a strong national association were copyright problems and the Aird Commission report which was regarded as a threat to private broadcasting.

He said the most notable achievements of the national association were its campaign regarding CAPAC fees; formation of an appeal tribunal in copyright matters; representations regarding broadcasting licence fees; concessions obtained regarding depreciaiton allowances and import duties on recorded programs; news sponsorship; and the two principal recommendations of the Fowler Commission.

Mr. Fortier said the value of collective action by broadcasters was clearly shown by this record and he urged that active participation continue.

AGENCIES WANT INFORMATION

Speakers at a sales clinic conducted under the auspices of the CARPUB were Renault Champagne of Vickers & Benson, Montreal; René Lapointe, ACRTF vice-president and head of CKBL, Montreal; Maurice Duvail, director for Quebec; Guy Davault of Jos. A. Hardy Company, Montreal, F.R. (Dick) Thibodeau of the Broadcast Advertising Bureau, Toronto; and Maurice Duvail of CHLN, Trois-Rivières, Que.

Mr. Champagne explained how an advertising agency plans a campaign and the basis on which individual stations are asked to participate.

Mr. Lapointe told about promotion methods employed by CKBL and how their success is brought to the attention of agencies.

Mr. Duvail outlined the problems of representatives while Mr. Thibodeau gave the meeting a rundown on his work at the BAB.

Experiences in handling various broadcasting problems were discussed at the second business meeting held by Roland Couture of CKSB, St. Boniface, Man.

Bud Hoffman gave an outline of the work of the Bureau of Broadcast Measurement in Toronto and discussion went from ratings to effects of TV on radio to newscasts to cooperative advertising.

Conrad Lavigne, of CFCL and CFCL-TV, Timmins, Ont., said in his first year of TV operation his radio station's revenue dropped seriously and it looked as though the radio outlet should be shut down at 8 p.m. nightly.

More aggressive sales and new kinds of programs, including broadcasting of town council sessions, brought radio back to its original position.

Phil Lalonde of CKAC, Montreal, said TV served as a stimulus to radio to discard outmoded ideas, emphasize news which it can handle better than TV and accent good music. He said radio had found out there was no reason to cut nighttime rates.

Mr. Champagne suggested radio stations specialize in different types of music on different nights of the week. Aurèle Pelletier of CHRC, Quebec, said his station was doing just that with excellent results.

Charles-Auguste Thibodeau of CKRB St. Georges de Beauce, Que., mentioned his station had found a sponsor for announcements about community activities and these now were revenue producers.

Jean Lalonde of CKBL, St. Jerome, Que., said programs of oldtime music put on by his station had won wide popularity.

BROADCASTERS QUIZ AGENCIES

At the third business session four advertising agency representatives faced questions fired at them by the broadcasters. The four were Yves Bourassa of Walsh Advertising, Montreal; Mary Moran of MacLaren's, Toronto; Jean Monté of McKim's, Montreal; and Renault Champagne.

Mr. Bourassa said what the agencies needed most from local stations was up-to-date information about local markets. Mr. Champagne said such information as word about a strike in an important industry or its settlement was vital information.

Miss Moran explained that BBM ratings were a "must" check by an agency on any broadcasting station but other ratings were also useful and were considered as a double-check.

CKWS

Kingston

now on the air

24 hours a day

CKWS RADIO again leads the way in Kingston. Now you can reach Kingston's night-time audience at extremely low cost via:

"NIGHTWATCHMAN"

Midnight to 6:00 a.m.

STARRING BRIAN OLNEY

and featuring music, news, weather, and sports.

CKWS Radio KINGSTON

In Toronto — N.B.S.

REPS: In Western Canada — All-Canada

In U.S.A. — Weed & Co.
CFQC-RADIO IS JACK-OF-ALL-PROGRAMS

A WOMAN's SHOW where the ladies can hear the latest gossip; a western feature for all the farmers who want to hear the top ten; a sophisticated sounds show for the real gone jazz people; dreamy music for the night hawks and last -- but certainly the most -- rock-'n'roll for the jiving teens, all get daily coverage over CFQC-Radio, Saskatoon.

When the women of Saskatchewan want to visit its inhabitants and its interesting places, they can turn on Meet Margaret. This is an hour long Monday through Friday women's show, featuring Margaret Morrison, CFQC's women's editor and public relations girl.

On her show, Margaret interviews people, talks about things of interest and takes her listeners to various places in and around Saskatoon. A few such places have been the Saskatoon exhibition, the Saskatchewan Power Plant and the city jail.

Every week she visits one of the neighboring towns, interviewing local personalities and describing the various points of interest.

Also each week Margaret interviews the leading members of a particular ethnic group, who give their views of Canada and compare it with their homeland as well as discussing their customs and foods. During this program the national music of the group featured is played.

FOR THE HILLBILLY SET

When it comes to Western music, Frank Callaghan is the man with all the ironic in the fire.

Every afternoon through the week from 4:05 to 5:45 Frank runs CFQC's daily western feature presenting music, news and old for the hillbilly set.

On Tuesday and Thursday nights from 10:15 to 11:00 and from 11:30 to 1:00 Frank airs the late night Western music show.

Saturday afternoon finds Frank on Town and Country. This is a live studio participation show where people can come in, say hello to their friends, play a guitar, sing a song or do practically anything. At times studio audiences have numbered close to 250.

Also on Saturday from 5:00 to 5:30 there is Jazz Concert, aired by Laurie Korchin, assistant production manager, who brings what he calls "subtle sounds for sophisticated sets" or in other words cool music for the hep-cats.

Wally Stodnyk reaches the night hawks, the travellers and the night workers with music, news, time and weather on CFQC's all night show, aired from 1:00 a.m. to 7:00 a.m. On his week-end shows when people are having house parties, Music 'Till Dawn is used for saying hello to friends and for the playing of requests.

Saturday mornings CFQC has their only true request program, The Fatman Show. This is done by their teen-age disc jockey, Gordon Ross, who took over the show a few months ago. Gordon offers different prizes, donated by the sponsors, to his teen-age listeners.

See You At The

King Edward Hotel
Toronto - October 20-22

NOW 10,000 WATTS ON
1220 KILOCYCLES

CKDA
"VICTORIA'S MOST LISTENED TO STATION"

In British Columbia
5000 WATTS AT 600 KC. COVERS

NOT ALL THE TREES

NOT ALL THE MOUNTAINS

BUT MOST OF THE PEOPLE!

AT LOWEST COST PER THOUSAND CIRCULATION

E.H. circulation report — November '56

Vancouver

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.

ANWER

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(Elliott-Haynes Surveys)

BUY CKLC

VOICE OF KINGSTON
and EASTERN ONTARIO

Contact:
Horace N. Stovin (Can.)
Forjoe & Co. (U.S.A.)
Radio Row was thrown all of a twitter last week by a newspaper story which told how certain radio and TV interests in "the east" plan making an offer of $50 million for the CBC.

The story, which emanated from the Ottawa press gallery over the by-line of Charles King of the Southam Ottawa Bureau failed to disclose who the planners were, neither did an afternoon of phone calls produce any information.

The story brought a statement from Prime Minister Diefenbaker to the effect that the CBC is not for sale. The Canadian Press also quoted him as saying: "No offer has been received or will be considered."

In spite of the PM's pre-election assurances that something would be done about the high cost of the CBC, I am not inclined to believe that this story was let out as a trial balloon of the government's to test public reaction to such an idea. It seems more likely from where I sit that a genuine would-be buyer or group of buyers was trying to feel out the government on the idea. If this is the case, in view of the Prime Minister's emphatic statement that the CBC is not for sale, it seems probable that the whole thing will die the death, without anyone ever finding out where it came from.

Yet will it?

Sale of the CBC to this unknown buyer would certainly relieve the taxpayer of a tremendous burden, which is obviously going to grow heavier with the years. It would also provide Mr. Diefenbaker with a means of carrying out the promise he has made to lighten the load. A new Broadcasting Act could easily make sure that the few really important things that the CBC does were continued by a new or old CBC or else by the private stations. Under such a plan as this, I very much doubt whether our government broadcasting body would be missed by many.

If this outburst seems to repeat what has already been said in this issue's editorial, it is because the editorial was already in type when the story broke and it seemed an idea to take this opportunity of using this last-minute space to gather up the loose ends.

Will They Try the CBC?

The Ontario attorney general's office says the CBC can escape prosecution for violating the Lord's Day Act (by Sunday broadcasting) only if it can prove that the crown was "expressly ordered" it to broadcast on Sundays.

As the case stands now, the CBC is appealing the ruling of Chief Justice McTuer that it must stand trial, along with station CKYV and the three Toronto dailies, for breach of the act. Five Ontario justices are hearing the appeal. If it is denied, the hearing of the charges will take place October 16.

Correction

Last issue we printed a letter from Harvey Freeman of Northern Broadcasting Ltd., in which we misquoted him with the statement that his organization employs forty people. Northern Broadcasting operates stations CKWS and CKWS-TV, Kingston, CHEX, and CHEX-TV, Peterborough: CFCN, North Bay: CJKL, Kirkland Lake; and CKBG, Timmins. Personnel employed in connection with the radio and TV stations totals two hundred and forty.
SON JOINS FATHER

W ORD COMES from Tony Messner in Winnipeg, that his son, Murray, has resigned from manage-
ment of the S. W. Caldwell office in that city to join his father in the national representation business he operates under the name of A. J. Messner & Company. Murray started under the paternal roof October 1.

A QUESTION OF TASTE

A T LEAST one London newspaper, the Daily Herald, is not going to be happy if the story is true that a cosmetic firm, the Maybelline Company, will sponsor a telecast of Queen Elizabeth and Prince Philip at the Commonwealth Ball on their visit to the United States.

The Herald thinks the script will go something like this: "Ambassadors, Senators, Congressmen, bow deeply. America's top socialites, curtey. The Queen turns to them and smiles.

"Cut! Darken your eyebrows and deepen your mystery. X's eyebrow pencils make you an eyeful."

That's what the Daily Herald feels will happen during the Royal visit to the U.S. Or as it puts it: "Every few minutes the Queen will be blotted out by advertisement jingles persuading women to buy X's makeup."

Apparently there have been no complaints from Buckingham Palace, where one official is quoted as saying: "In foreign countries people can do what they like in matters like this."

And that just about sums up my sentiments in the matter. Actually it does seem a bit crude. But then it was Maybelline that sponsored the play-by-play of the marriage of Prince Rainier and Grace Kelly. I think that the nonchalant attitude of Buckingham Palace is commendable. And as far as the Daily Herald is concerned, it makes a living from advertisements too, and I hardly think it would wipe all ads off the page describing a social function attended by royalty, do you?

CONGRATS DEPT.

I T IS NICE to be able to include a note that my old friend Jack Dawson has been made chief announcer and assistant program director of radio station CFRB.

Canadian Broadcaster & Telescreen
Page Seventeen

October 3rd, 1957

Has Your Picture Changed
SINCE THE MAY BBM?

Our first TPR Survey for 19 Metropolitan cities is under way now.

TPR* gives you -
- TIME PERIOD RATINGS
- AUDIENCE COMPOSITION
- CUMULATIVE AUDIENCE
- DUPLICATE AUDIENCE

Survey Dates Oct. 2-8
OUT IN NOVEMBER

* Time Period Rating

Stations — Agencies — Advertisers
need this Interim Survey

Write, wire or phone
Clyde McDonald
McDonald RESEARCH Ltd.
2510 YONGE STREET - TORONTO 12
Phone HU. 1 - 5681

G. N. MACKENZIE LIMITED HAS THE SHOWS

Toronto. In this latter capacity he will be first aide to Wes McKnight.

Somehow or other, for all his forty years, Jack has been able to keep a refreshing note of youth in his voice and general demeanor, except over a cribbage board when he rather resembles a piece of rusty barb-wire. On the other hand, Jack is the proud father of a nineteen year old son (Gerry, taking architecture at the University of Toronto) and a fourteen year old daughter (Danny, who is very taking too). And these two indicate by their demeanor that there must be a seriously paternal side to their garrulous and juvenile male parent, or else that their mother, Grace, must be a highly intelligent woman.

And speaking of intelligence, if I had any, I'd wind off this effusion with an old familiar air. Think I will. Buzz me if you hear anything, won't you?

Say
You Saw It
in
C B & T

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

Contact
VANCOUVER
John N. Hunt
& Associates
U.S.A.
Donald Cooke
* Elliott-Haynes

TORONTO
& Associates
Toronto Stephens & Towndrow

TORONTO
77 York St.
EM. 8-6554

MONTREAL
254 Crescent St.
MURRAY MacIVOR
PL. 1097

5,000 watts
800 kcs.

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Toronto...WINNIPEG...VANCOUVER
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MONTREAL
254 Crescent St.
MURRAY MacIVOR
PL. 1097

5,000 watts
800 kcs.

G. N. MACKENZIE LIMITED HAS THE SHOWS

Toronto...WINNIPEG...VANCOUVER
519 Jarvis St. 171 McDermott 804 Hornby St.

Has Your Picture Changed
SINCE THE MAY BBM?

Our first TPR Survey for 19 Metro-
politan cities is under way now.

TPR* gives you -
- TIME PERIOD RATINGS
- AUDIENCE COMPOSITION
- CUMULATIVE AUDIENCE
- DUPLICATE AUDIENCE

Survey Dates Oct. 2-8
OUT IN NOVEMBER

* Time Period Rating

Stations — Agencies — Advertisers
need this Interim Survey

Write, wire or phone
Clyde McDonald
McDonald RESEARCH Ltd.
2510 YONGE STREET - TORONTO 12
Phone HU. 1 - 5681

G. N. MACKENZIE LIMITED HAS THE SHOWS

Toronto. In this latter capacity he will be first aide to Wes McKnight.

Somehow or other, for all his forty years, Jack has been able to keep a refreshing note of youth in his voice and general demeanor, except over a cribbage board when he rather resembles a piece of rusty barb-wire. On the other hand, Jack is the proud father of a nineteen year old son (Gerry, taking architecture at the University of Toronto) and a fourteen year old daughter (Danny, who is very taking too). And these two indicate by their demeanor that there must be a seriously paternal side to their garrulous and juvenile male parent, or else that their mother, Grace, must be a highly intelligent woman.

And speaking of intelligence, if I had any, I'd wind off this effusion with an old familiar air. Think I will. Buzz me if you hear anything, won't you?

Say
You Saw It
in
C B & T

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

Contact
VANCOUVER
John N. Hunt
& Associates
U.S.A.
Donald Cooke
* Elliott-Haynes

TORONTO
& Associates
Toronto Stephens & Towndrow

TORONTO
77 York St.
EM. 8-6554

MONTREAL
254 Crescent St.
MURRAY MacIVOR
PL. 1097

5,000 watts
800 kcs.

G. N. MACKENZIE LIMITED HAS THE SHOWS

Toronto...WINNIPEG...VANCOUVER
519 Jarvis St. 171 McDermott 804 Hornby St.
WANTED
All-round versatile Announcer
Strong on Western Music . . .
Excellent Salary.
Apply Box A339
Canadian Broadcaster and Telescreen
54 Wellington Street West  Toronto, Ontario

PROMOTION HEAD
Man required for Sales, Station and Program Promotion. Pension Plan, Sickness and Accident Insurance. 3 weeks vacation with pay. Salary based on qualifications and experience.
Box A340
Canadian Broadcaster and Telescreen
54 Wellington Street West  Toronto, Ontario

WE SPECIALIZE IN ADVERTISING,
PUBLIC RELATIONS, SALES PROMOTION
AND TOP EXECUTIVE PLACEMENT

J. K. THOMAS & COMPANY
Placement Consultants & Psychological Services
WE NEED — Top T.V. Production Mgrs., Disk-Jockeys and Time Salesmen — all out of town.
If you are located out of Toronto & Montreal, or if you will re-locate, send resume at once to:
A. GEOFFREY HEIGHINGTON
Manager
46 Avenue Road, Toronto 5  •  Walnut 3-9805

EXPERIENCED
NEWS & COMMERCIAL
ANNOUNCER
for
CFRB - - TORONTO

Only written applications will be considered. Send full particulars of age, experience, marital status and salary expected to:

PROGRAM DIRECTOR
STATION CFRB
TORONTO

Career Corner
TORONTO AD CLUB SPONSORS COURSES

A S PART OF THE varied educational program conducted by the Advertising & Sales Club of Toronto, two courses in advertising, one introductory and one advanced, are currently being offered.

The basic course, held at, and in conjunction with Northern Technical Commercial School under directors Philip Stanford (Industrial Advertising Agency) and Clifford Perry (Canadian Acceptance Corp.) enrolls 40-50 younger students entering or already in minor advertising positions. The course deals with the working essentials of the advertising industry.

The advanced course is held at the University of Toronto, under joint auspices of U. of T.'s Extension Department and the ASC, and is conducted by directors Jim Bowman (Walsh Advertising Co.) and John Galilee (Canadian Circulations Audit Board Inc.). Attendance is large (over 200) and last year included several large-company presidents.

The ASC is also sponsoring a letter writing course this spring, reports the Club's education director, Sinclair M. Colquhoun. Dealing with the creative content rather than the form of letters, this two-night course will be given by Miss Aline Hower, US letter-writing expert.

 COURSE IN SALES MANAGEMENT
A Sales Management Workshop is also being planned by the Club in conjunction with the U. of T. This will be a series of 10 two-hour lectures on sales management, with case histories and group discussions. Enrollment is to be carefully screened and is open only to those in executive or supervisory sales positions.

Other ASC courses currently being offered are: the Manpower Clinic, (two afternoons this April) to help management learn about manpower selection; and the Practical Salesmanship Course (fall through to spring) which will feature lectures by top sales personalities and sales demonstrations.

Two other vital ASC training programs are the Sales Management Conference, a one-day meeting of sales managers in January to discuss current management problems, and the Sales Rally, a mass meeting on sales inspiration and know-how usually attended by hundreds in such large buildings as Massey Hall. The Rally is held on the evening of the Sales Conference day.

MAIL BAG

Ottawa. It was most interesting for me to read the article by David Adams on the Nigerian Broadcasting Corporation in your issue of 19th September — the more so because from 1954 to 1955 I was closely associated with the process of recruiting BBC staff for attachment to the Nigerian Broadcasting Service during its formative years. The first Director, Tom Chalmers, was a BBC man on secondment, and so are his successors, the present Director-General of N.B.C., Jack Knott, the Deputy Director (Programmes) Elwyn Evans, the two Assistant Chief Engineers, and several other senior programme, engineering and administrative staff.

It is perhaps not widely known how great is the demand in the newly developing broadcasting organisations of colonial territories within the Commonwealth for experienced broadcasting staff with a sense of mission to go out and help in the early stages. By 1954 we had 18 engineering and 14 programme staff seconded from the BBC to various colonial broadcasting organisations, and between 1949 and 1954 the estimated audiences being served grew from 1,200,000 to over 4,000,000.

In the BBC we feel that pride in the achievements of these new broadcasters, but there have been times when we have not been at all certain of whether we could find the right man for the job — and one who would be willing to undertake a temporary and arduous assignment. There will still be a demand ten years from now. The Director of Recruitment at the Colonial Office in London was always looking for men. He is probably still looking!

Yours very truly,
C. J. CURRAN,
Canadian Representative,
British Broadcasting Corporation.

Did you know that...

CJAT, Trail, B.C. reaches a total of 41,047* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

STATION MANAGER
EXPERIENCED IN ALL PHASES

Top personnel administrator — at ceiling in present position — desires move to management or assistant managership with increased scope.

Reply Box A338
CANADIAN BROADCASTER AND TELESCREEN
54 Wellington Street West  Toronto, Ontario
Won't Be Long Now
This is to advise Curious Correspondent that the writer of this column is a bachelor of 55, but that this situation will not prevail for long - - because he will soon be 56.

Portrait of a Salesman
Beneath that warm exterior, there beats a block of ice.

Farewell to Visiting Firemen
The place won't seem the same without you - - I hope.

Fashionable Complaint
Now they're calling it "Flu-Man-Chu".

Employment Wanted
Able copy-writer with lots of hard sell ideas is looking for a product which is deserving of his great talent.

Letter to Station Manager
Sir: I was most interested in the talk I heard on your station about the American Civil War. I can hardly wait until the war is over and we can find out how it ends.

- A. Listener.

Announcement
We have just decided that next week is "Trade Paper Week".

Fifth Column
Now that the radio and TV members of the CCBA are having their own meetings, won't it be funny if all the radio people go to the TV sessions and TV people to the radio ones, just to find out what the enemy is doing?

Suggestion Box
I am moderately grateful to the reader who wants to know why I don't subscribe to some new periodicals to freshen up this column.

with 50,000 watts

CKWX
covers an additional
$600,000,000 market in annual sales

The only advertising medium that covers all British Columbia

Radio British Columbia
CKWX
Vancouver

$33,000,000 RETAIL SALES

Here is a Captive Audience which can only be thoroughly saturated one way... with

**C J D C**
DAWSON CREEK, B. C.

**The Market**
The prosperous BC Block of the Peace River District served by the thriving and prosperous City of Dawson Creek.

**The People**
Population of the Trading Area - - - 60,000
1956 Retail Sales - - - - - - - $33,000,000
1956 Industrial Payroll - - - - - $18,000,000
School Enrolment - - - - - - - - 3,500
   (in seven new million dollar schools)
Car Registration (1956) - - - - - 9,256
   (compared with the Alberta Peace River Block -- 4761)

| TOURISTS. In 1956, 75,000 tourists visited Dawson Creek in 22,000 cars. |
| LUMBER. Five huge mills make yearly shipments of over 100,000,000 board feet of spruce and pine. |
| PETROLEUM. Pacific Petroleums and Imperial Oil have an agreement calling for a $20,000,000 exploration and drilling program over 1956-57-58. |
| BUILDING PERMITS. 1955 $3,975,171 1956 $5,500,000 |
| (An increase of 37½% and still going up) |
| AGRICULTURE. Dawson Creek is the largest grain shipping point in the British Commonwealth. 3,500,000 acres of mixed farm land. 5,250,000 bushels of grain produced from 180,000 acres. 19,209 head of livestock, valued at $775,820.49 shipped in 1956. |

**MINING . . . FURS**

**C J D C**
DAWSON CREEK, B. C.

RADIO REPS in Toronto and Montreal • JOHN N. HUNT in Vancouver • A. J. MESSNER in Winnipeg • FORJOE in USA
NETWORK SCHEDULE OF COMMERCIALS

SUNDAY  PROGRAM
4:00-4:30 You Are There
4:30-5:00 Lassie
6:00-6:30 Burns & Allen
6:30-7:00 Father Knows Best
7:00-7:30 December Bride
8:00-9:00 Ed Sullivan
9:00-9:30 The Stories of John Nesbitt
9:30-10:00 Showtime

MONDAY  PROGRAM
8:00-8:30 The Millionaire
8:30-9:00 On Camera
9:00-9:30 I Love Lucy
9:30-10:00 The Adventures of Tugboat Annie
10:00-11:00 Studio One

TUESDAY  PROGRAM
8:00-8:30 Front Page Challenge
8:30-9:00 Dragnet
9:00-10:00 G.M. Theatre

WEDNESDAY  PROGRAM
5:30-6:00 Rin Tin Tin
7:30-8:30 Disneyland
8:30-9:00 The Life & Legend of Wyatt Earp
9:00-10:00 Kraft Theatre
10:00-11:00 Chevy Show

THURSDAY  PROGRAM
5:30-6:00 The Lone Ranger
8:00-8:30 Meet McGraw
8:30-9:30 Climax
9:30-10:00 Music Makers '58

FRIDAY  PROGRAM
5:30-6:00 Mighty Mouse Playhouse
8:00-8:30 The Last of The Mohicans
8:30-9:00 The Plouffe Family
9:00-9:30 Patrice Munual alternating with The Big Record
9:30-10:00 Country Hound
10:00-10:45 Gillette Cavalcade of Sports

SATURDAY  PROGRAM
1:00-1:45 Big Four Football
1:45-2:00 The Lassie Show
2:00-2:30 Music Makers '58
2:30-3:00 Meet McGraw
3:00-3:30 Climax
3:30-4:00 Music Makers '58

SPONSOR
- Prudential Insurance
- Walter W. Lowrey
- Nestlé
- Carnation
- General Mills
- Imperial Tobacco
- Ford Motor Co.
- Canadian Kodak
- Bristol-Myers
- Singer Sewing Machine
- Canadian General Electric
- Colgate-Palmolive
- General Foods
- Max Factor
- Harold F. Ritchie
- H. J. Heinz
- Lever Bros.
- General Motors
- Kellogg
- Swift Canadian
- Canadian Kodak
- Procter & Gamble
- Walt Disney Productions
- Campbell Soup
- Standard Brands
- Kraft Foods
- General Motors
- General Mills
- Nestlé
- Procter & Gamble
- Chrysler Corp.
- Sunbeam Corp.
- Chesbrough-Fonds
- General Foods
- Thomas J. Lipton
- Harold F. Ritchie
- Colgate-Palmolive
- General Motors
- Robin Hood Flour
- Procter & Gamble
- Gillette Safety Razor
- Shell Oil
- Canadian Tabacofina
- Kellogg
- Adams Brands
- Nabisco Foods
- Kimberly-Clark
- Noxema
- RCA Victor
- Lever Bros.
- Sunbeam Corp.
- Knorr
- Imperial Oil
- Whitehall Pharmacal
- Procter & Gamble
- Salada-Shirreff-Norsey
- Imperial Tobacco
- Success Wax
- Benson & Hedges
- Foster Advertising
- Foster Advertising
- E. W. Reynolds
- Baker Advertising
- E. W. Reynolds
- McKim Advertising
- Vickers & Benson
- Baker Advertising
- Vickers & Benson
- Baker Advertising
- Ronalds Advertising
- Young & Rubicam
- MacLaren Advertising
- Spitter & Mills
- Baker Advertising
- Locke Johnson
- MacLaren Advertising
- MacLaren Advertising
- J. Walter Thompson
- S. W. Caldwell
- Young & Rubicam
- Baker Advertising
- Needham, Louis & Brorby
- MacLaren Advertising
- Leo Burnett
- McCann-Erickson
- Baker Advertising
- F. H. Hayhurst
- Sovereign Films
- Cockfield, Brown
- MacLaren Advertising
- J. Walter Thompson
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- Benton & Bowles
- McCann-Erickson
- Vickers & Benson
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- Maxon
- J. Walter Thompson
- Walsh Advertising
- Leo Burnett
- Baker Advertising
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- Spitter & Mills
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- J. Walter Thompson
- Vickers & Benson
- Emil Mogul
- MacLaren Advertising
- Young & Rubicam
- Benton & Bowles
- McKim Advertising
- McKim Advertising
- Schneider Cardon
- James Lovick

AGENCY
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- McKim Advertising
- Schneider Cardon
- James Lovick

STARTING DATE
- Oct. 27
- Oct. 20
- Oct. 14
- Oct. 15
- Oct. 22
- Oct. 23
- Oct. 31
- Oct. 25
- Nov. 8
- Oct. 12
- Oct. 12
- Oct. 12
CKFB-TV Opening

AUTOMATION MAKES CANADIAN BOW AT SWIFT CURRENT

WHEN CKFB-TV, Swift Current, Saskatchewan, Canada's first television station to use automatic programming, goes on the air around the end of November over 75,000 people, with a reputed retail spending power of $46,000,000 in that part of the province will get their first TV programs over channel 5.

Bill Forst, general manager of the new station, told CB&T that the automatic program control system will assure TV viewers more accurate programming with a minimum of blank screen time. It will also provide a smoothness of operation impossible with manual program control.

Normally the smoothness of operation is dependent on the synchronized switching made by four or five operators. Using the automatic operation, the equipment automatically performs all necessary switching smoothly and without error. One or two operators can therefore supervise an entire night's programming.

According to Forst, who described the new device as "the most practical approach to one-man control-room operation yet devised", the new system automatically schedules all switching necessary for slides, films, network and audio. Thus the normal routine of TV station breaks and commercials is executed smoothly and without interruptions. This minimizes the human error factor which often results in short intervals of blank screen time.

The heart of the automatic control equipment consists of a push button programmer somewhat similar to an elaborate typewriter mechanism. On this unit, the entire day's program control is set on a perforated tape. The tape is then inserted into the automatic reader or brain portion of the equipment which performs all switching and timing to the second.

TEN YEARS OF RADIO

At thirty-two Bill Forst is no newcomer to automation or automatic control. Since 1947 he has been chief engineer at CJDC, Dawson Creek, B.C., CKRD, Red Deer, Alberta, and CKOM, Saskatoon, Sask.

In each of these stations he designed the complete control rooms, transmitter set-up and directed all building construction and installation of equipment. At CKOM he built their new remote control 5,000 watt transmitter. During the last two years he was general manager and technical director at CKSW Radio, Swift Current.

At CKSW he looked after the building and design of the station as well as the technical installations. He also staffed it, and organized and directed all departments.

In 1953, at the CARTB annual meeting in Quebec, Bill received the Col. Keith Rogers Memorial Engineering Award for outstanding service to the radio industry of Canada. The inscription read: "In recognition of his pioneering efforts in the field of unattended operation of broadcast transmitters".

In 1954 he designed, made and installed a new system of supervisory remote control equipment for the city of Moose Jaw for controlling the city's complete waterworks by radio remote control from a point 12 miles out of the city. This equipment, the first of its type, has since been studied by electronics and utility engineers from Canada and the U.S.

All the equipment for the new station is supplied by Canadian General Electric. He says he chose GE because it is all Canadian made, and he wants his station to be of an all Canadian flavor.

Besides being a quarter partner in CKSW Radio, Bill owns the controlling interest in the TV company. Associated with him is a group of local business men.

The station's power will be 9,000 watts video and 4,500 watts audio and will cost in the neighborhood of $250,000. It will serve over 75,000 prospective viewers with an area retail sales of $46 million annually.

The station building itself is situated two and a half miles north of Swift Current right across the road from a microwave repeater station. The nearest stations are CHAT-TV, Medicine Hat, 150 miles west and CKCK-TV Regina, 160 miles east. Forst said that the radius of his coverage area will be between 65 and 70 miles.

The station's schedule will run from 4 pm to midnight. As far as live shows are concerned, he said that there is a lot of local talent which he intends to make some use of. He added that if all goes well they will be on the air in time for the Grey Cup games. CKFB-TV will be a supplementary station of the CBC network.

Agencies Amalgamate

LAST MONTH two agencies in the U.S. Erwin Wasey and Ruthrauff & Ryan amalgamated. The new firm is Erwin Wasey, Ruthrauff & Ryan Inc. There is no change in the list of accounts, personnel or address. Erwin Wasey has a Canadian office in Toronto. Ruthrauff & Ryan closed their Canadian office two years ago.
BA PRESIDENT HARAMGUDES DEALERS

CLOSE TO FIFTY-FIVE hundred British American dealers in nine major cities across Canada watched BA president, M. S. Beringer, introduce a brand new BA gasoline on the first nation-wide closed-circuit TV show in Canada, September 18. The show originated in the theatre in the new Queen Elizabeth building at the CNr grounds in Toronto and was telecast, via the microwave TV network, to Regina, Saskatoon, Winnipeg, North Bay, Fort William, London, Ottawa and Montreal, where BA dealers from the surrounding areas watched the one hour performance on a large screen.

To add color to the show were such well knowns as Wally Koster, and Joan Fairfax who were supplemented by a 25 piece orchestra under the direction of Lucio Agustini. Master of ceremonies was Joel Aldred.

USE TV TO SUCCOR NEEDY FAMILY

AN APPEAL for furniture and clothing for a needy family, aired over CKGN-TV North Bay, resulted in donations which were more than enough to take care of four families.

The Children's Aid Society of the District of Nipissing approached Bill Crone, emcee of the early evening show Northern Welcome, and told him of a needy family, consisting of a wife and husband and seven children ranging in age from four to twelve years.

CKGN-TV photographer John Mclntosh took pictures of the barren interior of the home and these were shown in slide form by Bill Crone on his program.

Crone asked his viewing audience to assist in any way possible. He stressed the particular need of such items as beds, mattresses, chairs and coal oil lamps, since the family lived in an old farm house which was not wired for electricity.

Response to the appeal was immediate and overwhelming. Some ten excellent jobs were offered, gifts of money poured in and such large items as chesterfields and beds were received. Adamac Movers of North Bay donated two moving vans and D. L. Campbell, giving a run down on the new product's ingredients and what it could do. After a song, J. L. Lenker, vice-president of marketing, suggested that the best way to sell this new gas was to keep a clean ship-shape station.

The complete technical production was handled by Tel-Prompter of Canada Ltd. The producer was Drew Crossan and production supervisor was S. B. Hayward of James Lovick & Co. Ltd., agency for British American Oil Co. Ltd. A kinescope repeat was seen, September 23, in Edmonton, Calgary, Grande Prairie, Vancouver, Victoria, Penticton, Quebec, Saint John and Halifax.

37 HOUR WEEK

Time spent at the TV set is 36 hours and 59 minutes per week in the average TV home.

Based on BBM, here is the breakdown

<table>
<thead>
<tr>
<th>Met Areas</th>
<th>Non-Met Areas</th>
<th>All TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Week Day</td>
<td>Average Week and Day</td>
<td>7-Day Average</td>
</tr>
<tr>
<td>4:48</td>
<td>5:59</td>
<td>5:07</td>
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<tr>
<td>4:55</td>
<td>6:21</td>
<td>5:24</td>
</tr>
<tr>
<td>4:51</td>
<td>6:09</td>
<td>5:17</td>
</tr>
</tbody>
</table>

That's why

TELEVISION

IS CANADA'S NO. 1 SALESMAN

BROADCAST ADVERTISING BUREAU

TV Division

Suite 414 - 200 St. Clair Ave. West - Phone WA. 2-3684

Toronto 7

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

Fastest Canadian Horse

The fastest Canadian bred horse is LYFORD CAY, who ran 1:43 miles in the 1957 Queen's Plate (time 2 min. 3-5/5 seconds).

Ask the man who has money riding...he wants a winner every time. No fading in the stretch, no "also ran" positions for him. Here is a tip, the next time you need film servicing, use Sponsor for editing, print control, bicycling, cleaning and shipping. It's a sure bet that will "pay off" again and again and again.

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

Telephone WALnut 41179

SPONSOR FILM SERVICES CORP. LIMITED
443 Jarvis Street, Toronto, Ontario

RADIO AND television coverage of the Saturday night National Hockey League games will start October 12. The first game is at 8:30 standard time over the English radio network and at 9:00 daylight saving time over the French radio network. Both telecasts start at 9 pm.

Welcome CCBA Engineers

Bring your equipment problems to the company that makes a living making your life easier.

Alex L. Clark Limited

"Our Only Business Is Selling and Servicing Equipment"

3745 Bloor Street West
Belmont 1 - 3303 Toronto, Ontario

CKSO-TV STARTS WORK ON ELLIOT LAKE SATELLITE

CONSTRUCTION STARTED recently on the site of the new satellite TV station of CKSO-TV, Sudbury, giving hopeful expectations to Elliot Lake residents of television for Thanksgiving.

It is hoped that CKSO-TV will be on the air for the opening of Parliament by the Queen October 14.

Construction of the antenna and tower started early last month and the TV transmitter is expected to be moved in during the first week in October.

The satellite transmitter building will also include a broadcast studio. This can be used for covering Elliot Lake events for radio. In the event that the CBC grants CKSO-Radio a licence for Elliot Lake, residents of this Uranium centre will also be able to receive a radio service from CKSO at the same time television officially opens.

One of the first celebrities to visit the construction site was TV star Joan Fairfax, when she was entertaining at the Rotary Exhibition in Sudbury last month.

She is seen in the picture sitting on one of the forms for the base of the concrete pylons.

All-Canadian TV Film

MERIDIAN FILMS, Toronto, claim that on September 21 they rolled into action on the first completely Canadian television film production in the country's TV history.

"This is the first time," states a news release, "that a filmed show has been produced by a Canadian company with an entirely Canadian cast and with an exclusively Canadian technical crew."

The title of the production is Main Street Jamboree which is the pilot film of a projected series. Producer is Ralph Fether and the director is Julian Roffman, C.S.C. Meridian partners. The director of photography is Horvert S. Alpert, C.S.C. Performers featured in Jamboree are emcee, orchestra leader and soloist Jack Kingston; Wally Teagutt, singer-musician; and the Canadian horsemen, a barn dance group. Guest star on the first show is brunette folk singer Helen Fielding on a program that includes original Canadian folk songs, standard country and westem music and popular folk melodies.

The distribution plan for the projected series covers US, UK and Canada where arrangements have already been made with distributors.

Salada Appointment

DONALD F. PHILP has been appointed director of marketing for the Salada Division of Salada-Shirff-Horsey Ltd.

Philp, a native of Montreal who was educated in Western Canada, joined the present organization as director of advertising and public relations when the operations of the Horsey Corporation and Shirriff's Ltd., were merged as the Shirriff-Horsey Corporation.
Week after week after week...

maximum B.C. audience

at lowest cost

KVOS-TV
(CANADA LTD.)
CHANNEL 12

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

AT LOWEST COST
Compare the rates and you’ll see why KVOS-TV is the greatest TV buy in B.C. today.

KVOS-TV

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate 1</th>
<th>Rate 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 seconds</td>
<td>$110.00*</td>
<td>$137.50*</td>
</tr>
<tr>
<td>1 minute</td>
<td>137.50*</td>
<td>359.00*</td>
</tr>
<tr>
<td>30 minutes</td>
<td>359.00*</td>
<td>$136.00</td>
</tr>
</tbody>
</table>

*Up to 25% frequency discount

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

OFFICES: 1687 W. Broadway, Vancouver, B.C. Cherry 5142
Scottish TV

ROY THOMSON BRINGS SCOTTISH TALENT TO 4 MILLION SCOTS

The fifth of ITA stations to begin broadcasting, STV, (transmitting from an ITA transmitter at Black Hill, Lanarkshire) will raise national coverage by ITA up to 69.3 per cent of the total UK population. It will bring over four million Scotsmen within the range of commercial TV. Prior to STV, Scottish viewers had only the BBC to watch. Thomson made the statement that STV "does not regard itself as opposition to the BBC" but rather as "an alternative service". He feels that while "the BBC has done much good work in Scotland" it was "not always attuned to popular taste", and he contends that "people are entitled to entertaining television which they can look forward to and watch."

The big problem facing STV, say many UK newspapers, is whether or not Scotland has enough top talent to carry out Thomson's plan of maintaining 20 per cent of his programs with local artists. Though many pessimists in Britain feel that there is not enough talent to do so, Thomson plans to scour the country to find it. "I know Scotland has lots", he claims, adding that he believes he can make stars out of unknowns on the theory that "if a person appears on TV and makes good, he's made right away."

A survey of STV's opening night showed that 89 per cent of the possible 187,000 homes in the restricted area of its present operation were tuned in. At the present rate of growth Thomson believes that, after STV's first year of operation, there will be 625,000 TV homes within its area, of which about 400,000 will be able to receive ITV.

THIS IS SCOTLAND

STV's opening program was a spectacular called This Is Scotland. It was seen on all commercial screens in Britain. A semi-documentary, presenting "Scotland at home and Scots abroad". This Is Scotland carried out Thomson's view that "Scottish-ness is very important in any Scottish project". Among the star-studded galaxy of big Scottish names who appeared were world-famous Scottish-born screen and stage stars like Deborah Kerr, David Niven, and Alistair Sim, who were interviewed on film. Balerina Moira Shearer proved hell's from her dressing room at the Edinburgh Festival production, Men Of Distinction.

Appearing live on This Is Scotland were the country's two top comedians, Jimmy Logan and Stanley Baxter, and the country's leading lyric tenor, Kenneth McKellar, who were introduced by film actor and "typical Scot" James Robertson Justice, famed in North America for his role as the irascible surgeon in the movie series, Doctor In The House. Logan, Baxter and McKellar appeared on the program by permission of Stewart Cruikshank, managing director of Howard and Wyndham, a theatrical firm which has a substantial financial investment in STV. Indeed in order that these performers could appear, Cruikshank even went so far as to cancel a performance at the Glasgow Alhambra of his show Pine Flat Eight. Still others who appeared from the same show were the Alhambra Chorus, known as the London Stairlets, choreographer Ross Taylor and leading dancer Sheila O'Neil.

Other studio-produced STV shows include The One O'Clock Gang and Fensare. Living out Thomson's creed that "we must get people into the habit of looking at TV in the daytime", The One O'Clock Gang is a big lunchtime show running Monday through Friday from 1 to 3:30 pm.

STV program director Ray Purdy (also Canadian-born) describes the show as "an informal get-together between half-a-dozen folk who are out to entertain you in a relaxed sort of way". This "relaxed sort of way" must have been remarkably successful for UK newspaper reviews hailed
the show with great kudos and spoke of its leading comedian, Larry Marshall, as "a great discovery". Panfare, also produced regularly from Glasgow, hopes to have the same success since it too spotlights Scots unknowns.

Not unknown however, to the sports-loving people of Scotland are the local sports names which bristle in the scripts of two other STV programs, Sports Desk (featuring Willie Woodburn and a team of reporters) and Sports Magazine. Many observers claim that these two programs, if no others, will have no difficulty in anchoring themselves in national affection.

NATIONAL TALENT SEARCH
Thomson plans to scour Scotland for still more new talent. "I know Scotland has lots of them", he said. Meanwhile, in order to feature better known Scottish stage stars, he will film some shows during the day and team them at night. "People like comedian Logan", Thomson explains, "who work at night, will be able to come to the Theatre Royal in the morning to be filmed and have their shows going on while they are working on stage elsewhere. It's as simple as that."

Piped up from England, STV viewers will also see several American canned shows including I Love Lucy, Dragnet, Frankenstei; Robin Hood, and Lassie, not to speak of the starred and stripped vocalizing of Rosemary Clooney.

In addition to financial support from Howard & Wyndham, several Scottish stage artists have also bought stock in STV. But of course the new TV company will have to sustain itself mostly from advertising profits, in order to meet the £500,000 expenditures it expects to incur in its first year of operation - however, millionaire Thomson says "we are prepared to invest any amount of money into it that is necessary."

So far the STV has received what Thomson calls "excellent advertising support" with its program of guaranteed stability of rates. Among the first advertisers on the Scottish station was Stuart & Hansford which scheduled an extensive fall campaign three times a week for Viota Cake Mixes and Viota Instant Ice Tea.

Whatever the impact STV will have upon Scottish listeners, Thomson claims that at least it "will provide employment and remuneration for many of this country's artists and will encourage the production of drama."

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T.V. Turns the Trick for Quick...
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This was the response from Edmonton area salesmen to Warner-Lambert Canada Limited, makers of New Quick Home Permanent. It all began when Ronald's Advertising Agency suggested a TV Test Campaign in Edmonton. The client agreed after arranging a careful sales check in the coverage area.

"Edmonton was selected for the test because of its captive audience and the fact that it delivered a sufficiently large audience to be able to measure the results of the test", says Mr. George Plewman, Advertising Manager for Warner-Lambert. "There is every evidence that the test is going well. The combination of good spots and good timing has certainly done the trick for Quick."

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CANADA'S BEST FOR TELEVISION TEST
DISPELLING DREAD IS THE FIRST STEP TO HEALING

By BART GARDNER
CB&T Staff Writer

"THE MAJORITY OF cancer cases can be cured, particularly if detected early." This was the aim behind a TV program, Cancer Killer No. 2, which was one of a series called Medical Library, broadcast Tuesday evenings through the summer over CKCO-TV, Kitchener.

The series of ten live programs dealt with the grim realism of diseases from rickets to cancer, but in simple language calculated primarily to dispel fear.

Produced by the Wellington County Board of Health, the Library was written, arranged and escorted by the county health unit's health educator, Doug Geekie. The health board sent Geekie to New York for training in TV techniques specifically to help him prepare for writing the series.

FIVE TO TEN TONS OF BLOOD

Guest on the Library's fourth program dealt with the fervor of preventing heart disease, were local general practitioners Dr. Rex sented. Opening the program was an organ of the body pulsating violently, followed by a close-up of Geekie saying: "Good evening and welcome to Medical Library. What you have been watching is the human heart, strongest organ of the body. A pump made of muscle that beats 2 billion, 500 million times during a

Fifth program in the series was "Eating to Die" on which Dr. M. McCready, president of MacDonald College and Dr. Farmer, Guelph surgeon specialist discussed how it is to eat their way into their graves but how if shoppers bought according to nutrition requirements, their shopping bills could be cut in the series, unlike that beating waist lines. Rats and guinea pigs used for illustration pulled a Pied Piper and escaped to scrabble chaotically around the studio to the discomfort of cameramen and the amusement of viewers.

THE FIGHT OVER FLUORINE

Dental health was the theme of the sixth program on which host Geekie and guest Dr. M. E. Jarrett, Wellington County Dental Health Officer discussed the fact that, despite Canada's $80 million annual dental bill, only about one-third of our population is getting adequate treatment. Using film, for the most part, they then showed how this bill could be cut in half to the benefit of Canadian health.

"Fluorine - Rat Poison or Wonder Chemical?", the seventh program, featured county dental health officer Jarrett; Dr. Nikiforuk, chairman of the research section, Faculty of Dentistry, U. of T.; Dr. Robert Grainger, director of dental statistics for Ontario; and Don Williams, chemist at Brantford Water Works.

Viewers were taken on a film tour through the water works at Brantford which is the third city in the world which has added Fluorine to its water supply.

PATIENTS ARE INTERVIEWED

"Target - TB", the eighth program, featured a remote broadcast from Freeport Sanatorium in which Freeport's medical superintendent, Dr. S. J. Hawkins and Geekie show what TB is and how it can be cured and prevented. Freeport patients themselves appeared on the film and told viewers of the treatment and the drugs they received.

Geekie's idea in this was "to show uninformed viewers that a san is less of a death house than a hotel". Patients also discussed the hardest question of all - what they would do upon leaving the san. Ex-TB patients often cannot return to quite as active jobs as they had before entering the san.

"Communicable Disease Control", the ninth program in the series, showed how the great epidemics that used to claim millions of lives are today prevented by sanitation, how diseases like Cholera, for example, that once killed the entire population in a matter of months, have been eliminated. Guests Ross Campbell and Elsie Grimason, county sanitation officers, showed help of Disney animated film, how disease is transmitted by water, by sewage and by flies and junk.

Films of actual water and sewage works were shown illustrating how each can be treated to prevent transmission of disease. Pasteurization of milk was also explained with application to the local scene so that the work of area dairy and farm inspectors would be understood.
"...one of the finest public health projects I have ever witnessed"

HARDLY HURT AT ALL

Last and tenth program of the series was titled "The Wonder Needle", and was actually a follow-up to the preceding program in that it dealt with communicable disease control by means of immunization. Describing the program Geemke says, "Because so many people are still petrified by needles, we thought this would be an excellent opportunity to eliminate public fear. "As a result, Susan, Geemke's five-year-old daughter received a PDT needle right before the viewers' eyes. After Susan had explained that it had hurt hardly at all, Geemke told viewers that this was because she was relaxed which meant that her muscle tissues didn't tighten from fear and present a skin surface difficult for the needle to penetrate. More Walt Disney films were shown to illustrate how vaccines behave once they enter the body, producing immunity.

BEYOND EVALUATION

The Wellington County Health Unit itself received an average of 35 letters a week commending the program and asking for more information while CKCO was literally snow-stormed with mail. Doctors in the area reported a steady stream of patients coming into their offices as a direct result of the series—and, in nearby Fergus, this included one woman with skin and another with breast cancer who had, so far, not disclosed their condition to anyone.

Medical reaction further echoed was even more emphatic. Said Dr. Ivan Smith, director of Ontario Cancer Research Foundation, London Clinic: "The value of such a series of broadcasts is beyond evaluation. However I am absolutely convinced of the fact that through such a program, one can reach more people, more effectively in one half hour than you would in a whole year's distribution of publications."

Dr. S. J. Hawkins, medical superintendent, Freeport Sanitorium. Kitchener states: "This series of television broadcasts has been one of the finest public health projects I have ever witnessed."

Geemke describes the philosophy behind his Library series as "An attempt to familiarize the local layman with those aspects of preventive medicine which had hitherto seemed strange and frightening to him. We tried to remove the terminology fog from around preventive medicine in general, by phrasing our programs in down-to-earth but not condescending language. Furthering our aim to make the unfamiliar, familiar we asked as many local, well-known general practitioners as possible to appear on the program, so that our message would spark utmost confidence in the viewer's mind."

FIRST OF ITS KIND

None of the people involved in bringing the Medical Library series into being have underestimated its possible repercussions, nor under-valued its importance. Promoted by CKCO itself as "the first time any TV station in Canada has done a medical series", the Library is described by Geemke as "the first attempt by any board of health in Canada — local, provincial or federal — to present a series of this kind."

And there is every evidence that the Library will inspire the production of many similar series on preventive medicine by other TV stations across Canada. After watching Geemke's series, deputy director Ted Watts of National Information Services, Department of Health and Welfare, Ottawa was moved to say: "There is no doubt that Wellington County's Health Unit is acknowledged to be the leader in public health education in Ontario, if not in Canada." Judging from reactions such as these, there are very good reasons why Geemke himself should say that he has "high hopes that Medical Library will influence other boards of health across Canada—and not merely local boards either — into launching similar TV projects."

International

IRISH FILM PRECEDES IRISH TV

AS YET THERE is no TV in Ireland. However, the Dublin firm of commercial and TV producers, Broadcasting and Theatrical Productions Ltd., has entered TV film production in the belief that "TV will come to Ireland sooner than people imagine."

B&T Productions Ltd. is therefore offering US and Canadian producers made-in-Ireland radio and TV programs. It is already supplying radio material to Radio Eireann and to commercial sponsors. Eamonn Andrews, B&T chairman, has just returned from studying the market possibilities in North America and has already appointed a US-Canadian representative, W. Davidson, New Milford, New Jersey.

Ireland's Minister for Posts and Telegraphs, Noel Blaney, recently announced that TV is a "must" for the country and a number of interested parties, including American commercial interests are negotiating with the Irish Government for establishment of a system.

Commenting on the situation, chairman Andrews said: "Whatever form (Irish TV) will take, whether it will be run by the State, by a commercial body or by a combination of both, this firm plans to supply TV programs for it. The TV market is today international in scope. We therefore consider ourselves as producing for already-existing North American and British markets and for the Irish market soon to be."

FOR COVERAGE WHERE IT REALLY COUNTS

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CHANNEL 8

CFQC-TV

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Compiled by IAN GRANT

HELL Oil, through J. Walter Thompson Co. Ltd., and Good-
year Tire, through Young and Rubi-
cam Ltd., will be carrying the Grey
cup games in all of Canada except the
province of Quebec where they will be
sponsored by Molsons
Brewery Ltd.

COMMENCING AROUND the
middle of October, Pharma Craft
Coldene will be using live com-
cernals on various afternoon shows on the
following stations: WHEN-TV,
Buffalo; CHCT-TV, Calgary; CBRN-
TV, Edmonton; CKCK-TV, Regina;
CFPL-TV, London; CHSJ-TV, Saint
John, N.B.; and CICB-TV, Sydney.
The agency is J. Walter Thompson
Co. Ltd.

WAYNE AND SHUSTER will
return to Canadian television on
October 18 with the first of eight
hour long musical comedies to be
seen over the coming months on the
CBC television network.
The program, The Wayne and
Shuster Hour will star Johnny
Wayne, Frank Shuster, Denny
 Vaughan and Joan Fairfax
Procter & Gamble, through Young
& Rubicam Ltd., and Tony Home
Permanent, through Spitzer & Mills
Ltd., have both purchased a twenty
minute segment of the show leaving
twenty minutes still open for
sponsorship.

EVER BROS. Whisk, which has
been on the market in Ontario
for almost a year, will make its
debut to the Western provinces on
October 7 on the show Tugboat
Annie. It will also appear on the
Perry Como Show as well as being
used in spot commercials at other
times. The agency is Batten, Barton,
Durstine & Osborne Inc.

ROBERT LAWRENCE Productions
(Canada) Ltd., reports that in
the first seven months of this year
its production of filmed commercials
for Canadian television increased
by 100%.

John T. Ross, vice-president, said
the company made 120 commercials
during this period, 75 in English and
55 in French.

AFTER THE SHOW on Monday,
October 7, Front Page Challenge
which has been running every other
week, will become a weekly program
at 8.00 - 8.30 every Tuesday night.
Sponsorship for the show is by Lever
Bros., through Young & Rubicum
Ltd.

CJCB-TV, SYDNEY recently pur-
chased a package of spot commer-
cials which include, Range Rider,
My Favorite Husband, Amos 'n' Andy,
Liberace, Conrad Nagel Theatre and
Kingdom of the Sea.

Also CKCO-TV, Kitchener and
CKMI-TV, Quebec have bought
Annual Oaksley, San Francisco Beat
and The Looney Tunes Cartoon
Library.

The Adventures of Champion, fil-
med especially for TV by Fying A
Productions has been bought by the
CBC for its six English language
stations. The series of 26 half-hours
starts on the network October 14
and is at the 5.30 - 6.00 pm slot.
Sterling Drug Manufacturing Ltd.
have renewed their quarterly - hour
Life With Elizabeth film show for a
further 26 weeks. It will be seen
over CBLT, Toronto, CBOT, Ottawa,
CBMT, Montreal, CBRN-TV,
Edmonton and CBUT, Vancouver.
All these shows are distributed in
Canada by Caldwell Television Film
Sales.

EFFECTIVE OCTOBER 1, NBC
Television Films, Division of
California National Productions Inc.
will be represented in Canada by
Fremantle of Canada Ltd.
The announcement was made by
H. Weller Keever, vice-president in
charge of sales for NBC Television
Films and Paul Talbot, president of
Fremantle Overseas Backlot, Televi-
sion Inc. parent company of the
Canadian organization.

Along with all NBC television film
programs currently available in Can-
da Fremantle also will distribute
CPN's latest series, Boots & Saddle,
the story of the 5th cavalry.

ONE FULL HOUR of the English
network will be taken up on
Sunday, October 20 by a presenta-
tion of Pioneers, which will be piped
in from the U.S. Starring on the
show will be Mickey Rooney and
Stubby Kaye.

Rexall Drug Co., through BBDO,
are buying the show as a promotion
for their one cent sale. If this proves
successful they will use a similar
show before each of these sales
which take place twice a year.

WHEN THE Saturday night
Juliette show returns to the
CBC-TV network on October 12,
singer Roy Roberts will replace
George Murray, who is going to the
U.S. to act as business manager for
his wife, singer Shirley Harmer.
The show is being sponsored by
Imperial Tobacco Co., Canada Ltd.,
through McKim Advertising Ltd.

MOLSONS BREWERY Ltd. will
sponsor the radio and television
coverage of the All Star Hockey
Game in the province of Quebec on
Saturday, October 5 at 9.00. The
show is MacLaren Advertising Co.
Ltd.

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There are 587,197 young people (10-19 years inclusive)* in the 1,156,000 households** which make up CFRB's listening area. Their needs and desires alone offer golden opportunities for additional profits. In the year 1955, they and their families accounted for the amazing record of over 4 billion dollars in retail sales—84% of Ontario's total.**

*based on projection of 1951 Dominion Census figures.

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