MR. ADVERTISER

Before you select your media to cover a given market do this. Compare the number of daily and/or weekly newspapers you will require to do the job which can be done thoroughly by one local radio station. Then let your Conclusions be your Guide.

Ask your advertising agency, local station or BAB.

Do It Now!

BROADCAST ADVERTISING BUREAU
Radio Division
Suite 404, 200 St. Clair Ave. West, Toronto 7
Phone WA. 2-0502

The Broadcast Advertising Bureau — Radio Division, promotes exclusively the use and sale of Radio as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.
**MEETS IN OTTAWA DECEMBER 6**

The Board of Governors of the CBC will meet December 6 to hear applications for the establishment of a TV station in Saskatchewan, a satellite TV station in Quebec, and six new radio stations.

Applying for a license to operate a TV station in Moose Jaw, is radio station CHAB. It hopes to operate on Channel 4, with a power of 54 kilowatts video and 27 kilowatts audio.

A proposal for operation of a satellite station of CIBR-TV Rimouski, will be advanced by La Compagnie de Television Pohénégamoque. Incorporated. Located at Eustou, Quebec, the satellite would broadcast on Channel 70 (UHF), with a power of 48.1 watts video and 27.55 watts audio. It will be the first time the Board has heard a proposal for operation of a satellite station not owned by the master station.

Three of the six radio proposals are from B.C. -- in Burnaby, Saanich, and Kitchener.

Burnaby Broadcasting Ltd. seeks a license for operation of a 5000 watt station at 730 on the dial.

Malcolm L. Keeble, Parksville, B.C., seeks a license to operate a station at Kitimat, at a power of 1,000 watts at 1140 on the dial. A company would be incorporated to undertake the operation.

A Victoria radio dealer, Ellison Queale, is the applicant for a daytime radio operation at Saanich, which would broadcast with a power of 1,000 watts at 810 on the dial.

All three BC applications were heard in Vancouver last January but the Board reserved judgment pending a further study of operations of other stations in the areas concerned.

As the Board will also hear: an application from Dinosaur Broadcasting 

A CBC REGIONAL engineer has been assigned to Jamaica, to advise government officials there on broadcasting engineering problems.

H. M. Smith, CBC regional engineer for the Maritimes, left Halifax last month for his new post, where he will act as advisor for the Jamaican Ministry of Development.

A native of Fonthill, Ontario, Smith was appointed head of CBC’s Design and Construction department when the corporation was founded in 1936. He moved to the Halifax post in 1941.

Will Advise Jamaica

**On Our Cover**

Veteran broadcaster Doc Cruckshank of CKNN-Wingham had a tough time deciding whether to attend the radio or TV meeting as these two charming ships, Pam D’Orsay (left) and Sheila Billing practically tore him apart in the small -wreathed lounge outside the upper conference rooms at the CBCA convention last month.

**BANKS OPEN FIVE NEW BRANCHES in CJON’s Coverage Area—Newfoundland**

Will advise Jamaica

**Did you know that...**

**CFRA Ottawa**

Reaches a total of 266,690* adult listeners every day.

**Elliott-Haynes Circulation Reports**

Now manufacturing accounts for 6 times the dollar volume of Fishing in Nfld., a big change in 5 years, now Fishing is not even ranked with the top 3 industries in Newfoundland — and 5 new branch banks opened within the past six months in CJON’s coverage area to help serve the booming Newfoundland Market.

See Stovin-Byles in Canada

Weed & Co. in USA
A dollop of my best beaver to Radio Station CKLC, Kingston, who, when they desire to know how they are viewed in the public eye, do go out and ask direct questions rather than sit back and hope for the best! Pepys does, with some pride, record here the answers to two questions which were asked of 100 Kingston Retail Merchants, in THREE SEPARATE SURVEYS, taken in July 1956. February 1957 and July 1957:

1. “Which of the two Kingston Radio Stations do you listen to most?”

   **ANSWERS:**

<table>
<thead>
<tr>
<th>Survey</th>
<th>July, 1956</th>
<th>Feb. 1957</th>
<th>July 1957</th>
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<tr>
<td></td>
<td>Total Scores (100)</td>
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<tr>
<td>CKLX</td>
<td>33</td>
<td>43</td>
<td>65</td>
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<tr>
<td>CKWS</td>
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<td>17</td>
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<td>Both</td>
<td>14</td>
<td>20</td>
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</tr>
<tr>
<td>No opinion</td>
<td>40</td>
<td>20</td>
<td>—</td>
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</table>

2. “If you were planning a radio campaign on one of the Kingston radio stations which station would you use?”

<table>
<thead>
<tr>
<th></th>
<th>CKLX</th>
<th>CKWS</th>
<th>Both</th>
<th>Neither</th>
<th>No opinion</th>
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<td>28</td>
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<td>33</td>
<td>18</td>
<td>15</td>
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<td>27</td>
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</table>

The progress made by Radio Station CKLC towards greater acceptance as an advertising medium, is, to Pepys, an impressive one. I do feel assured that it will be noted and found equally impressive to astute Time Buyers all across Canada who do desire to capture the thriving Kingston, Ontario market.

UP IN THE AIR TO STAY ON TOP

A LL THROUGH THE Edmonton Exhibition, CJCA, kept pounding out their slogan, “CJCA Stays On Top”, from a forest ranger’s cupola which they had adapted for the purpose. After the Ex, they were going to throw out the improvised broadcast booth, until somebody had an idea.

They ran the cupola up to the top storey of the Edmonton Gas Building, which was under construction, to prove their point. If you look closely, you will see it in the picture, but you will have to believe us when we say that Ed Lawrence CJCA de-jay is inside it, as he is every Thursday evening from 6:20 to 9:00, doing his Ed’s Place program.

B.C. RADIO MAY FACE SUNDAY TEST

CHOICES OF TORONTO’S CBC-Lord’s Day Alliance controversy were heard in Vancouver late last month. A member of the Vancouver Police Commission recommended that local radio stations be charged with violation of the Lord’s Day Act for broadcasting on Sundays.

Brigadier William Murphy told fellow commissioners that Sunday broadcasting should be included with other activities that will be charged in a test case with Lord’s Day Act violations.

Rejection of Vancouver broadcasters was to welcome the proposed prosecution, in the hopes that the law would be changed.

**BCAB President Gil Seabrook, CJIB, Vernon, predicted that public protest as a result of the prosecution would force changes in the Act.** “It is a most unreasonable and unrealistic law, and all this is most ridiculous,” he said.

Closed Circuit Ad Course

MICHIGAN STATE University is now teaching advertising by closed-circuit TV.

The project is part of MSU’s continuing series of experiments in the field of educational TV, but it is the first time the methods have been used to teach advertising.

The advertising class is divided into three pilot groups. The first hears lectures in a TV studio; the second watches them on a monitor screen; the third attends conventional lectures. At the end of the year, results obtained by the three groups will be compared.

John W. Crawford, who teaches the course, hopes the experiment will shed light on the feasibility of visual aid materials in the classroom.
Airing The Arts Is A Full Time Job

TREMENDOUS credit for the difficult job of broadcasting the Royal Visit is due to the personnel of the CBC. Through their own facilities and those of the private stations, they sent their broadcasts into every nook and cranny of the country, in most cases while they were actually happening.

Responsibility for broadcasting events of such national importance as the Royal Visit, "cultural" projects such as CBC Wednesday Night and other "educational" endeavors, may well be entrusted to departments of government. But we are adamant in our opinion that programs of popular music, news, editorial comment and advertising are not the affair of any branch of government, be it government agency, crown corporation or civil service.

... Right after the Royal Visit, the CBC board of governors announced that it would, in future, reverse its self-imposed regulation and accept spot announcements for medicinal products provided they measured up to the same standards — no kidney or bowel complaints, etc. — as they impose in the case of programs. So far this applies only to TV spots, but radio is under consideration.

What this amounts to is that the CBC is making it easier and cheaper for proprietary medicine accounts, which they once considered distasteful, to get air time.

Because it is unable to operate its stations without tremendous deficits, the CBC, backed by the Fowler Commission, sees no alternative but to increase its advertising revenue even at the expense of its own convictions. In this way, it is becoming more and more of an endorser of the products it advertises on its air, and because it cannot or does not accommodate all would-be sponsors, a discriminator against the many products which would like to advertise but cannot do so.

The CBC's situation is an impossible one and it is becoming more untenable with each new development. But is there not a rather obvious solution?

Here is a factual summary of the situation:

(1) The CBC has the prime responsibility of providing programs of educational, and in some cases national importance. At this it has proven itself to excel.

(2) The CBC has shown itself unable, in spite of an excise tax on sets, commercial revenue and government grants, to operate its stations and networks without deficits.

(3) The private stations have been economically successful, and have made their facilities available to the CBC, thereby giving them national coverage for their important programs.

There is a solution and it seems to us a highly logical one. It might be described as the "Jack Spratt Plan".

Just as Jack and his wife respectively shunned the fat and the lean, so do the private stations shy away from the production of serious programs while the public or government body fails when it comes to running stations and networks. So, if Jack Spratt and his wife could eat what they liked and leave what they disliked to the other, why cannot the two groups of broadcasters clean their platter in the same way? In other words, let the CBC concentrate on producing its programs and let the private stations supply the facilities to get them onto the air.

Educators propound their doctrines by writing books. They leave their printing to expert printers.
**CJOB POWER BOOST IS TOP SECRET**

CJOB - AND DAGGER secrecy was the rule last month, when plans were laid for announcing the power increase and frequency changeover of radio CJOB, Winnipeg.

Cornerstone of the changeover promotion was the decision to refer to CJOB's new dial location, at a frequency of 680 KCS, as "68". Planning had to be carried on in strict secrecy, since two other Winnipeg stations have frequencies ending in zero.

"It was one of the best-kept secrets of the year," commented Wayne Currie, CJOB account executive at McConnell, Eastman in Winnipeg. With two other stations having 580 and 680 frequencies, obviously a leak of the new idea would have been deadly.

"We can't praise too highly the cooperation we received from all our suppliers," he said.

The campaign was bolstered by double-page ads in both Winnipeg dailies, followed with multiple small-space ads - "The listening's great...dial 68". Billboards and cars further promoted CJOB's changeover.

**SPUTNIK-LIKE BEEP**

Another gimmick developed to emphasize CJOB's "new sound" in radio, is a sputnik-like electronic "beep" with an echo effect, which is used to introduce the station's newcasts. The "beep" is a topic of conversation around Winnipeg. Other radio promos included singing station promotions, however, unposed introductions to the various air personalities.

A third promotional device used to announce the changeover is a friendly-looking bee, complete with crew-cut and horn-rimmed glasses, who appears in many CJOB ads.

CJOB began broadcasting in March, 1946 at a frequency of 1340 KCS with a power of 250 watts.

The recently-approved power increase multiplies CJOB's power twenty times, to 5000 watts, which station officials say will provide a potential listenership of 1,000,000 people, covering Manitoba and extending into Saskatchewan, Northwestern Ontario, and the Northern United States.

---

**WE SELL RESULTS! says Lionel the Lobster**

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

Top this rich source of buying power with

**CKCW**

REPS: STOVIN in CANADA . ADAM YOUNG U.S.A

---

CBC Symphony Europe Bound

**NABET Seeks 35 Hour Week**

BROADCASTING EMPLOYEES in the USA will press for a 35-hour work week and uniform pension benefits next year.

George Smith, International President of the National Association of Broadcast Employees and Technicians said last month that the demands will be pressed in negotiations with two major US networks early in 1958.

The goals were set at a week-long conference of the union's contract preparation committee in New York last month. Union negotiators will also seek pay increases, Smith said.

--

Copymen Names Board

PEOPLE UP IN the Peace River country of Northern Alberta live far enough north to be in line with the upper end of James Bay, yet they are just as well informed as their cousins in Edmonton, Winnipeg or Toronto, and the reason is radio.

Jack Soars, assistant manager of CFGP, Grande Prairie, says that up in his part of the country, people either listen to radio or go to bed. Without the innumerable attractions such as night spots, major sporting events and other things that take people in the larger centres out for the evening, people in these outlying areas live by their radios, which, as Soars puts it, are "as much of a necessity as the kitchen stove." Soars says he's driven on every road throughout the area and has yet to see a home without a radio antenna.

The result of this is that through their radios, people up there are just as well informed as the people of Toronto. "Via radio," he continued, "they hear all the news. They heard the Queen open parliament; they hear the football games; they hear the Leafs battling it out with the Canadiens at the Maple Leaf Gardens. They hear election returns as fast as anywhere in the country; they don't miss a thing because their radios are on all the time."

HOME NEWS TOO

Besides keeping Peace River in touch with the outside, CFGP has also the task, much more personal and intimate, of keeping the people in the area in touch with each other. How the station helps its listeners in this respect can best be told in Soars' own words:

"What do we do for them? Well, we broadcast their messages - when Joe comes to town on the odd occasion to pick up a part for his tractor, we send a message home saying he can't make it out till next Tuesday because he decided to get his teeth fixed while he was in. Or Jim sends word to his neighbor to throw the cow over some hay because he can't make it home tonight."

"We tell them when someone dies and where the funeral will be and when."

"We tell them that there'll be an auction sale so they can pick up a milk cow at a reasonable price."

"We tell them what the weather is going to be like tomorrow so they can plan their harvest work or go out and cover the tomatoes against the frost."

"We tell them that the school bus won't be running tomorrow morning so don't send the kids to meet it."

"We tell them that the same bus has broken down in town and don't worry about the kids - they're being looked after by friends there."

"We interview everybody we can get mikes in front of in order to help their neighbors get to know them."

"We go to everything from a dog fight to a wild oil well so our people will know what's going on in their own country."

"We tell them who is in the hospital in the nearest town to them and broadcast messages from their relatives in the hospital. We report daily on the health of the patients in three hospitals scattered throughout the country."

Soars says CFGP listeners, when they come to town, show their appreciation for all this by dropping in to see "our" station, calling all announcers by first names, bringing gifts of vegetables and preserves, and thanking the staff for filling in so many lonely hours.

In a set up like Grande Prairie's, he explains, it isn't surprising that CFGP's whole program day is devoted to public service. "It has to be."
THE QUESTIONS FLEW LIKE GUIDED MISSILES

One point interested the audience especially: CFPL’s policy on stringers, who regularly phone in news from rural areas on a piece-work basis. Delegates questioned Cornell of radio,” he said, “but millions of people haven’t heard about the old ones.”

Some of the old - but still - new ideas used by CKWS: a permanent

ELECTED DIRECTORS of the CCBA were, left to right, Don Lawrie, CHEX, Peterborough, treasurer; Mary Burgoyne, CKBT, St. Catharines, secretary; Terry French, CKLC, Kingston, 2nd vice-president; Allan Waters, CHUM, Toronto, president; CFPL, London, TV directors are Conrad Lavigne, CKLW-TV, Timmins; Cam Ritchie, Windsor.

and each other closely on various methods of paying stringers. Many offer a flat rate of fifty cents per item, plus bonuses for news importance and speed. Many pay stringers’ long-distance telephone costs as well. All agreed that the stringer’s monthly check must be substantial, or he loses interest.

What was CFPL’s policy on advertisers’ requests for ‘plants’ and news plugs in newscasts? Cornell’s answer: “It’s easy for us to decide. Are the plug items interesting and newsworthy. That’s all we need to know.”

RADIO SELLS RADIO
“Consumer Promotion in a Medium-Sized Market” was the next topic to occupy delegates’ attention. Speaker Wally Regewan, manager of CKWS, Kingston, emphasized that radio should be used to promote radio. “But other media should be used to supplement it,” he said. Regewan listed three important factors in station promotion: advertising, showmanship, and mobility. “There may be no new ideas in radio,” he said, “but millions of people haven’t heard about the old ones.”

SOME OF THE OLD - BUT STILL - NEW IDEAS USED BY CKWS: A PERMANENT

remote studio located in a store in a Kingston shopping centre; on-the-spot broadcasts from Kingston’s tourist information booth, the community centre and lobbies of local theatres, advertising slides shown at the local drive-in theatre, and a mobile news unit. We pride ourselves on being a mobile station, with a lot of showmanship,” he said.

IMPORTANT OF FACTS
Next speaker was Dick Misener of CCF, Montreal, who spoke on “Developing Local Sales in a Major Market.” His blanket formula: a workable sales plan, bolstered with plenty of facts. “If you don’t have a workable sales plan, I don’t know how you can be critical if it doesn’t work,” he said.

One factor stressed by Misener was the importance of having facts at the sales manager’s fingertips. “Have enough of us sufficient information on the day-to-day development of our business,” he said.

This discussion was a fairly general one, and specific sales gimmicks were not discussed. Delegates praised Misener’s general conclusion however: “There’s no substitute for intelligent sales management.”

ADS MUST SAY SOMETHING
Visual presentation was the feature of the next topic, when Ram- say Garrow, of CHOV, Pembroke, spoke on “Promotion to the Retailer and National Advertiser” and illustrated his talk with sample mailing pieces from various stations.

“Direct mail can sell an impression,” said Garrow, “but it must be specific. Consistent use of direct mail and trade paper advertising is ‘good practice’, he said, and emphasized that the messages must carry a specific product.”

Garrow added that mailing pieces should give information about audience, markets and program-
SASK STATIONS HOLD 1-DAY GABFEST

BENDING AN ATTENTIVE EAR is Saskatchewan Premier T. C. Douglas, pictured with CARTB President Vorn Dallin (left) and CKCK Assistant Manager Don Dawson. Premier Douglas was guest of honor last month when Saskatchewan private broadcasters met October 7 in Saskatoon for their informal annual meeting.

Douglas, cabinet ministers, crown corporation heads, and ad agency executives, were among the 100 Kingston Radio station guests.

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 100 Kingston station they would use if planning a radio campaign.

<table>
<thead>
<tr>
<th>ANSWER</th>
<th>July</th>
<th>Feb.</th>
<th>July</th>
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<tbody>
<tr>
<td>CKLC</td>
<td>28</td>
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<tr>
<td>CKWS</td>
<td>14</td>
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<td>15</td>
<td>11</td>
</tr>
<tr>
<td>Would not use radio</td>
<td>8</td>
<td>7</td>
<td>—</td>
</tr>
<tr>
<td>No opinion</td>
<td>38</td>
<td>27</td>
<td>27</td>
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</table>

(Elliott-Haynes Surveys)

BUY CKLC

CHOOSE THE 495 kcs. OF KINGSTON

and EASTERN ONTARIO

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

 Did you know that...

CJOC Lethbridge reaches a total of 34,380* adult listeners every day!

*ELLIOTT-HAYNES CIRCULATION REPORTS

BOOKS BY MAIL
CB & T Book Dept., 54 Wellington St. W., Toronto 1

Buy the audience that buys the merchandise

Surely, it takes results to make local advertisers renew year after year. In fact, CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly for over 20, 15, 10 or 5 years.

Surely local accounts buy on logic. They know that CHRC's programming to the family serves fathers and mothers best and gives their advertising the greatest sales impact.

Of course, your national advertising on CHRC is sure to get results in French Quebec — to do a really effective selling job — at the lowest possible cost.

REPS — Jos. A. Hardy & Co. Ltd. — Canadian Station Representatives

Are you GETTING YOUR SHARE of the $33,000,000 Retail Sales and the $18,000,000 Industrial Payroll IN THE B.C. BLOCK of the PEACE RIVER District?

CJDC DAWSON CREEK, B.C.

RADIO REPS in Toronto and Montreal JOHN N. HUNT in Vancouver A. J. MESSNER in Winnipeg DONALD COOKE in USA

CHRC 800 kcs.

SOON 10,000 WATTS

to get still better sales impact in the Quebec district

THE RADIO SELLING POWER OF QUEBEC CITY

5,000 watts

495 kcs.

TOGETHER WE CAN

Get the Audience That Buys the Merchandise

For more information, please visit www.americanradiohistory.com
Despite TV competition, radio's golden age still lies ahead of it, delegates to last month's CCBA convention were told.

George Meen, advertising manager for Christie Brown and Co. Ltd., and Christie's Bread Limited, told more than 300 radio-TV managers and time buyers "if radio is dead, it's a very remarkable corpse."

In what the former Toronto Argonaut described as a "definitely congratulatory message", Mr. Meen lauded radio men for meeting the challenge of TV with a new spirit of aggressiveness.

"The saying, 'radio is dead' was more than a wisecrack that was bandied about some five or six years ago. It was a full-fledged premonition, given by people who either didn't think deeply enough, or should have known better. "If the heart by the chicken-livered and the inexperienced", he said.

But radio men have been able to regain their place in the sun because they have been able to prove the need for radio. They have said to TV in effect: "All right - so you've new; so you're powerful, so you move merchandise. But you needn't think you can displace us. We're powerful. We move merchandise. Now you get on with your job, and we'll get on with ours.

What has caused the resurgence of radio, in the face of the strongest competition it has ever had to face? According to Meen, radio's new aggressiveness is made possible by the rediscovery of a fundamental radio characteristic. Radio is the only medium capable of serving in what the research people call multiple-atention situations.

"Actually", Meen continued, "this established the exclusive characteristic enjoyed by radio, alone of all media. It's hard for the salesman to force attention, to get the door open as it were. But to a fantastic degree, radio has always had this door open, no matter what else people are doing."

But has radio exploited its advantage in multiple attention situations? Not fully, according to Meen. Radio researchers have emphasized quantitative research, but it is only recently numbers. Now they are busy finding out the 'who, when, where, why and how'. And we must find out!

"It's going to cost money, lots of it", he said. "Think about it, radio people, it's a big advertising idea, with a big investment."

Radio Got Up and Fought

Mr. Meen lauded radio men in the audience for their "genuine and

FIVE ADVERTISING MANAGERS, who took their hair down for the benefit of CCBA delegates were, left to right, Perry Beaton, Procter & Gamble; Morrey Lawrence, Nestle; Tom Humphrey, General Mills; George Meen, Christie Brown.

that they have realized the importance of gauging radio's qualitative importance - radio's strength in the lives of the people.

"The Americans already know, as we do, the 'what' of radio advertising. That's just a matter of sheer tremendous interest in helping the advertiser move merchandise". But, he added, it wasn't always that way.

"Is it the competition that forced this resurgence? Certainly, and aren't we advertisers glad of it? One thing about that voracious monster television - it made radio get up off the deck and fight," he said.

In their willingness to aid advertisers, Mr. Meen said, some stations are better than others. "In creative ideas and willingness to get in and pitch for the sponsor, the cowboys haven't the edg," he said. "In a big and to broadcasters in Western Canada."

In this connection, Meen called for radio stations to exercise what he called "profitable courtesy. For instance, he said, many sponsors hear no more about the spots they have bought until they receive the bill. Research people can tell him what results his money is buying, but nothing is heard from the station.

Other stations are different. They send tapes of spots to sponsors, or the sales manager writes a letter of thanks to the advertiser.

"Nice? You bet," Meen commented. Most stations follow these procedures as a matter of common business courtesy. "But the fact is, gentlemen, you don't all do it," Meen said.

The Package Problem

In the face of TV competition, radio faces a new and difficult challenge, Meen said. But creative thinking and improvisation by radio people will meet the problem.

Meen was referring to the problem of producing a visual image of a package, where TV, as a medium, has a natural edge.

"The revolution in packaging", Meen said, has been brought about by the emergence of the supermarket, and the "accent on impulse". Not all the furor over packaging is justified, he continued, but radio must nevertheless recognize the importance of this new factor, and meet the presentation problem it raises.

"You still can't see the package on radio. Now what are you going to do about it?" he asked.

Meen's answer: "Why, you are going to sit down and think, of course. You're going to create, to improve, to come as close as possible to TV's visual image."

As an example of solutions, he cited Maxwell House Coffee's "good to the last drop" and uplifted cup campaign.

But packaging isn't everything, Meen said. "Cast radio in the role of the advertiser's trusted friend, telling his story, warmly, sincerely and strongly -- and all the package designs can go to hell; there'll still be dollars for radio!"

The title to Meen's talk was, "Christie's Likes Radio Better All the Time", and he gave plenty of reasons.

Flexibility and immediacy of radio were listed as major advantages. "If we have specials on Friday, we can advertise on Friday -- or better still -- on Tuesday"

"We like radio because it can be warm and friendly, and that's the way Christie's tries to use it," Meen said. "When it comes to describing the good lemon tarts and seducing the little woman into going out and buying them -- that for radio."

Low cost is another attractive factor. "Spot radio gives us frequency at a cost that permits us to cover our markets without spreading our resources too thin. Radio today is a good solid buy and that's why we're using it," Meen said.

"Our simple belief is this: In local markets radio is generally outperforming other media for the dollars invested."

But he added one important reservation: agencies have the final say in planning Christie's media policy. "Sure Christie's likes radio, but you sell Christie's because you sell our agencies, and that's the way it will be, as long as Mrs. Meen's little boy has any say."

"In all frankness, we wouldn't buy a nickel's worth of advertising if our agencies didn't call it that way," he said.

Summing up, Meen said: "Let radio learn, as it is learning, how to train itself, get its message across. Let it find ways, as it is doing, to work closer with the advertiser. Let it forget counting noses and invest money to find out the 'who, when and why' of radio listening. Let it learn to make capital of its exclusive capacity to sell people whose attention is divided, and it will turn out to be true that the golden age of radio still lies before us".
ONLY UNITY CAN ASSURE INDEPENDENT B'CASTING

PRIVATE BROADCASTERS must meet the problem of CBC control on grounds of broad principle, CJON-TV Vice-President Don Jamieson told delegates to the CCBA convention last month.

"Broadcasters do too much sniping at the CBC as a program agency" instead of emphasizing the issues between public and private enterprise, the Newfoundland station executive said, in the keynote convention address.

Private broadcasters could strengthen their case by improving their own programming, he said, because "we've got to give the CBC pretty good marks for some of their network efforts.

In the same way, Jamieson said, broadcasters should not over-emphasize co-operation between public and private broadcasting, at the risk of ignoring the basic differences between the two systems.

If broadcasters are to effectively oppose CBC control, "we must first accept our role, and stop saying we're equal partners. We're not; we're secondary members of the organization," he said.

"Constantly, since the Fowler Report was released it's been stated over and over again that what we need is a greater measure of cooperation with the CBC -- but is this actually feasible?" Jamieson asked delegates.

"Surely there is a basic difference between private broadcasters, dedicated perhaps, but naturally interested in making a profit, and the CBC, where the profit-motive is eliminated.

"The CBC has the power to regulate, the power to control; so it makes no great sense to over-emphasize this matter of co-operation," he said.

WEAKENING THE FRONT

Jamieson tongue-lashed broadcasters for allowing internal disagreement to weaken the united front they must present to the CBC, to the public and to advertisers.

"Broadcasters have done a handsome, delightful job of 'stuckling' their fellow members," he said.

"I've about two broadcasters realized that, by fighting for each other's dollars, we let 75 per cent of advertising revenues go to other media," he said.

Similarly, Jamieson said, there is no single-voiced demand for a change in the present system of private broadcasting regulation. "We talk separate regulatory bodies in the vaguest general terms, but what exactly do we want as an organization?" he asked.

"We've been expecting too much of our organization if we expect 150 broadcasters of all stripes to easily reach agreement," he said, "but forget it's sake, let's not rubber-stamp everything at the CARTB convention, and then go home and disagree later.

What is needed, Jamieson said, is "more thinking about the philosophy of broadcasting," to combat the "stupifying mediocrity" for which broadcasters are criticized.

This will mean a return to imagination and ingenuity in programming, Jamieson said. And he warned station managers who become too pre-occupied with administrative details: "Get back in the studio, boys, and learn a little bit about the kick you can get out of creativity in programming.

Unless managers think hard about imaginative programming, Jamieson said, a station can reach the point where "we've got a bunch of crew-cut pop-leg teenagers dictating our programming."

Wide agreement must be reached among broadcasters on rating systems too, if radio-TV is to compete effectively with other media, Jamieson said.

"I wonder if the broadcasters of Canada aren't being taken for a ride by competitive rating systems?" he said. "If ratings are to mean any-thing, we've got to stop condemning BBM, and rally around a single system."

The broadcasters of Canada ought to consider setting up a rating system "that will give us all the information we want - from a single source," he said.

"One service, one plan" in broadcast ratings will constitute an answer to ABC, he said.

Jamieson also criticized the tendency of broadcasters to sacrifice uniform programming to the demands of advertisers. "We as broadcasters have to get broadcasting back in our own hands," he said.

"No newspaper would throw out its sport page for an advertisement," but broadcasters are forced to juggle program schedules continually, in response to the demands of advertisers.

Radio Rep's "File Box"

Here is a complete "Fingertip Fact File" containing complete market data, and latest information on Canada's KEY Radio markets.

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RADIO REPRESENTATIVES LIMITED

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WHAT DO BUYERS WANT FROM RADIO?

By Sandy Ross

While BBM is regarded as a basic tool by time buyers, most of them want supplementary information from individual stations, a cross-section survey taken last month indicated.

And for smaller, rural markets, the supplementary information looms as an all-important factor -- for time buyers, when they make their decisions, want to know the station as well as the listeners do themselves.

Some praised radio's "aggressiveness", while others decried its "amag- nes'; but whether the situation is good or bad at present, all agreed that it is improving, and that stations are becoming increasingly willing to worry about their clients' problems. The reason for the "new look" in radio's relations with its customers was obvious to all: competition from TV.

When confronted with the question, "what do you want from radio?"

reaction of time buyers and advertisers interviewed was near-unani- mous, no matter what their views on radio's co-operativeness with clients. "We want more service and more facts," was their cry.

BBM is a MUST Reaction of John Crobie, account supervisor at the J. Walter Thompson Agency, was typical: "In areas of large markets, much of the information that stations could provide is available from other sources. In the case of smaller areas, somebody's got to tell us the facts," he said.

"In a large agency such as ours, the media director must be properly equipped with an adequate supply of facts, not only on rates, audiences and facilities, but also on the size and nature of the market in which the station operates.

"In areas not covered by BBM, we're forced to fly by the seat of our pants; in fact, we don't cover technical details such as wattage and so on, are readily available. What we want is something more; and we're not getting it.

"What I want is the local details of a community that, sitting at a buyer's desk, I can't be expected to know myself. For instance, when is payday in Flin Flon, Manitoba? What day does the local movie change? (Listening will be down in the small town that evening.) Is there a market day, and from how far out do people come in to shop? And what about daylight saving details? These are small things, but they could save us a lot of money".

More Supplementary Facts Mrs. Muriel Murray, time buyer at Walsh Advertising, was less demanding, but her theme was the same: more supplementary information from small stations. "We want to know the number of radio-TV homes for every market, and we're also interested in income levels.

"It's all these things that are lacking, but I don't think it would be too much to ask for each station to do it in their own area," she said.

Lloyd Hefford, McCann-Erickson media assistant, set less store by income levels than did Mrs. Murray. "Since radio, like newspaper, reaches every income level, we don't worry about audience composition and income levels except in special cases," he said.

Qualitative Information The personal approach was stressed by Carl Brain, time buyer, whose main demand was for more qualitative information. "We want to know the station in the same way we would if we lived there; we want to know about the listeners of a particular station, not the market it serves. We want facts on actual performance, not figures on what performance would be under ideal and unrealistic conditions. Never mind the people the station's capable of reaching - what about the people it does reach?"

Mary Moran, MacLaren Advertising time buyer, said substantially the same thing, with more specific terms. "To attract the national advertising dollar, you must convert the ringers of the local cash register into language that the national advertiser can understand," she said.

Specifically, she wanted information from stations that included: a map showing the coverage area; population and radio-homes figures; population breakdowns by age, sex, race, origin and language; number of families and households in a market area; population breakdowns into income groups; details on local retail sales, and retail sales and service outlets.

Oliver Jennings, Lovick's time buyer, noted that Radio Representatives Ltd. had answered her prayers by supplying just this sort of information for all the stations it represents, in a handy, filing cabinet presentation. "If we had something like that for every station in Canada, half our troubles would be over," she said).

Limitations of broadcast surveys in assessing smaller markets were stressed by Ernie Allen, Ronalds Advertising account executive. "In the smaller markets, you've got to watch listening habits even more than in large metropolitan areas, because these vary greatly, due to the lack of TV," he said.

Good, and getting better But if information on smaller markets is sparse, metropolitan survey figures are abundant, and buyers and advertisers were unified in their reliance on BBM as a basic audience yardstick. Most mentioned its existing limitations - but all believed BBM is getting better all the time.

Baldest statement in this regard came from George Bertram, advertising manager of Swift Canadian Co. Ltd. In selecting stations to carry the highly-touted Swift Money

More Facts! More Figures! More Co-operation!
"BBM isn't perfect but it's the best tool we have today"

Man show, Bertram said, "We didn't buy any station that didn't subscribe to BBM; it's the only thing we have as authentic an AA to the print field, and we refuse to buy anything that's not BBM audited."

Added Bertram, a BBM director: "BBM isn't perfect, but it's the best tool we have today."

Mary Newton, time buyer at Foremost Advertising, also had the fullest praise for BBM. "As far as research goes, it's the closest thing we've got," she said. "It has a long way to go in expanding its service to provide us with more and more useful information, but it's improving all the time."

For instance, cumulative audience figures, and statistics on audience composition, not formerly given by BBM, will be available as a result of its latest survey.

BBM's main limitation, according to Miss Newton, is the number of non-participating stations.

But Bertram, as was summed by Lovick's Radio-TV Director, Bud Hayward: BBM should be a guide, not a bible. "What scares me about BBM is that buyers are using it as a rating service to replace Elliott-Haynes, and other yardsticks. BBM's an important tool, but by no means the only one; if it were otherwise, we'd employ IBM machines around the agency, not people," he said.

**RADIO MUST MERCHANDISE**

Time buyers, when all is said and done, are customers; and radio stations are salesmen. Everyone queried had definite opinions on the state of this salesman-customer relationship, and most believed the relationship, at best, leaves something to be desired. But agency buyers and advertisers were just as unanimous in calling radio's new alertness, spurred by the advent of TV.

Promotional zeal and willingness to supply buyers with pertinent market information varies greatly, most felt; much depends, John Crossbie said, "on the initiative of the station managers."

"Radio has always been an aggressive merchandiser, but this is no time in the economic cycle to lessen its efforts. Canadian radio stations are good merchandisers, and perhaps more co-operative and alert in this regard than some longer-established media," he said.

Mary Newton sounded the same note, with reservations: "Most stations are doing an aggressive, good job; others will never change," she said.

Ernie Allen elaborated. Information on smaller markets is supplied by few small stations; thus, Allen is forced to base buying decisions "on our knowledge of major markets, reinterpreted in terms of the smaller areas' - - an uncertain process at best. And since merchandising costs per thousand in rural areas are higher than in large markets, smaller stations 'really should be doing a greater selling job.' But are they? Allen answered with a flat "no."

Nevertheless, he said, the overall situation is improving. "And it's the more competitive situation that's making things go that way. When the dollars started going to TV, some of these guys got scared, and figured they had to get out and sell - - and in general, I think they're doing it," he said.

"Generally, my feeling is that radio is getting more progressive, but some stations are still pretty slow," he said.

**FILLING THE GAPS**

How do buyers fill in the informational gaps left by BBM's admitted limitations? Here, practices varied widely; and everything but the proverbial crystal ball was mentioned in this connection.

Said Alec Phare, citing an old carpenter's maxim: "measure twice and cut once". In other words, he said, all available information must be taken into consideration; "all surveys must be used as tools, but they must be intelligently evaluated."

"You can't put all your faith on one survey," added Lloyd Hefford. "We also look at TPA, programming, personality, and - - as in the case of selecting stations to carry 'Swift Money Man' - - the station's mail-pull results in the past."

Added Bud Hayward: "Our first step is to match what's available against what we want. Then we analyze the available times in terms of Elliott-Haynes and BBM; but we also look at such things as a station's past performance, adjacent programs, and air quality - - generally, programming concepts."

**RURAL vs URBAN**

The time buyers' problem is really a two-homed dilemma. On one hand, they must decide how best to reach rural areas. Here, only one station operates in a given market, as a rule, and choice of the market itself is of prime consideration. On the other hand, they must also buy time in large metropolitan areas. Here, where market facts are well-known, the question of actual performance within these markets looms large indeed.

With metropolitan market statistics readily available, buyers are content to rely on less tangible factors in judging the merits of competing stations. Corby as it sounds, these could be summed up as the "five Ps": personnel, promotion, personality, past performance and programming.

Some buyers intimated they can best assess a station's merits by knowing its personnel. "I always take into consideration the people who work for the station, and their ideas about their listeners," said Murial Murray. Lloyd Hefford put it another way: "We'll buy the station whose rep makes the best presentation."

**Promotional efforts of stations** - - a willingness to do more than simply air the commercials to help sell the product - - were another factor that influenced buying decisions in competitive situations. Buyers and advertisers displayed an appreciation of various stations' promotions that was almost touching. And why shouldn't they? They're in a position to buy something from stations, and the simple truth is, they love to be sold.

Vancouver was invariably cited as a sort of promotional heaven. Vancouver stations, in their zeal to boost sponsors' products, warm advertisers' hearts, and make eastern promotional efforts seem pallid by comparison. The comment of Christie Brown advertising manager, George Meen, who spoke at the CBC convention last month, echoed time buyers' sentiments: "In creative ideas and in willingness to get in and pitch for the sponsor, the cowboys have the edge."

But most important of all, was programming. This weighty factor determines a station's personality, and thus determines the size and character of the audience it will attract. "After all, it's the station's drawing-card," said Ernie Allen.

Another "P" was added by Alec Phare, who set considerable store on the extent of stations' public service efforts, particularly in rural markets. "A small station; even if it's competing within a larger metropolitan context, will take the listener every time it's a local booster," he said.

Other important factors near the top on most time buyers' lists: cost per thousand, availability and past performance. "Radio's done a good job for our clients in the past," said Lloyd Hefford, "and we always bear that in mind."

Underlying everything advertisers and time buyers said was an encouraging assumption; competition has been good for radio, and, prodded from behind by TV, stations are definitely moving on to higher things. A basically worthwhile medium is getting better every day.

John Crossbie expressed it most succinctly. "Radio is here to pay".

---

**Did you know that...**

**CJIC** Saul Ste. Marie

reaches a total of 42,950 adult listeners every day

**Elliott-Haynes Circulation Reports**

**Phone for Booklet in**

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WA. 44-471 UN. 6-6921

**IT'S OPEN SEASON!**

When buying the Saskatoon Market don't look any further than RADIO 600 CFQC to "bag your limit".

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Radio Reps - Canada
Young Canadian Ltd. - USA

The Radio Hub of Saskatchewan
IN

British Columbia

CJOR

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 *

THE PERSONALITY STATION
VANCOUVER, B.C. reps. H. N. STOVIN

* E-H circulation report — November '56

HAVE A HOLD ON MOST OF THE PURSE STRINGS IN NORTHERN ONTARIO

Over 300,000 listeners daily!

FOR FULL DETAILS, contact our reps at:
In Toronto and Montreal — N.B.S.
In Western Canada — All-Canada
In U.S.A. — Weed & Co.

LAST ISSUE Horace Stovin and Bill Byles announced themselves as respectively the chairman of the board and president of the representation firm of Stovin-Byles Limited, nee Stovin & Wright, sequitur Horace N. Stovin & Company. They made their proclamation with characteristic modesty (or was it generosity?) in a two page ad in this journal, with a carbon copy to MARKETING.

Now it is incumbent upon me to validate all they said in their ad, but I'm damned if I know what to say.

ENTER RAMSAY LEES

The highly literary radio and TV-director of BBD & O., Ramsay Lees, has written me another letter. He isn't going to use me this time. Rather he is backing up my contention in the October 17 editorial, “Possibly Mr. Dunton Is Too Young To Remember”, adding a few more pre-CBC programs which were on the air in the good old days. Says Ramsay, in part:

"Among those pre-CBC programs, surely Davy and His Dad, written, produced and acted (well, the part of Dad anyway) by Richard G. Lewis was worth mentioning. And at the same time, CKOC's Black Horse Tavern (where Robert Beatty furthered his acting ambitions) should certainly be included. Very few people in the west realized that Alan Young was getting his start on a regular, humorous feature known as The Adventures of the Honorable Archie and Frank Watanabe.

Ray Purdy thrilled eastern audiences with Out of the Night and Lowney's Young Canada Club was a starting point for many talented young Canadians.

As you suggested, musical programs were rampant (and if you had less than 20 men in the orchestra you were referred to as a 'combo'). Add to your list The Blue Hour with Horace Lapp.

Rex Battle conducted a daily concert from the Royal York on which Billie Bell and Stanley Masted were featured and there were a half dozen piano teams that were regular performers. You could also mention the Central Canada Network, made up of three Ontario stations in Toronto, Hamilton and Kitchener which originated live programs from all

H. N. STOVIN

What it all means really is that another grisy old veteran is going to take it a little easier. Why, I shouldn't be surprised if Uncle Horace doesn't have a chance to tear himself away from his desk once in a while for an occasional nine holes of golf, and the odd week-end in sunny Florida. Go to it, Horace, and keep a light burning in the window for a certain aging editor, because he's right on your heels.

As for Bill Byles, I have little to say, first because it was said in the ad and second because, when he joined the old firm in June 1956, I wrote and printed in this column the most effusive panegyric that has come off this typewriter since we buried Franklin D. Roosevelt.

I've known this character since he was an office boy at MacLaren's, through Spitzer & Mills and Young & Rubicam, and, it is remarkable to fact, but these erstwhile employers are still in business — prospering even. I wish him all the luck he deserves in his new berth (or should
three points.
I am sorry that I can't actually name some of the outstanding programs that originated in Montreal, but there were plenty! In fact everything that moved was broadcast -- wrestling, track meets, six-day bicycle races, airplane meets, football, baseball -- you might even remember CKCL trying to get a couple of season on the air.

There were more dance orchestras on than anywhere else, starting at noon and continuing till sign off.

I am sure your enlightened readers can add many more to this list!"

**KING OF THE CBC**

RON LAIDLAW, news chief at CFPL-TV, London, won this paper's portable typewriter at the CCBA convention, for the best contribution to the deliberations. (He let his competitors in on the running of his department in an informal chat).

The mill was presented from the head table by CBC Chairman Dave Dunton, who hoped the winner would use it to write with the same lack of bias as the donor. One up to you, Davey! (I can afford to be generous in a 32-page piece.)

**CARING FOR CARE**

IN THE ELEVEN years of its existence CARE, the international relief agency with headquarters in New York and Toronto, has dispatched nearly a quarter of a billion dollars worth of aid, in the form of food, clothing, medicines, books, tools and refugee comfort kits to millions of persons in Europe and Asia. CARE officials in Canada and the US give unstinting credit to broadcasting -- first radio and now radio and television -- to the success of CARE in its continuing campaign for funds.

"In Canada we regard broadcasting as the mainstay of our information and appeal program," says Paul J. Courian, CARE of Canada director. "From the beginning the broadcasting industry has unselfishly given time and talent to assisting this program".

The early emphasis was on designated food parcels to relatives of friends in Western Europe and the UK. As the need has changed this picture has altered substantially. The annual winter Food Crusade, about to get underway, will cover such areas as Ceylon, Columbia, West Germany and Berlin, Greece, Hong Kong, India, Israel, Italy, Korea, Pakistan, Peru and Yugoslavia. Courian believes one of the reasons for CARE's continued success as an appeal is that it has no period of maximum concentration, or "crash program," as do most other charities. Broadcasters are requested to work the material in as they see fit to do so. In this way the returns are improving year by year.

The returns for 1956 were up 19 per cent over those for 1955; for the first nine months of 1957 they were up 51 per cent over the same period in 1956.

Regularly Canadian radio stations receive a fresh package of 10-, 20- and 30-second and one-minute spots, with translations for the French stations. These are supplemented by taped recordings of well-known personalities, such as John Fisher. TV stations get periodic sets of slides with voice-overs and one-minute films.

In addition there is supplementary material at Christmas and Easter. The Christmas material, stressing Food Crusade, is moving now to the nation's broadcasting stations.

"When we look back now," states Courian, "I don't know how we could have succeeded without the impetus given by broadcasting."

**CHIN CHIN!**

And there we have it for this issue. Don't take any wooden nickels -- unless you can't get any other kind. Take CARE, and buzz me if you hear anything.

**Did you know that...**

**CFG P Grande Prairie** reaches a total of 40,823* adult listeners every day

*ELLIOTT-HAYNES

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

TORONTO • WINNIPEG • VANCOUVER

519 Jarvis St. • 171 McDermott • 804 Hornby St.

**CKOK-land**

Now, HERE ARE THE SPONSORS

**HOME FURNISHINGS** — bedding, appliances and floor covering, sponsor the daily 9.00 a.m. newscast. 100% of their advertising budget is spent with CKOK. Pictured is Des Haddleton the owner.

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

Represented by HUNT in Vancouver • MULVIMILL in TORONTO & MONTREAL • FORJEE in U.S.A.
CLOSER RELATIONSHIP
between the rate card and
ratings; improved standards of
entertainment. These are the two
selling points to which radio stations
should pay more attention in their
search for revenue in the opinion of
Procter & Gamble's advertising man-
ger, R. P. Beadon.

"In my opinion your real sales tool
- - and your most effective one - -
is the rate card," he told his audience
at the CCAA Convention in Toronto's
King Edward Hotel last month.

Although a rating report doesn't
give any much of an idea of
what makes a station tick, there are
six or more chances in ten that a
rating is accurate within a fairly
narrow tolerance. In these circum-
stances, such information as it pro-
vides can be used to make normal-
risk business.

The idea of leaving rating reports
should be some feeling of gratitude
in knowing that the public doesn't
like what it hears. And if weaknesses
are known, steps can be taken to
eliminate them.

PRO-RATING THE RATES
The unrealistic rate gives far
greater cause for concern than
every station aims for the top rating in
every time period. But there's only
one top spot. Economists differentiate
between charged price and market
value. In time selling Mr. Beadon
suggested that this margin may be
sometimes too large where there is
tough competition for the top spot.

"There's nothing wrong with being
the second, third or fourth station in
a market," he pointed out. "Whatever
your rating, you're reaching people.
But there's a great deal wrong with
pricing the fourth station at the level
of the second."

The answer is to improve the radio
product. A broadcaster's revenue
comes from time sales. But the pro-
duct he is really selling is entertain-
ment and his real customer is the
public.

UNTAPPED, AUDIENCE
Audiences have plummeted since
television arrived. In response, sta-
tions froze their nighttime rates, lost
a lot of business and upped the day-
time rates to recover the losses.

But this negative approach makes no
effort to tackle the real problem
of bringing back evening listening.
And there is no lack of potential
here. In a city where 90% of the
homes have a television set, only
70% of these are in use at any one
time. It can be assessed that well
over one-third of all homes are not
viewing and could be captured by
radio.

If prices were cut to a level corres-
ponding with the value of the
Delivered audience and stations
launched a drive to bring back
advertisers to a more realistically
priced medium, the money would be
available for reprogramming.

Much the same argument applies
to day-time radio when sets-in-use
rarely exceed 30%.

It would seem that a lot of broad-
casters spend more energy on selling
time to advertisers than selling
entertainment to the public. Mr.
Beadon expressed the view that this
was a mistaken emphasis.

"There's no doubt at all that a
successful station - one with a big
and loyal audience - will bring in a
plenty of revenue with little of
nothing in the way of pitches to
advertisers and agencies," he said.

Deejays Meet In Duel
A MOCK RADIO feud between
two New York disc jockeys
was settled last month by an old-
fashioned duel in Central Park - -
with lemon meringue pies instead of
bullets.

Stan Burns and Irv Smith, morn-
ing and afternoon DJ's on WINS,
New York, attracted hundreds of
spectators when they staged their
duel. But an anti-climax came
when both were hauled off to police
headquarters, charged with violating
Park Department regulations.
TRACTS FOR FACTS

The Canadian Tourist Association should offer 50-year leases on one acre plots of Canadian land through radio and television contests in the US. This suggestion was made by Jack Blick, owner of CJOB, Winnipeg, to the CTA Convention in Ottawa last week.

Blick backed up his suggestion with an offer of 4,000 acres of land in Manitoba in good hunting and fishing areas. He said he had been assured by the Manitoba Government that the land would be made available for 2,000 US television and radio stations to award as tax-free prizes to contest-program winners. The contest could be of any type as long as it promoted Canada.

Blick, himself a CTA director, told delegates that Canada would get two million dollars worth of advertising from such a project.

He asked the CTA to take over the project as a national scheme, so that other provinces could donate land. If other provinces did not wish to enter the scheme, the Manitoba Government was quite prepared to go ahead on its own.

He added that thousands of tourists would flock to Manitoba to see their winnings and bring tourist money with them.

The CTA later adopted a resolution to the effect that it would take over the project and develop a suitable contest, and try and interest other provinces in donating land. Also they would like to include US magazines and newspapers as well as radio and TV in the contest.

When the convention was over, Robert Kelly, organizing secretary for the association, told CB & T that, "so far the land offered by the Manitoba Government has not been pinned down to any specific area, although one spot under consideration was the White Shell Lake district.

"Immediate plans are not certain", he went on, "but the establishment of a committee, to be chaired by Jack Blick, has been approved, and we hope to get a representative on it from every province that wishes to enter the scheme."

The association hopes to get things rolling this winter, so that the project is under way for the next summer season.

NABET Squabble Fixed

A LABOR DISPUTE between the National Association of Broadcast Employees and Technicians and Quebec Television Limited has been settled.

A one-year collective agreement effective October 22 will guarantee 75 NABET employees of stations CFCK and CKMI in Quebec City a five per cent increase in their minimum wage scale, plus an additional five dollars per week across the board.

Did you know that...

CKCV Quebec, P.Q. reaches a total of 208,294* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS
**NORTHERN VETERANS MOVE UP IN TOP LEVEL STAFF SHUFFLE**

![Image of three men: Harvey Freeman, Don Lawrie, Keith Packer, and Harry Edgar]

**Harvey C. Freeman** assumed direction of broadcast operations of Northern Broadcasting Co. and associated stations at the first of this month. He succeeds Jack Davidson, who has left to become executive vice-president of CKY-Radio, Winnipeg.

Freeman has been supervisor of stations and was formerly manager of CKGB, Timmins.

Don Lawrie has left CHEX-TV, Peterborough, where he was manager, to become assistant director of broadcast operations. He was also a former manager of CJJK, Kirkland Lake.

Lawrie is succeeded at Peterborough by Keith Packer, former manager of CFCH, North Bay.

The new manager of CFCH, North Bay is Harry Edgar, who was commercial director of CKWS-TV, Kingston and a former manager of CJJK, Kirkland Lake.

These four men total 54 years' service with the company, Freeman has been with them 16 years; Edgar 14; Packer 13 and Lawrie 11.

**BROADCASTING INVADES THE CAMPUS**

**Plans for BCAB-sponsored extension radio-TV courses** and a radio seminar on the campus of the University of British Columbia in 1958 are well advanced.

Gil Seabrook, BCAB President, issued a press report last month on plans for the course-seminar project which revealed that a detailed curriculum has been mapped out, although speakers have not yet been chosen.

The extension courses are tentatively scheduled for Thursday evenings, and will continue from January 15 for ten or twelve weeks.

Four courses, consisting of lectures and discussions on speech for radio-TV, commercial writing for radio, introduction to TV and communications and mass media are envisioned.

A week-long seminar on Radio in the Future of Canada has been tentatively scheduled for May 5th to 10th. Subjects to be discussed have not yet been finalized, but will be designed to interest radio and agency executives, and representatives of business, industry and universities generally.

A publicity campaign, planned jointly by the UBC Information Office and the BCAB, will be launched early in 1958, in the hopes of attracting at least 100 people from across Canada to the Seminar.

**Students at the University of Manitoba** may soon have their own radio station.

Jack Blick, CJOB station manager, has offered students the use of CJOB's old tower and transmitter, discarded since the station increased its power and changed its wavelength last month.

If students can obtain approval from Department of Transport and CBC officials, they can begin transmitting on CJOB's old wavelength on a non-commercial basis.

University of Manitoba President Dr. H. H. Saunders said students would have to decide whether they could afford to operate the station, and this would involve study of the factors involved.

**WANTED**

**Four Radio Salesmen**

For radio station CJMS Montreal. Good starting wage plus commission. French or English speaking acceptable; bi-lingual helpful but not essential.

Apply immediately, rush experience and background to:

J. Nadon,  
CJMS Radio,  
188 Dorchester St. E., Montreal.

**Manager**

**Wanted Immediately**

For a Radio Station in a Metropolitan City. The right man should be strong on sales and promotion and willing to accept a real challenge. Excellent salary and incentive. Rush full details and previous experience to:

**Box A 344**

Canadian Broadcaster and Telescreen  
54 Wellington Street West, Toronto, Ontario.

**Opportunity**

For Continuity Editor at Edmonton's leading radio station. If you write above-average copy, are able to manage a staff of six writers, and are a good organizer — the position's yours!

Write us, outlining your experience, enclosing a recent photo —

Retail Sales Manager,  
Radio Station CHED,  
Edmonton, Alberta.

**I WANT YOU!**

★ If you have a good background of production experience —  
★ If you have strong administrative ability —  
★ If you can meet and handle people well —  
★ If you are looking for a position with lots of room to grow —  
★ If you would like to serve as assistant in the Production Manager's Office, in charge of local production —

I WANT YOU —  
...to write to me immediately, stating experience, background and present salary.

Larry Glover,  
Production Manager,  
CKCK-TV,  
Regina, Sask.

**Wanted Experienced Copy Writer**

Male or female for metropolitan Southern Ontario radio station.

Box A 345  
Canadian Broadcaster & Telescreen  
54 Wellington Street West, Toronto, Ontario.

**Presto RC-11-Console New Guaranty**

Half Price $750.00  
Advertisers Recordings Limited  
Dominion Square Building  
Montreal 1, P.Que.

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[Note: The text is a mix of job advertisements, news articles, and notices related to radio and television industry. The content is fragmented and includes various announcements about job openings, radio station management, and industry events.]
PERSONNELITY
He worked and worked for a
by-line, but when he got it it
was a goodbye line.

FORGOTTEN MAN
Private broadcasters program
for the sponsors. CBC pro-
grams for Canadian talent.
Where does the audience come
in?

BLIMEY!
The station showed so many
British movies that people
started calling it the English
Channel.

DIRTY BIRD
A naughty little robin,
To impress his girl one day,
Made an extra large deposit
On a brand new Chevrolet.
Swiped from Some Place.

PEPSODENTALLY
The announcer was so smart
he even knew where the yellow
went.

FOR IMMEDIATE RELEASE
He’d played so many crooks on
TV whodunits, that when
they wanted him to go, they
just let him out on parole.

EDITOR’S NIGHTMARE
Last night I dreamed that we
had an independent regulatory
body, second TV stations in
major markets and a private
network and woke myself up
screaming: “Good God! What’ll
I do now?”

BIRDS AND BEES
Tell me, Roger, in terms
specific,
Why make the Plouffes so
damn prolific?
Sandy Ross.

THEY KEEP ON SAYING DEPT.
Radio is speedier
Than other medier.

BRITISH COLUMBIA’S
MOST POWERFUL
RADIO STATION
CKWX
WITH 50,000 WATTS
REACHES BRITISH COLUMBIA’S
$1,500,000,000
RETAIL MARKET

Radio British Columbia
CKWX
Vancouver

Reps: Canada — All-Canada Radio Facilities Ltd.
Reps: United States — Weed and Company
This way to Montreal

CFCF
AUCTIONS AND ALDERMEN SPARK UNITED DRIVE

SPIELING FOR CHARITY, CFQC-TV General Manager Blair Nelson appeared last month before his station's cameras, in a lively TV auction in support of Saskatoon's Community Chest campaign. Articles donated by local merchants were auctioned off by professional auctioneers, aldermen. Listeners' bids were taken by telephone. The show netted $1700 for the Red Feather.

A UNIQUE RED FEATHER TV show in Saskatoon last month featured everything from auctioned overcoats to singing aldermen.

In the show, sponsored by CFQC in support of Saskatoon's Red Feather Campaign, articles donated by local firms were auctioned off by telephone bidding. Proceeds went to Red Feather charities.

Two professional auctioneers alternated with station personalities and Saskatoon aldermen in auctioning off the goods during the Thanksgiving day show. Normal prices of items were displayed, and bids were chalked up on a large board as they were received from a battery of six telephones in the studio.

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OLD RADIO FAVORITE RETURNS TO TV

AN OLD-TIME favorite Ken Soble's Amateur Hour, is back in a different form. CHCH - TV, Hamilton, starts this week an experimental program in a new search for amateur talent.

The program, Television Amateur Hour, has a format almost identical with that used by Ken Soble's Amateurs, formerly carried on CHML. CHCH - TV is willing to include amateurs auditioned and supplied to it by any other radio or TV station which is a member of CARRTB. Expenses, except for return transportation, will be footed by the station. Contributing stations will get credits.

The idea behind the program is to encourage the development of Canadian talent and to publicize the fact that private broadcasters are actively seeking it. It is hoped that new personalities for radio and TV will be discovered.

Weekly cash awards are to be made. Each Sunday, winners will receive $10 for first prize and $25 for second. At the end of the season grand prizes of $1,500 and $500 will be awarded.
TOLL TV'S DOOR IS NUDGED OPEN BY FCC

TOLL TELEVISION in the USA moved a step closer to reality last month when the Federal Communications Commission announced that, starting next March, it will consider applications by TV stations to institute toll television systems for a three-year trial period.

The FCC stressed that its decision to consider applications does not necessarily mean that all stations applying will be granted a license. But the ruling will give stations a chance to test any one of the five airwave toll-TV systems now available, and to observe viewers' reactions.

The trials will be limited to cities having top-quality TV reception from at least four stations. Also, the FCC stipulated, no single pay-TV system will be permitted trials in more than three cities.

The demonstrations are to be made either on VHF stations on channels 13 or under, or on UHF stations on higher frequencies. Individual stations will be allowed to fix their own rates, but the FCC directive stated the rates must fall "within reasonable classifications.

Stations must also offer a quota of free programs. The decision not to permit testing until March 1, 1958, was taken to give station owners time to negotiate with one or more of the companies that have developed toll-TV systems, informed sources say. Also, the time-lag will permit Congress, which convenes in January, to act on pending bills which propose to ban pay-TV on channels now offering free service.

A non-airwave toll-TV system, which carries programs by cable, is already in operation on an experimental basis in Bartlesville, Oklahoma. It is not subject to FCC control.

Meanwhile, opposition to toll-TV from commercial broadcasters continues. NARTB President Harold E. Fellows told a regional convention in Kansas City two weeks ago that toll-TV promoters seek "to institute a system utterly foreign to the American concept of free broadcasting."

"Congress intended the American people should receive broadcasts without charge after the purchase of sets," he said.

CONGRESS WILL ACT

Commenting on the FCC decision to receive toll-TV test applications, Fellows said: "Congress, directly representing all the people of this country, will have something to say about this."

And in Washington, Sen. William Langer of North Dakota announced he will introduce a bill next session that would prohibit the FCC from licensing toll-TV.

Langer said that if toll-TV operators "can charge the public five dollars per month . . . the next thing we know it will be raised to ten dollars per month, and then on up and up and up."

"Millions of people in the United States will be deprived of seeing such programs as the world series, athletic events, rodeos, ceremonies, musicals and shows as well as various other types of programs," if TV viewers have to pay for programs, the senator said.

And in the House of Representatives, Rep. Emmanuel Cellar, chairman of the House of Judiciary Committee, has announced plans to get the House to consider as soon as possible his bill to ban toll-TV. Cellar maintains the FCC has no legal authority to regulate toll-TV systems, despite FCC counsels' claims that it has.

Telemovie Launches Trial Run in Bartlesville

EYES OF THE TV world are focussed right now on Bartlesville, Oklahoma, where pay-as-you-go TV is undergoing its trial run.

Under the "Telemovie" plan, Bartlesville subscribers who pay $8.50 can see 26 first and second-run movies per month. The movies are run off in a local studio, piped to subscribers' sets by cable, and are shown on two unused channels.

Co-sponsors of the scheme, Jerrold Electronics of Philadelphia, and Video Independent Theaters Inc. of Oklahoma City, chose Bartlesville for the world's first commercial toll-TV experiment because viewers there can receive all three commercial networks, making for competition as strong as Telemovies are likely to encounter.

Bartlesville is a prosperous city of 30,000, fifty miles north of Tulsa. There are 8,800 TV sets in the area, and 500 TV owners have already subscribed to Telemovies. Officials have set a goal of 4,000 subscribers, and initial reaction of viewers indicates they may reach it.

Results of the Bartlesville experiment may well set patterns in toll-TV in future years. The town is crowded with observers from broadcast TV stations, Hollywood studios, and TV manufacturers.

Answer to the big "if" in toll-TV's future - - the possibility of FCC or congressional regulation - - may be speeded by the Bartlesville experiment. Opposition to toll-TV by commercial broadcasters has been reflected in Washington by toll-TV regulation proposals, and the Telemovies operation will give these a new urgency.

Telemovie President Henry J. Griffing is unworried by the prospect of FCC control, however. Since Telemovies are cable-carried, they cannot fall under jurisdiction of the FCC, which regulates the airwaves.

Legal experts say, however, that if cable TV crossed inter-state boundaries, it might be classed as a common carrier, and thus become automatically subject to government restrictions.

CKSO-TV
Channel 5 Sudbury
Covering the Nickel Capital of the World

NOW 30,000 WATTS
SINCE SEPT. 1st

and

CKSO-TV Satellite
Channel 3 Elliot Lake
The Uranium Capital of the World

- CANADA'S FIRST PRIVATELY OWNED TV STATION.
- NOW REACHING 306,000 PEOPLE IN THE GREAT NORTH.
W'HOUSE GETS PLENTY--WANTS MORE

"STOP TELLING me how good your station is, what your coverage is, and so on. What I want to know is what will it do for me?" This demand was hurled at the TV broadcasters attending the Workshop sessions at the CCBA Convention last month by Ken Farthing, general advertising manager, Canadian Westinghouse Co. Ltd.

Farthing, whose talk was entitled "What Westinghouse has learned about Television", said he could sum up with two questions: "What have we got from TV? The answer is plenty. "What do we expect from TV?"--More sales.

"In our six years in television, from the day we were the first commercial user of the CBC's Big Revue, until now, our sixth year in Studio One, we have had good results. "We have been able to paint a corporate image of our company, by being able to reach more people in their homes with a live demonstration than is possible in any other way.

"What we have done for Westinghouse is a good solid public relations job, which in case you are interested I define as sincerity and sympathetic understanding. Besides the PR job we have taken good entertainment into the homes to condition them for the selling job which follows, and after all, strange as it may seem, that is why we use TV--to sell products.

"Television commands a major part of our advertising budget and it is an expensive medium getting bigger and more expensive all the time, to the point where we seriously consider what we are getting from it."

WESTINGHOUSE EXPECTS

"If any medium cannot produce results, it gets short shift in these hectic days," he said.

"You television broadcasters have the opportunity to become the greatest selling force the world has known, but there are many things we, the sponsors, expect of you, the broadcaster, and one is to publicize the shows you are scheduling. I feel--and I may be wrong--that you plug the dickens out of your own local shows and forget about the big network programs.

"If you ever do it for Studio One, I seldom, if ever, see it. We are on thirty stations from coast to coast and there are only three of those who regularly send us promotion programs. Maybe you all do it but you are missing the boat if you don't tell the client about it."

To illustrate his point about station relations with the advertisers, Farthing recited this poem:

TELL ME QUICK AND TELL ME TRUE

(for else, my love, to hell with you)

I see that you've spent quite a big void of dough
To tell me things you think I should know:

How your station's so big and
And your signal so strong,
And your founder has whiskers so handsomely long;
So he started the business in old '32
How tremendously interesting
That is . . . . . to you.
He built up the thing with the
Blood of his life
(I'll run home like mad-- tell
to my wife!)
Your station's so modern and
Oh, so complete;
Your reps are so flawless, your
Workers so neat;
Your motto is Quality . . .
capital Q;
No wonder I'm tired of Your
And of You.
So tell me quick and tell me true
(or else, my love, to hell with you);
Less--how this station came
to be
More--what the damn thing
does for me.
"Let us all, advertiser and broadcaster alike, take a fresh look at each other's problems and I am sure that better relations all round will result," he said.

SAY YOU SAW IT in CB & T

POINTS OF SALE

CFCL-TV Timmins

is the most ECONOMICAL

effective way of reaching the NORTHERN ONTARIO MARKETS

Timmins Kirkland Lake
and Kapuskasing

PAUL MULVIHILL & Co. Ltd.

BROADCAST ADVERTISING BUREAU

TV Division

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

The Broadcast Advertising Bureau - TV Division, promotes exclusively, the use and sale of Televisio as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.
PROF URGES ENGINEERS TO PRESS FOR QUALITY

The CBC ought to cater to special tastes, and not be forced to compete with private stations, a University of Toronto philosophy professor told a group of radio engineers last month.

Marcus Long, philosophy professor, editor of Canadian Commentator and CBC TV panel personality, told delegates to the IRE convention in Toronto last month, "the CBC ought to cater to special tastes, particularly to those who want to come to grips with life as they have learned to do at school, in good literature and good music".

Private stations should be allowed to present programs of their own choice, he added.

Professor Long urged engineers to take an interest in the cultural, as well as the technical quality of the medium they have developed. "I am offering a challenge to you people," he said. "You have given to our generation, in television, an instrument that can enrich and ennoble mankind. Surely you cannot sit idly by while it is diverted into an instrument of the cheap and vulgar, a new weapon of the hucksters and the tyrant, an enemy of everything significant and progressive."

Television, he said, "must give a place to honest and significant drama, even if this involves reference to unsavory topics."

"If television is going to replace books, it should at least concern itself with some of the topics that are vital to good literature. It must find a place for penetrating analyses of life," he said.

The present low quality of TV fare is due to action of various pressure groups, Professor Long charged, and urged engineers to become "a new sort of pressure group, a pressure group that is concerned with quality rather than safety or satisfaction."

QUEEN'S KINE LONDON-BOUND IN HOUR

It took split-second timing for CBC newsmen to ensure that Queen Elizabeth's October 13 address to Her Canadian subjects would be seen by viewers 24 hours later.

While the Queen spoke to the nation from Rideau Hall in Ottawa, CBC studios in Montreal were kinescoping the program. As soon as the telecast ended, the undeveloped kine film was sealed in a special container, rushed to the studio lobby, and delivered to waiting officials.

Accompanied by a motorcycle escort of Montreal and provincial police, Hubert Primeau of the CBC dashed to the airport, and put the film aboard a waiting Royal Dutch Airlines DC-7, which immediately took off for London via Amsterdam. Total time between the end of the broadcast and takeoff: 53 minutes.

The kine film was processed by the BBC in London.

$80 Million For UK TV

British commercial television, which recently celebrated its second birthday is expected to take in $89,000,000 of advertisers' money this year.

For a long time commercial television in Britain, known as ITV (independent television) had a hard fight to come into being. There was strong criticism from influential sectors of the population, most notably the church, which claimed that advertising coming right into the home would be a menace.

Mencage or not, many of ITV's advertising jingles have now become so popular in their own right that a recording company is planning a long-playing disc featuring some of the hits for commercial distribution.

The potential audience for ITV has risen from 2 per cent of the population in 1955 to 25 per cent today. Today there are close to 8,000,000 licensed TV receivers in the country and the number is going up by 1,250,000 new sets annually. All new sets are equipped to receive both commercial ITV programs and non-commercial BBC programs. It is estimated that as of mid-August this year, 3,660,000 households were equipped to receive commercial TV.

By this spring, two new ITV transmitters will be added so that commercial TV in Britain will then have a potential audience of 17,000,000 people. It is hoped that there will be eleven new transmitters in operation by 1959-60, providing a commercial service for 90 per cent of the population.
A TRIAL OF THE CBC on charges that it has violated the Lord's Day Act by broadcasting on Sundays was postponed for the fourth time on October 16. The case was postponed because an application for a writ of prohibition, made by CBC's counsel before the Ontario Court of Appeals, has not been decided upon.

The application seeks to have the case quashed on the grounds that the CBC, as an agent of the Crown, cannot be charged with an offense under the Criminal Code of Canada, and also on the grounds that the case is not within the jurisdiction of the Daily Court magistrate. The application has already been turned down by the Ontario High Court, and is being appealed.

Court of Appeals officials would not predict when the judgment would be handed down. No matter which way the decision goes, however, legal experts say the appeal on the application for prohibition will probably be carried to the Supreme Court of Canada, delaying the case for months more.

If the CBC is ultimately convicted of the alleged offense, it might mean the end of Sunday broadcasting in Canada - or, much more likely, a public demand for revision of the Lord's Day Act.

Also involved in the Lord's Day Alliance is radio station CKY, Toronto, and the three Toronto daily newspapers. Counsel for the CBC is Walter Williston, QC.

UK TV Eyes Canada

BRITAIN'S COMMERCIAL TV network is considering opening a branch in Canada.

The Earl of Bessborough, a director of Associated Television Limited, told executives of CFQC and CFQC-TV in Saskatoon his company is seeking closer co-operation with Canadian broadcasters, and that the possibilities of "co-production" are being studied.

Lord Bessborough, who is touring Canada, said he thinks TV in Canada combines the best features offered by broadcasters in the United States and Great Britain. Local productions are "quite remarkable," he said.

"The independent firms in Britain have learned a great deal from you people. I am sure we will learn much more," he said.

North Bay Wants Boost

AFTER 21 MONTHS of operation, CKGN-TV, North Bay, plans applying to the CBC Board of Governors and the Department of Transport for a power increase.

Station officials are also interested in the possibility of a re-broadcast station to the South, which would serve viewers in Temiskaming, Huntsville and Parry Sound with a stronger signal, an announcement said.

To bolster their application, CKGN-TV solicited letters of support from viewers, interested groups, and advertisers.

G. N. MACKENZIE LIMITED HAS THE SHOWS

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

SASKATCHEWAN

On the Air THIS MONTH!

CJFB-TV

Channel 5

Swift Current Sask.

Canada's first automatic TV Station, a powerful sales medium in the wealthy captive market of South West Saskatchewan.

HIGHEST Retail Sales

HIGHEST per family earning and spending power

REPS: TELEVISION REPRESENTATIVES IN CANADA FOR USE IN USA

GREAT TV IN YOUR NEIGHBORHOOD

THE GREATEST FRENCH ADVERTISING MEDIUM IN QUEBEC

We cover:

SHERBROOKE

CHLT TV

300,000 WATT

Our new station in Timmins-get more than one view!

on the air SOON REGINA TV

THREE CHANNELS ARE BETTER THAN ONE!

The Advertiser gets more for his money when buying in the

TIMMINS MARKET

Channel 1 in Kapuskasing

Channel 2 in Kirkland Lake

Both Satellites are members of the

GIGANT CHANNEL 6 FAMILY!

ADVERTISE IN NORTHERN ONTARIO'S MAJOR MARKET!

CFCL-TV

SEE . . . Paul Mulvihill & Co. Ltd. — Toronto, Montreal

John N. Hunt — Vancouver

Joseph H. McGilvra — U.S.A.
Don't Baffle The Viewer - - He Doesn't Like It

One of the most frequently forgotten principles in a good program, Schwerin Corporation researchers find, is maintaining viewer's interests by keeping them in the know.

"It is impossible to enjoy a joke told in a language we do not understand," these researchers point out. "Even a mystery needs to make clear what the mystery is. We find that viewers become bored when their TV fare recedes into a 'riddle wrapped in a mystery inside an enigma'."

In the course of program testing, Schwerin men have found that the simplest illustration of this lies in the low "liking-ratings" received from viewers or programs which are difficult to understand because of unusual accents or speech peculiarities. They describe how interest dropped sharply in one interview program with a world-famous guest. Almost all the viewers had difficulty understanding the great man and two-thirds voted that they could not understand a word he said.

Another revealing example, the Corporation points out, was a situation drama which featured a family who spoke with a heavy regional accent, which 9.0ths of the viewers expressed difficulty in understanding. The program scored well below average for any type of TV program. Two editions of the program were tested, and the tests were conducted in two cities. The better-understood edition was better liked in both cities and both editions were better liked in the test city which was geographically closer to the region where the speech pattern used on the program is common. "It is clear," comments the research company, "that pictures sometimes speak with eloquence -- but audio is not obsolete."

The use of situations and vocabularies too specialized for the majority of the audience in another way in which a TV program can leave viewers out in the cold. Schwerin Corporation lists the following instances where this has happened.

A leading comedian lost his audience with jokes about personalities on the network, which were very funny to those on the inside, but meant almost nothing to viewers.

References to rating lists and other inside-the-industry matters ruined, for viewers, the dialogue of a musical program. Interest went down during the patter -- up during the patter, but during the whole program went down in "liking-score" because the audience's boredom during the talk detracted from their liking for the music, as well.

An amusing trade situation in a comedy skit which the cast thought hilarious, and the audience did not, skidded the rating for the program to a dismal low within four minutes. Even gags about show business itself can become too specialized. One star comedy show went too far in this direction and got a low "liking-score" of 40 for it. Once the show got back to more universally experienced humor it zoomed up again.

Schwerin research into this aspect of program problems came to the tried and true conclusion that "unfamiliarity breeds -- if not contempt -- indifference."

CKGN-TV Expands

A husband-and-wife team are occupying new posts in the news and women's departments at CKGN-TV, North Bay.

Recently appointed news editor-in-chief at CKGN-TV is Harry Williams. A native of New York City, Williams has a wide background in the newspapering field, including 17 years with British United Press. Tom Kervin, who has manned the station's news department since its inception, now occupies the post of city editor.

Replacing Yvonne Vickers, (who is retiring to become a full-time housewife) as CKGN-TV women's director, is Kentucky-born newspaperwoman Pat Williams. Mrs. Williams, a veteran of the Cincinnati Times-Star and the United Press, has already been introduced to North Bay viewers, and appears regularly on CKGN-TV's new afternoon program, Matinee.

CKMI-TV Quebec City serves approximately 100,000 TV homes. Your Stovin-Byles representative can offer you announcements and all the trade possibilities with the station.

The Hub of the Maritimes

MONCTON
NEW BRUNSWICK

Go Places with Lionel the Lobster
The Best Way to Cover the Maritimes

CKCW-TV NOW
25,000 WATTS

Let Lionel give your sales the "Big Power Boost"!

Representatives
Stovin in Canada
Adam Young in U.S.A.
FOLLOWING a highly technical discussion on setting up a film processing department, led by Ron Ringler of Dupont Film Co., delegates to the CCBA Convention attending the TV Workshop sessions were treated to a talk by Ron Laidlaw of CFPL-TV on “Making the Widest Use of News Film”.

“In our market as in most others”, Ron said, “there is a rural and urban audience and one cannot be treated news-wise more than the other. If you can’t make news interesting to the majority don’t use it.

“As to the coverage given to any one story, it depends on one thing, its all-viewer interest”, he said.

“In our market”, he went on, “the daily paper prints eight editions a day and they cover all the news. Therefore, with the TV news, we must be very selective. We shoot 500 — 3,000 feet of film a day. Out of this we use 300 — 500 feet. This may seem a great waste, but it is necessary if you are to get the best possible results.

“Our cameramen cannot always get the whole story along with the pictures, but the pictures are the important thing. You can always do a recap later when you have the full details.

“Choice of stories is a must”, he said. “For instance, if you run a fashion show the chances are that you will be bugged for ever after to run fashion shows, and some of them may not be so good.

“There are all sorts of ways to make use of the film after it has been used. At the end of each year we go over the last year’s runs and pick out the highlights which we put together for an hour-long showing.

“When you do an out of town story always slug in the name of the town or village. There is nothing viewers like to see better than the name of the place where they live.

“To really get results be on top with the spot news.”

MACHINERY NEEDS SKILL

Other speakers during the session included Cam Ritchie of CKLW-TV, Windsor, who talked about equipment and its efficiency. He said: “no matter how efficient or expensive the equipment is, it becomes a worthless piece of machinery unless you have well-trained men to operate it.”

When considering sales promotion two things of importance to remember were pointed out by Doug Manning of CITX-TV, Peterborough. They were to have a well planned schedule and to keep local advertisers well informed as to what you were doing.

Still on the same topic, sales promotion, Chuck Tierney of CKVR-TV, Barrie, said that it must hinge around a strong program with a good audience. Also stations should be flexible and not stick to conventional spot time. He mentioned one case where they had sold 25 second spots (instead of the usual 20 seconds) which proved very popular with the local merchants.

FOCUS ON EVERYTHING

The next topic to go through the works was “local live”. Ross Hamilton of CKNX-TV, Wingham, told of their hour long evening show called Focus. This hour is split up into features which go under such sub-titles as Focus on the Farm, Focus on Sports, Focus on Fashions and Focus on the Weather. Ross explained that during the summer slump they take the show out of town and Focus on one of the nearby hamlets. This he said has brought them a lot of out-of-town business.

Bill McGregor of CKCO-TV, Kitchener pointed out that one sales technique that could be used to better advantage was excitement. When you try to sell an advertiser TV you must give him some justified reason why he should use it and this is possible when there is excitement. Also suggest to the advertiser frequent variations in technique, for this too produces excitement. Delegates also heard another technical talk from Roger Beaudy of Shelly Films who spoke on “New 16 mm Sound Techniques”.

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

DOR WRIGHT
Productions
OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329
Residence: 77 Chestnut Park Rd., WA. 5-1631

Results!

Exposure over CFQC-TV is a guarantee of sales results in the central Saskatchewan market.

Our Reps:
Television Representatives Ltd.

Saskatchewan 1957: Estimates for the 1957 crude oil and uranium production are both double those of 1956. Commodity production is $150 Million higher than last year.

— Sask. Govt. figures and BBM estimates 1957.

Saskatoon 1957: Saskatoon’s retail sales are higher than the national average in all categories.

— BBM May ’57.

36,000 captivated families are reached by CFQC-TV.

Saskatchewan 1957: Saskatoon, Saskatchewan
Q. what's hot in the daytime?

A. CHEX-TV

Peterborough

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

CKNX-TV WINGHAM
Recognizes the demand for top flight film processing
They have chosen the
HOUSTON-FEARLESS
because of its reliability and matchless quality

“A Our Only Business Is Selling and Servicing Equipment”

3745 Bloor Street West
BELmont 1 - 3303

Toronto, Ontario

Protect with
ECCO 1500
ANTI-STATIC FILM CLEANER

ECCO 1500 is the only anti-static film cleaner made for the film industry. It's recommended by leading labs throughout the continent. It cleans, lubricates and stops dust-attracting static electricity quickly. It's used on the latest film cleaners known! Price per U.S. gal $1.00

Use ECCO 1500 with the Speedrol Applicator
Get the most modern film cleaning combination ever. SPEEDROL cleans and dries in one operation! Complete $35.00

Caldwell Equipment Co. Ltd.
447 Jarvis St. Toronto
NOT LONG AGO the record industry discovered that simultaneous recording on two bands could produce a three dimensional effect, with great depth and realism. It began using two microphones, one on the left and one on the right side of the orchestra, and reproducing the two separate channels on a single tape. This is stereophonic sound.

Today, record presses are going one step further, using three recording channels, with the third microphone placed so as to pick up the area where the sound overlaps between the other two. This is called triple track. The total sound from all three bands is reproduced in one, giving a better distribution among the instruments than has ever before been possible.

Multi-track recording has been used before by the movie industry. But RCA Victor is now making possible its application in the home.

CGE HAS JUST published the second edition of the Transistor Manual. This booklet contains basic information on transistors and their use in electronic circuits.

Also included is information on construction techniques of transistors along with their specification symbols.

Circuit diagrams for 29 different pieces of equipment range from a simple transistorized code-practice oscillator to a sun-cell triggered relay and a completely transistorized high-fidelity amplifier system.

The Transistor Manual is priced at 65c and can be obtained from the Electronic Tube Marketing Dept., Canadian General Electric Co., Toronto.

A NASHVILLE radio station has perfected a new device for its transmitter which it says gives a portable radio the tone quality of a concert hall.

The device is a combination electronic and acoustic echo chamber, the size of a big refrigerator. WSIX's general manager, Eugene Tanner, says that up to now, radio stations have tried to reproduce sounds exactly, without building them up or improving them. Now, he says, we have applied the techniques of the recording studio to broadcasting.

The net effect of the change, according to the station's program director, Bob Larimer, is a more resonant tone, without the flatness generally heard in radio broadcasting.

Another advantage, says Larimer, is that it increases the station's listening area without increasing the power output. The clearer tone fills in most of the blind spots in the outerly fringe areas.

MOTORISTS who enjoy car radios without the annoying hum of older sets can thank the transistor. RCA Victor says that the peanut-sized electronic wonder has entirely done away with the need for a vibrato, the gadget that used to do the humming and which was needed to help change the six to twelve-volt charge from the battery into about 250.

J. M. WINTERS
GENERAL MANAGER
McMAHON & LARSON
SALES LTD.

Distributors of

Larson's SWEDISH MILK DIET

uses CFRN - TV, Edmonton.

"CANADA'S BEST FOR TELEVISION TEST"

"Station co-operation from CFRN-TV was out of this world!"

To dramatize the effectiveness of Larson's Swedish Milk Diet, Willis Advertising Limited recommended a TV Test Campaign in Edmonton to which the client agreed.

"Edmonton gave us a large captive market. This together with excellent co-operation from CFRN - TV enabled us to conduct a very satisfactory test. I cannot compliment the station co-operation too highly".

says J. M. Winters, General Manager of McMahon & Larson Sales Limited.

SEE: TELEVISION REPRESENTATIVES - CANADA • BROADCAST SALES - WINNIPEG • YOUNG CANADIAN LTD. • U.S.A.

HARLAN G. OAKES • WEST COAST U.S.A.

CANA DA'S BEST FOR TELEVISION TEST

November 7th, 1957 Canadian Broadcaster & Telescreen Page Twenty-Nine
Television

An interesting situation involving co-sponsorship of two separate television series has developed in which Mil-ko Products Limited, Hamilton, Ontario and Whitehall Pharmacal (Canada) Limited, Toronto, Ontario will jointly pick up the tabs.

The first co-sponsorship is on a segmented basis and concerns the remaining 13 episodes of the All-Canadian show Radisem. It will be recalled that Mil-ko sponsored alternate weeks of the show last winter. Beginning November 2, 1957 and continuing for eight consecutive Saturday evenings from 7 to 7:30 p.m. over the English network of CBC television, Mil-ko will resume major sponsorship of Radisem with secondary commercials for Whitehall Pharmacal Products appearing on the last five of these eight episodes. Then for the next five Saturday evenings, until February 25, 1958, Whitehall will take over the five remaining episodes with secondary support being given to Mil-ko Products.

On Saturday, February 8, 1958 in the same slot as above, and over the same English television network, a new show, Have Gun--Will Travel, starring Richard Boone, will have its Canadian premiere and will continue under alternating co-sponsorship of Mil-ko and Whitehall for 39 weeks.

Advertising for Milk-ko Products is handled by W. A. McCracken Limited, while Whitehall Pharmacal (Canada) Limited advertising is directed by Young & Rubicam Limited, Toronto.

A series of 39 films sponsored by Toronto Marcaroni and Imported Rice, Ltd. through McCracken, served as a fall spot campaign about mid-November on the French and English TV networks. Commercials are being produced by Robert Lawrence Productions.

Uncle Ben's Converted Rice, through Reynolds Advertising, will start a six-week television spot campaign about mid-November on the French and English TV networks. Commercials are being produced by Robert Lawrence Productions.

The remaining third of the Wayne & Shuster Hour has been taken by National Carbon Co., through Locke, Johnson & Co., Ltd., for the remaining seven shows, the first of which is November 25.

The other two-thirds of the program are sponsored by Procter & Gamble, through Young & Rubicam Ltd., and Toni Home Permanent, through Spitzer & Mills. (CB & T, Oct. 3.)

Radio

A SPOT CAMPAIGN to introduce the 1958 Mercury and Meteor cars started October 31 over 36 radio stations. The agency is Vickers & Benson.

Henry Birks (Ontario) Ltd., through Locke, Johnson & Co. Ltd., started a pre-Christmas campaign November 4 and will run until December 24, over Mary Martin's Musical Magazine on CFBR. So far this is the only station being used, but there is a possibility that others may be considered.

Maggie Chicken Bouillon Cubes, a product of Nestlé Canada Ltd., started a concentrated radio campaign on CKNW, New Westminster, October 14, to run until December 16. The agency is E. W. Reynolds Ltd.

Radio & TV

Ontario Macaroni, through Albert Jarvis Ltd., has just started a fall spot and flash campaign to run through until mid-December.

CFPL-TV, London and WBEN-TV, Buffalo are the TV stations being used, CKY and CHUM, Toronto and CHUM, Montreal are the radio stations. If the campaign is successful prospects for expansion are good.

Playtex Ltd., through Ronalds Advertising, are currently running a radio and television test campaign.

The radio test, being made over CFRF & CKYO, Ottawa, started October 7 and will run until December 14. The television test is being made in Edmonton and Calgary over CFBN-TV and CHCT-TV and started October 7 and will run for 7 weeks.

Starting November 11, Quick Home Permanent, through Ronalds Advertising, will run a spot campaign for one month in 22 English TV stations and a selective list of radio markets.

Accounts

Re-Alignment of Advertising agencies servicing Harold F. Ritchie & Co. Ltd., was recently announced by president, Robert Alexander.

MacLaren Advertising Co. Ltd. has been selected to handle the company's products, Brylexine and Silvikrin Shampoo.

McConnell, Eastman & Co. Ltd. will promote the proprietary products such as Ben Fruit, Lucocare, MacLeans Tooth Paste and MacLean Indigestion Tablets and Powder.

Finally, all of the company's products except Silvikrin were handled by Atherton & Currier Inc. The Silvikrin account was handled by MacLaren Advertising.

These changes will take effect December 1.

No revisions of current campaigns seem likely until after March 31 when the Ritchie Company's fiscal year ends.

Account executives at MacLaren's are John Venner, for Silvikrin and Andrew Kershaw for Brylexine. At McConnel Eastman, the account is being handled by Walter V. Moroz.

People

RICK CAMPBELL, who has been the broadcast department director of Breithaupt, Milson Ltd., since its inception, September 1956 is leaving to take over the same position with Locke, Johnson & Co. Ltd.

Rick went to Breithaupt, Milson from the CBC where he was a news-caster and commercial announcer on CBCL. Previous to that he did special events, news and deejay work on CHML, Hamilton.

As yet there has been no replacement named at Breithaupt, Milson.

Donald C. Gibson was recently appointed product manager-Tea Bags for the Salada division of Salada-Shirreff-Horsey Ltd. Prior to this appointment he was a branch manager with Colgate-Falimove.

Jack Bedford has been appointed account executive in the Toronto office of Batten, Barton, Durstine and Osborne, Inc.

He joins BBDO after having served as sales manager with the Dr. Chase Medicine Co. for nearly five years. Previously, he was employed as an account executive for about six years with Spitzer and Mills.

Syndicated Shows

A new television film series of the prime time half-hour will be available for Canadian markets by January 21, 1958.

The show, produced by Guild Film & Video, Inc. of Chicago, is a filmed in Africa and is an African hunting adventure series starring the big-game authority George Michael along with his wife and two daughters.

The show was tested in the US by Young & Rubicam and described as an all-round family program. It will be shot on location in Rhodesia, East Africa, Equatorial Africa and the Kalahari Desert.

Canadian distribution is being handled by Caldwell Television Film Sales.

CJOV-TV HAVE recently bought all of the CBS-Western shows available in Canada, except Gunsmoke, already sold to Remington Rand.

The programs are: Annie Oakley, Gene Autry, Range Rider, Brave Eagle and Champion. Distribution in Canada is handled by Caldwell Television Film Sales.

CJOB, WINNIPEG has bought 728 transcribed dramatic shows to be used on nighttime radio. The package of 14 32-episode series includes: Peril, The Big Squeeze, Adventures of Don Whipple and Les Brown. The shows will begin Monday, February 5th on Channel 1.

The series of 65 shows started November 4.

FCN, CALGARY, has just sold the local Safeway Stores one hour each day from Monday to Friday to run the hour long version of Radio Novels, distributed by G. N. MacKenzie. The series of 65 shows will begin Monday through Friday over CJCB.

Stations

Operating on channel 5 with an audio power of 4,500 watts and video power of 9,000 watts, CJFB-TV, Swift Current, Saskatchewan will begin regular operation about December 1. It will be a supplementary station of the Prairie Region of the CBC English TV Network.

CHCA-TV, RED DEER, Alberta, will begin regular operation approximately November 15. It will operate on channel 6 with an audio power of 2,875 watts and a video power of 7,550 watts, and be a supplementary station of the Prairie Region of the CBC English TV Network.

Canada's Only Full-time Non-commercial radio station, CKUA, Edmonton celebrates thirty years of continuous broadcasting on November 22.
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.

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<th>Duration</th>
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*Up to 25% frequency discount

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

OFFICES: 1687 W. Broadway, Vancouver, B.C. CHerry 5142
His favourite morning radio program just brought him up-to-date on shaving creams. And like most Canadians, he's alert to products with plus features.

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

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

CFRB—Canada's most powerful independent station—covers Canada's No. 1 market...where people's needs and purchases are on a big scale. Call in a CFRB representative today to discuss a profit-packed advertising plan for getting your share of the sales.

* based on Elliott-Haynes figures.

RADIO REACHES YOU EVERYWHERE

CFRB TORONTO 50,000 watts 1010 on your dial