

# BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

Vol. 16, No. 22

TORONTO

November 21st, 1957





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

**RADIO IS BASIC**

Radio is a basic source of information, entertainment and education in 3,955,000 Canadian Homes. These homes listen an average of 4 hours and 17 minutes every day.

Radio is a basic advertising medium too. It has many values which can be employed successfully in nearly every advertising campaign. Radio can produce sales, build a name, establish prestige and maintain goodwill.

Radio is basic with many large national advertisers. Their success with radio can be yours too.

Ask your 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.



**Education**

**RADIO-TV BACK AD COUNCIL'S PLAN**

**R**ADIO AND TELEVISION will play their part in a million-dollar national campaign to be launched by Canada's advertising industry in support of education.

The Canadian Advertising Advisory Board have announced that one of its affiliate organizations, the Council of Canadian Advertising, will undertake the program in conjunction with the Canadian Conference on Education.

Merle M. Schneckenburger, Advisory Board president, said it would be the CCA's task "to help create a national climate in which our educational institutions can most easily

underway in Toronto under the direction of Allan B. Yeates, advertising and public relations director of the Prudential Insurance Co. of America and treasurer and director of CAAB.

Vickers & Benson Ltd. is serving as the voluntary advertising agency, with managing director Bryan Vaughan heading the creative group. This group includes A. S. Furnival as creative director and David S. Catton as account executive.

**Far North Eyes TV**

**B**UCK WITNEY, manager of CFAR radio, Flin Flon, Manitoba went to Ottawa recently to talk over with CBC officials the possibility of bringing television to northwestern Manitoba.

What Witney wanted to know was whether a private station in Flin Flon would be able to get commercial network programs. He added that the CBC has indicated that they would give the same service to Flin Flon as they are giving to other private stations, namely sustaining programs.

"Flin Flon residents would want to see the top programs and the station would not be economically feasible unless the top commercial programs were obtained," he said.

Witney said what he got from the CBC was not encouraging and he could not see how it could be done at the present time. "Costs are still too high to bring orthodox television to Flin Flon and we would at least like to break even."

On his way back from Ottawa, Witney stopped in at Toronto to see if he could interest national advertisers in a Flin Flon station, for it is through these that top American and Canadian commercial programs would be obtained.

"CFAR has been working on plans for TV for three years and we will continue to work on it until we get it," he said.

**On Our Cover**

Almost as much of a tradition as the Grey Cup game itself, CFRB's sport director Wes McKnight, seen seated in the foreground of our cover picture, has been broadcasting his play-by-plays of the Big-4 Games ever since they were resumed after the war. Wes and Bill Baker, CFRB's chief studio engineer (right), have been working as a team on all the station's sporting and special events broadcasts for over twenty-eight years. Photo is by Gilbert A. Milne & Company Ltd.

work towards the solutions of their problems." In announcing this as the Council's first public service project, Merle Schneckenburger said that the Board was convinced education represents Canada's number one national problem. "And we are prepared," he stated, "to harness through the Council all of the power and skills of advertising to assist in its solution.

"Ahead of us are huge shortages of classrooms, teachers and funds - - all at a time when Canada and the free world are more than ever dependent on the quality and quantity of the young people our educational system can produce. It is our hope that the Council of Canadian Advertising can materially assist education by making these problems known to the general public and by suggesting specific courses of action for Canadians to follow," he declared.

The Council aims to produce a campaign valued at "something in excess of a million dollars". It is expected that approximately 60 per cent of the Council's messages will be carried without charge by national and local advertisers in their television, radio and other advertising. The remaining 40 per cent will be voluntarily contributed by the media themselves.

The time of all advertiser and agency personnel involved will be given without charge. It is expected that the campaign will begin immediately after the Ottawa meeting of the Canadian Conference on Education on February 17-20, 1958. Meanwhile, creative work is already



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

*nice to listen to -*

**So is CHEX-PETERBOROUGH.**

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

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

**CHEX-PETERBOROUGH**

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

\* Elliott-Haynes 1956 Daytime report.

**ANOTHER NEW WOOLWORTH'S  
in CJON's  
Coverage Area — Newfoundland**



New six hundred thousand dollar Woolworth's in St. John's, Newfoundland. One of the ten new stores opened in the past six months in CJON's coverage area.

**B.C. Dept. Trade & Industry  
Reports NANAIMO, B.C.  
Shows**

**90% SALES BOOST  
In Last Five Years!**

**This Rate of Growth is  
Over Twice the Estimated  
Rate for British Columbia  
as a Whole During the  
Same Period.**

**RADIO CHUB  
Is the only Radio Station  
in Nanaimo serving this  
fastest growing British  
Columbia area.**

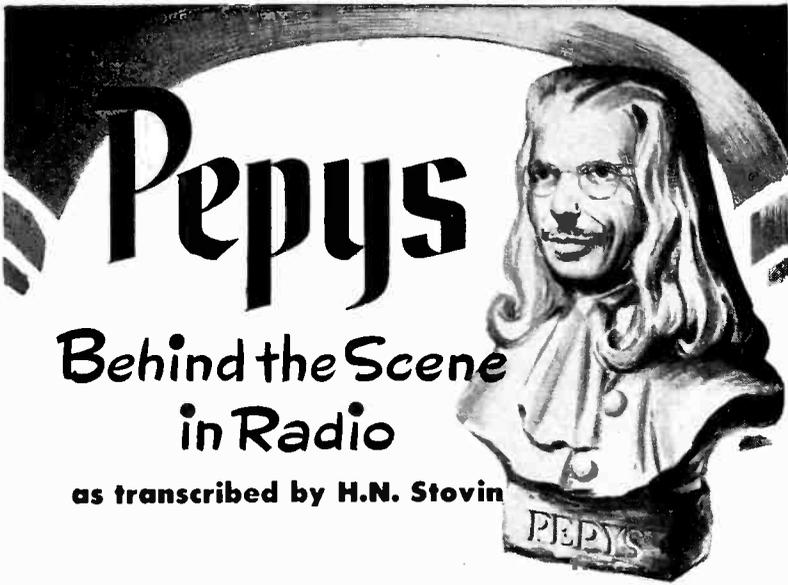
REPS:  
Stephens & Towndraw —  
Toronto and Montreal  
Stovin-Byles — Winnipeg  
John N. Hunt & Assoc. —  
Vancouver  
Donald Cooke Inc. — U.S.

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

MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

See Stovin-Byles in Canada

Weed & Co. in USA



Did this day take my ease in a coffee-house much frequented by merchants, there to gather such news as I might find, and to note the same in my diary. Did there meet Mr. Foss of the well-known house Canadian Cannery Limited, and much pleased to learn thereby that this firm has returned to the air with its Radio Show "\$50-A-DAY", and the French counterpart, "\$50-PAR-JOUR" ● ● ● These Network Shows are now in their sixth consecutive year, and do currently broadcast over 32 English, and more than 16 French Radio Stations; as a daily, five-a-week, ten-minute feature ● ● ● These Shows, I did learn, have steadily grown in public favor; and along with them has also grown public purchases of the sixteen varieties of Aylmer Soups. Whereupon I did comment that, despite those who do revile "commercials", careful housewives do still give them good heed as guides to wise buying ● ● ● For this present season, Aylmer does again offer goodly prizes of cash to its coast-to-coast audience, the same being \$500.00 for each different Aylmer Soup label enclosed with the winning entries, jackpots up to \$3,500.00 every two weeks, plus consolation awards and bonus prizes for labels from Aylmer Boston Brown Beans ● ● ● Did inquire of Mr. Foss whether other media did, too, carry the story of Aylmer Products, and was told what I do now quote: "Our daily radio program has been the major medium for Aylmer Soups throughout the past six years. Other media and other merchandising policies have been considered regularly twice a year. Each time, the decision in favor of Radio has been made on the basis of SALES RESULTS, and these can be measured in relation to the \$50-A-DAY program" ● ● ● And this evening to my favorite water to catch me some fat trouts before the season ends, with some Aylmer Boston Brown Beans in my creel, besides a can of Aylmer Soup to heat up and thereby comfort my insides.

**STOVIN-BYLES LIMITED**

MONTREAL TORONTO WINNIPEG VANCOUVER

Representatives for

RADIO STATIONS:		TELEVISION STATIONS:	
CJOR Vancouver	CJBC Toronto	KVOS-TV Serying	Vancouver
CFPR Prince Rupert	CJBQ Belleville	CHAT-TV Victoria	Medicine Hat
CKLN Nelson	CKLC Brockville	CJBR-TV Rimouski	Quebec City
CKXL Calgary	CFJR Cornwall	CKMI-TV Moncton	St. Johns, Nfld.
CJNB North Battleford	CKSF Pembroke	CJON-TV Argentia	Bermuda
CKOM Saskatoon	CHOV Montreal	CJQX-TV Bermuda	Television Network Cuba
CJGX Yorkton	CKCW Moncton	ZBM-TV	
CKY Winnipeg	CJON St. Johns, Nfld.	CMQ	
CJRL Kenora	ZBM Bermuda		
CFOS Owen Sound	ZNS Nassau		
	CMQ Cuba		

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

### Sounding Board

## MR. TODGHAM HAS A CRITIC

IN YOUR ISSUE of September 19, I you published the text of an address by Mr. Ron W. Todgham, President of the Chrysler Corporation of Canada, titled "Somewhere West of Laramie." Mr. Todgham took a few sharp pokes at the classic Jordan automobile copy of the same title.

If you wanted advertising people to read CB & T more thoroughly, you could have picked no better bait than Mr. T's speech. And perhaps you have had many rise to the defense of the Jordan opus.

I read the story. I passed it to my boss because we, as the agency for Chevrolet, are all addicted to absorbing almost everything written on automotive subjects. He in turn passed the tear sheets to the Chevrolet account executive here in our New York office, Paul Lee.

Paul, who spent a number of years in selling automobiles before he got into the business of advertising them, sat down and delivered himself of a memo commenting rather pointedly on Mr. Todgham's conclusions.

Since then, your article and Paul's memo have been making the rounds among us. And now, because the memo touches on a subject which is getting lots of current publicity in the advertising trade press, I send a copy to you.

This is not done with any intention of thrusting a stick into the spokes of your velocipede (or Mr. T's) but merely because I know you enjoy divergent opinions and like to hear that somebody reads something besides the ads in your esteemed journal.

WILLIS B. PARSONS  
 Campbell-Ewald Co. Inc.  
 New York, N.Y.

### HERE IS THE MEMO

I think that Mr. Todgham has his sales cart before his advertising horse.

"Somewhere West of Laramie", he agrees, is a classic advertisement. But, evidently, he doesn't understand why. Although Mr. Jordan published his advertisement over 33 years ago, and it now appears to be somewhat stilted and archaic, it is I think, an outstanding example of what we today call "motivational advertising".

It would seem highly possible that many people read the original ad, visited their local Playboy dealership, if they could find one, and found the car lacking in terms of their tastes and desires. If my memory of the Playboy is accurate, today's foreign and sports car market would indicate that Mr. Jordan's greatest sin was in being thirty years ahead of his time.

Most people close to automotive advertising, will agree, I think, that a man feels of a car as being more than mere transportation, it is an extension of his own ego. He reads the ads, and is torn between horsepower and economy, convertible styling and sedan practicality, ostentatious luxury and modest buying

power.

It is the reason that hard-top models, a compromise between head and heart, are rapidly becoming the most popular body style.

Every dealer who ever put his slickest sports model in the showroom window has, to some degree, understood this. Mr. Jordan knew this thirty-three years ago. Mr. Todgham, it would seem, doesn't yet realize it.

PAUL R. LEE

### GOOD BUT NOT GOOD ENOUGH

I have been interested in your editorials in which you suggest that the CBC should concentrate on producing programs of national importance for the private stations to broadcast and get out of the business of running stations and networks themselves. As you say, this would place them in the same category as the National Film Board, which makes motion pictures for the use of the movie theatres.

Your idea is a splendid one as far as it goes, but in my opinion, it does not go far enough. Why cannot they disband the CBC altogether, and let the Film Board take over the job of producing radio and television programs as well as their films?

(Name withheld)

### The Culture Bogey

BOGEY OF AMERICAN "Cultural Invasion" of Canada continues to be favorite talking point for officials of Canadian Broadcasting Corporation. Case in point is recent Montreal address of CBC general manager J. A. Ouimet, who seems to suggest that all television in Canada should be under rigid control of the state. Says Mr. Ouimet, "It is the whole tremendous potential of TV that must be placed at the service of the nation and not only one-half or one-quarter of it if we are effectively to stem the tidal wave of American TV which, if added to the already practically complete American invasion of all other avenues to our minds, would threaten our very Canadian identity and nationhood."

Mr. Ouimet's very vehemence does a grave disservice to the CBC which, in all frankness, is doing a fine job, as are private television stations, to develop a keener public awareness of Canada's cultural heritage. To suggest, as does the CBC general manager, that Canada's "identity and nationhood" are threatened because Canadians read US books and publications is nonsense. Canadians, after all, are not immature. They possess a sense of discrimination. They believe in intellectual freedom and resent deeply the suggestion that Canadianism is so tender a plant that in the absence of official censorship it will wither.

—The Letter-Review.

# Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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November 21, 1957

## Programs Must Come Before Promotion

This paper is experiencing a feeling of distinct elation concerning the announcement in this issue that the member stations of the Canadian Association of Radio and Television Broadcasters have started an intensive campaign to tell their story to the public and also their own staffs. Resisting the temptation of indulging in an orgy of "we've - been - telling - you - so - for - fifteen - years", we should like to congratulate the industry, especially those who have led in this project, upon their enterprise in launching the campaign, though we privately believe that the step should have been taken at least two Royal Commissions ago.

The part of the undertaking which deals with selling the industry to its own employees is a good idea, with a built-in need. It needs no amplification on our part, except perhaps for a fervent hope that it will be embarked upon with the least possible delay.

The question of interesting the public is rather more complex, in that the target is not quite as obvious as it might first seem.

The professed enemies of private broadcasting, and, let us face it, there is quite a quantity of them, may well be set straight on a number of things, especially the one which says something like: "All that the private broadcasters want to do is to make money".

All that need be done to correct this is to change the word *make* to *earn*, because when broadcasters *earn* money it can only be by putting on programs which will be not just tolerated but received with wild enthusiasm by the public. Notwithstanding all the miracles of ratings and other statistics, this is the *only* yardstick -- do they like what they see and hear?

But far and away the most dangerous

enemies of private broadcasting -- all broadcasting in fact -- are the people who couldn't care less.

Broadcasting, like people, has its enemies, and these are its most constructive critics. But like people again, broadcasting also has its "don't-give-a-damns", and these people may feel as they do because their radio and TV sets fail to give them what they want, so they've gone out and bought themselves record players or scrabble sets.

Just as the programs are the one means by which more people can be pleased, in exactly the same way, it is by what comes out of the speakers and onto the screens that people can be won over to the broadcasters' side.

An example of this is the presentation of the news right after it has happened, or, as is quite often the case, while it is actually happening.

When broadcasters harness the immediacy and the realism of their media to such projects, they are doing the finest public relations job for themselves that can possibly be done. But when an announcer breathlessly interrupts a musical number, pants out a two hundred word eulogy about how good and how first his station is with the news, then the listener can't help wondering if it is as good as he is desperately trying to tell them it is, and whether he couldn't have let the record finish before reading the news item without the rather unconvincing plug.

What we are trying to say is that publicly relating the good works of the stations with due moderation and at the right time is a step in the right direction, with just one proviso. The most expert public relations man can only "relate" what his client has done which is worth relating. Without this, he can only fall flat on his face.

### News Briefs

**J**OHAN GRIFFITHS has joined Young & Rubicam Ltd. as a television commercial producer in the agency's radio and television department.

A graduate of Ryerson, Griffiths started at CKLC Radio, Kingston, where he went from announcer to promotion manager. From Kingston he went to Baker Advertising where he was connected with the TV department.

Previous to going to Y & R he was with Robert Lawrence Productions.

**W**ILF DIPPPIE has been appointed regional representative in Montreal for G. N. Mackenzie Ltd. He will continue to act as manager of Radio & Television Representatives Limited in that city.

He will keep in contact with Montreal agencies to post them on new program ideas and availabilities for both radio and TV media from G. N. Mackenzie.

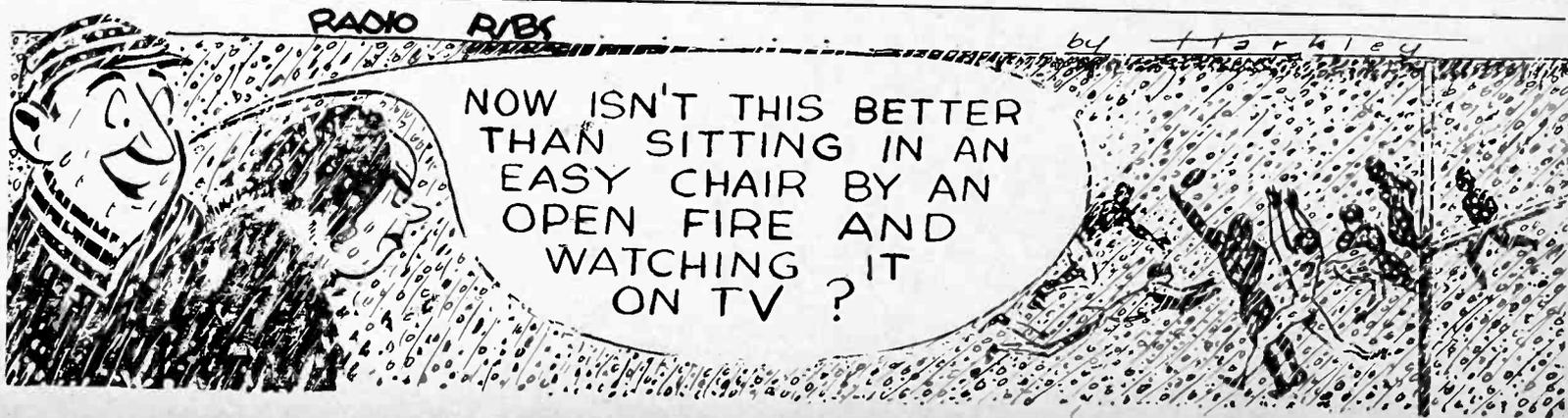
The new offices are located at 1411 Crescent St., Montreal.

**F**REMANTLE OF CANADA Ltd., Canadian representatives of NBC television films, have moved into new premises at 17 Dundonald St., Toronto 5. Their new phone number is WA. 4-9635/6.

Fremantle was previously located at 108 Peter Street, Toronto.

**T**HE TORONTO office of Harold F. Stanfield has moved from 67 to 121 Richmond St. West. The phone number remains unchanged, EMpire 6-5454.

**B**RADLEY, VENNING & Hilton Ltd. are now directing the advertising for the Horsey division of Salada-Shirriff-Horsey. Other advertising for S-S-H is being handled by McKim Advertising Ltd.



**ANOTHER  
BIG INCREASE!**

Oshawa's  
Assessment figure  
for 1957 shows a  
population of  
52,711  
an increase of  
almost 3,000  
in one year.

Reach this growing  
market and a big plus  
from Hamilton to Belle-  
ville, with the 5000 watt  
voice of



Serving  
South-  
Central  
Ontario  
from

**OSHAWA**

**REPRESENTATIVES**

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

*Public Relations*

**CARTB CAMPAIGN TELLS STAFF -- TELLS PUBLIC**



HERE IS A SAMPLE ID and a 20-second radio spot, chosen from those contained in the CARTB public relations kit, which have been prepared for their current campaign.

Since 1925 the number of radio sets in Canada has increased from less than 50,000 to more than four million. Today, sales of radios are higher than ever before, as community broadcasting grows with the nation. CHOP, Blankville, is a community-owned station and a member of the Canadian Association of Broadcasters, one of 174 stations serving Canadians from the Atlantic to the Pacific.

**T**HE END OF the familiar letters CARTB, and the return to the original CAB, may result from the national public relations campaign which has just been set in motion by the Canadian Association of Radio and Television Broadcasters.

In broad terms, the program has two objectives: (i) to acquaint the public with the place and importance of the community-owned stations and the service they render to the

public; (ii) to acquaint broadcasting personnel with the structure of Canadian broadcasting (private and government) and with the history, background and aims of CARTB.

Hugh S. Newton & Co. of Toronto is handling the campaign on behalf of CARTB; and the help of the 174 member stations (146 radio, 28 television) is being enlisted. Between them they cover 96 per cent of the Canadian population.

To each station has been sent a complete publicity kit designed specially to cover the campaign's objectives. These kits vary for radio and TV stations but all have received a letter from the CARTB, describing the material and urging its use. Public relations log forms for return to the association with details of the use made of the publicity material, have also been supplied.

RADIO stations have also received a selection of station breaks, 20-

second spots and one-minute announcements.

TELEVISION stations have been supplied with audio ID's and a choice of video slides which use the new CARTB maple leaf emblem. In addition, there are four 20-second films, each with an ID. The purpose of these is to emphasise the service and importance to the community of private broadcasters.

Material for French-speaking radio and television member stations has been supplied in their own language.

**BACK TO THE CAB**

Significant point is that the phrase "Canadian Association of Radio and Television Broadcasters" and the initials CARTB have been dropped in all air material, both spoken and visual. Instead the shorter and simpler "Canadian Association of Broadcasters" has been used with the relative initials "CAB".

This has been done in the interest of brevity and easier identification in the public mind. The official title remains in the longer form -- for the time being.

Each publicity kit also includes copies of a background story of CARTB for distribution to station personnel. It is hoped that after studying this, every employee of private broadcasting will be a well-informed spokesman for his or her industry.

After outlining the history and achievements of the Association, the story points the responsibility resting on the shoulders of every private broadcasting employee. "Act responsibly on the air and in public . . . Remember that everyone is a self-appointed critic of broadcasting . . . Remember that your own livelihood and your opportunities in broadcasting are directly related to



**Car Registrations in 1956**

**9256**

(Nearly Double the Alberta Peace River Block)

**75,000 Tourists  
Visited Dawson Creek in 1956  
in 22,000 cars.**

There is only one way to capture  
the thriving and growing B.C. Block  
of the Peace River District . . .

through



DAWSON CREEK, B.C.

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

**CJEM - RADIO**

EDMUNDSTON, N. B.  
1000 WATTS  
570 kc.



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

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

- MONTREAL 1411 Crescent St.
- TORONTO 519 Jarvis St.
- WINNIPEG 171 McDermott
- VANCOUVER 1407 W. Broadway



**ASSEMBLING THE KITS** in the office of Hugh S. Newton & Company for the use of stations in the CARTB public relations campaign are Betty Hermann (left), Hugh Newton and Dilys Usher.

the state and health of broadcasting in Canada.

"Remember," it concludes, "whatever your position, that you represent an industry with a \$50 million investment, employing 5,000 full-time and 8,000 part-time Canadians, with an annual payroll of over \$200 million."

**FIRST TANGIBLE STEPS**

Hugh Newton states that these kit distributions are just the first tangible steps of the CARTB program. Also under preparation now are a speaker's Guide, and a general purpose booklet, both to be published

in English and French.

The Speaker's Guide will outline suggested talks for broadcasters. The booklet will outline the history of broadcasting and its place in the community today, the organization of broadcasting in Canada, the history of CARTB and pointers to the mechanics of publicity and public relations.

Further public relations steps are under consideration and from time to time additional material - - spots, interviews, talks, films, etc. - - are to be distributed to supplement the kits member stations have already received.

*Radio*

**14 BC STATIONS AIR LIBRARY SHOW**

**B**OOKS AND LIBRARIES are getting plenty of attention from BC radio, with 14 member stations of the BCAB carrying a weekly 15-minute book review show, *Silent Friends* in co-operation with the BC Public Library Commission.

The series went on the air in April of this year, after the annual meeting of BCAB approved the shows as auditioned by Dorwin Baird, and prepared by him and his wife. Each program contains a three-minute insert prepared by the local library, a service that has been made full use of both by libraries and the library commission in Victoria.

Attempting to "make books live", Baird has tried to maintain a balance between straight reviews of new books and special material that can be used to keep the shows from the category of "talks." Thus almost every week includes an interview with a Canadian author or publisher, and sometimes the reviews themselves consist of an interview with a reader to whom the Bairds have given the book for review.

Another approach has been to insert special material - - the most obvious being excerpts from Churchill speeches to point up parts of Arthur Bryant's book "The Turn of the Tide." A recent autobiography

of Marian Anderson was handled by using some of her recorded songs as examples of the career of this famed singer.

Stations carry the shows on a service basis, with production costs being handled by the library commission. In previous years a commission series on the BC net of CBC proved unsatisfactory because of insufficient coverage. *Silent Friends* is heard in every part of the province.

Liaison with both stations and local libraries has been kept up by Baird, who was able this past summer to visit 11 of the 14 stations which are carrying the series. He found library boards and librarians very happy about the service being offered by local stations, and what is more important - - listeners are asking for the books covered on the shows in increasing numbers.

Stations carrying the series are: CJOR, Vancouver; CKLG, North Vancouver; CHUB, Nanaimo; CJAV, Port Alberni; CHWK, Chilliwack; CKOK, Penticton; CKOV, Kelowna; CJIB, Vernon; CFJC, Kamloops; CKPG, Prince George; CKCQ, Quesnel; CKEK, Cranbrook; CKLN, Nelson; CJAT, Trail. At least two more stations are considering joining the group.

**12% AIR TRAFFIC INCREASE**



Saskatoon Air Terminal

1957 Jan.-Oct. increase in passenger traffic at Saskatoon's modern airport.

**BUY this Booming Market NOW with CFQC RADIO**

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



**THE RADIO HUB OF SASKATCHEWAN**



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

Tap this rich source of buying power with

**CKCW • RADIO MONCTON**  
**NEW BRUNSWICK**

REPS: STOVIN-BYLES IN CANADA . . . ADAM YOUNG IN U.S.A.

*Radio & Television*

**THERE'S TIME AND USE FOR THE BEST OF BOTH**

by **BRUCE GENDALL**  
Staff Writer

**I**N TERMS OF DOLLAR revenue, figures show that television advertising is on the increase in ratio to radio revenue. In terms of presentation and use of the medium, opinions show that there are still many unknown factors in television compared with the knowledge and experience behind radio advertising.

To establish the facts first. The TV Division of the Broadcast Advertising Bureau state that television advertising has nearly quintupled since 1954. In that year it is estimated that \$11,350,000 was poured into the television station coffers. Of this amount, seventy-five per cent was in the form of commissionable billings handled through agencies; the rest was local. Figures for the following two years have been estimated at:

1955 \$31,400,000 (25% local)  
1956 \$51,500,000 (33% local)

In comparison, radio advertising revenue showed a slight tendency to drop during those years, from \$59,470,000 in 1954 to \$52,000,000 in 1956. National billings remained static at forty per cent.

These are the facts in terms of dollars. But television shows a similar march forward in its incursion into total national advertising revenue. Statistics are available only for national billings but these show that television in 1956 grabbed 16.6%

(from 5.5% in 1954.) Radio, meanwhile, slid from 15.4% in 1954 to 10.3% in 1956.

Television shows a rising graph on both counts. "And," says Karl Steeves of BAB, "television revenue is increasing at a rate which is

**There's a use for radio and a use for TV. Which is which and how do you tell? Seasoned journalist Bruce Gendall, now on the Broadcaster writing staff, set out to find the answers. Here is the first report of his series.**

parallel to the growth in the number of homes which has TV sets."

But does this prove that television is about to sweep the board to the final exclusion of radio?

Canada is fraught with so many complexities which exist nowhere else that reference to the state of affairs elsewhere cannot be given in an attempt to find the answer.

There are still many unknown and unproven factors. Daytime broadcasting, for instance, is still the almost exclusive domain of radio.

Television does not yet appear in as many Canadian homes as radio. (At the beginning of 1957 there were, in fact, 2,509,700 homes with, as opposed to 1,560,000 homes without sets. Radio covers 96% of the Canadian population.)

**WHICH IS WHICH?**

Advertisers have not yet settled their opinions on the best use of both media. There is the time-buyer who says: "In the case where a client can afford to use only one medium, I believe under existing circumstances, radio is the medium to use."

There is also the time-buyer who states categorically that "where an advertiser can use only one medium, television is better. The added impact of sight and sound, plus the additional effect of personal demonstration has an irresistible appeal."

There is a third party — uncommitted — who says that the two should be used together.

Scientific research bears out, in so far as experiments have been conducted, that television provides a higher retention factor on the human brain than radio, reading or live lecturing. The experimenters insisted at the time that this however, was not the real lesson to be drawn.

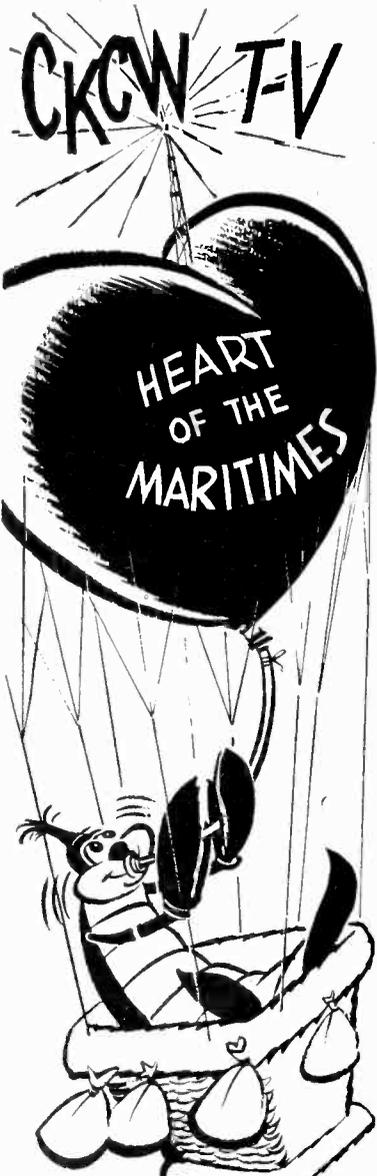
**The superiority of one medium over another was not the main point so much as the differences between them and the necessity to understand these differences in order to exploit their various advantages.**

It has been pointed out that each and every medium of communication is, in effect, a different language. Comparisons, under such circumstances, can be odious.

"In the early days," said Station Representative Gordon Ferris, "agencies and advertisers got the idea that television was just a form of radio. This is not the case. Radio and television are separate media."

"Both have their own techniques, their own scales of cost, their own production forms. Both do a separate job. The mistake being made is to confuse the two as one."

The advantage of radio, echoed by most thinking people, is that as a medium of advertising it is flexible in its use and can offer repetition



**GO PLACES**  
with  
**Lionel the Lobster**

The Best Way  
to Cover the Maritimes

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

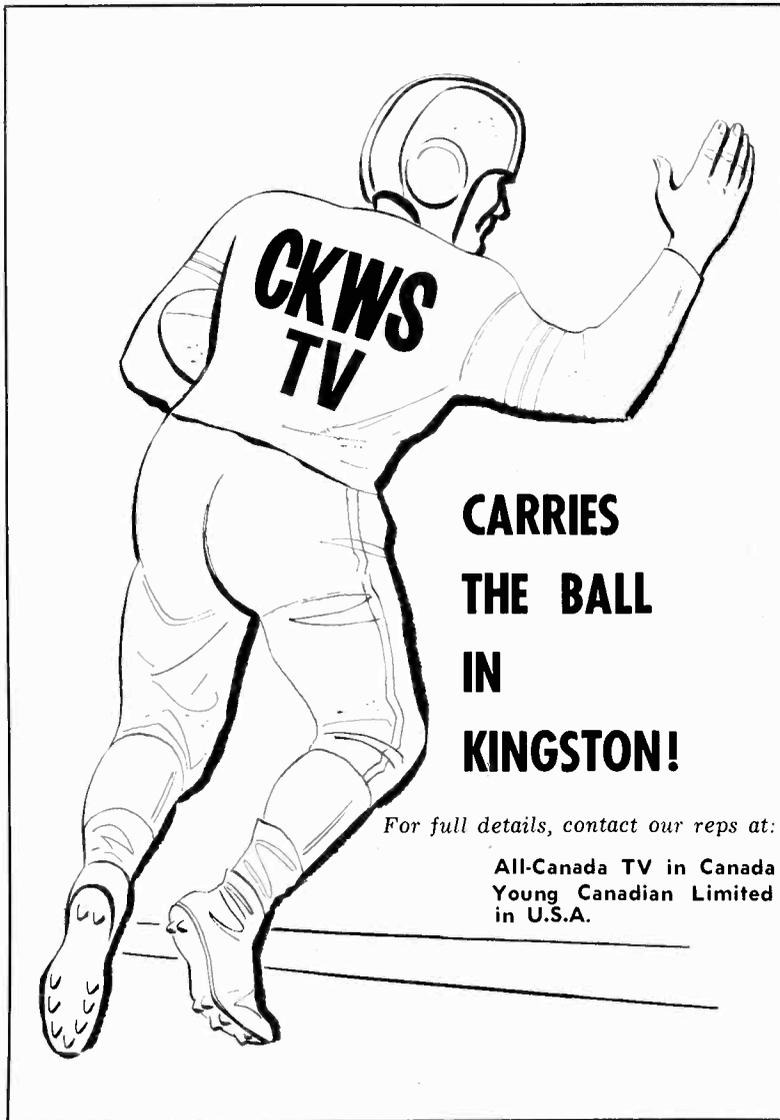
LET LIONEL GIVE YOUR SALES  
THE "BIG POWER BOOST"

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



The Hub of the Maritimes

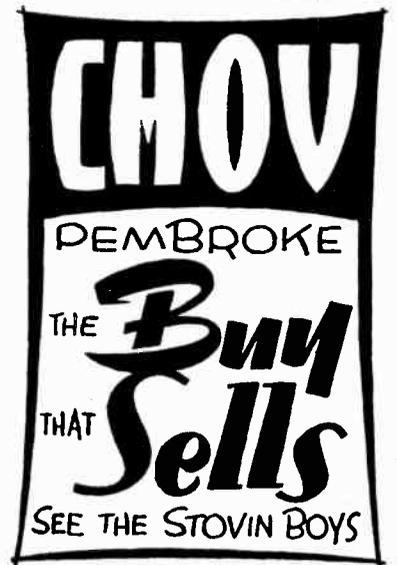
**MONCTON**  
**NEW BRUNSWICK**



**CARRIES  
THE BALL  
IN  
KINGSTON!**

For full details, contact our reps at:

All-Canada TV in Canada  
Young Canadian Limited  
in U.S.A.



**"... program popularity will depend on program excellence"**

at a reasonable cost. Television, meanwhile, registers on two of the human senses at one time, sight and hearing. It also has visual movement. Referring to their use of television, a company manufacturing bearings has said: "With television we can not only tell our story and show our product, but we can make our product move. And motion is the whole purpose of a bearing."

**DANGER SIGNALS**

The danger arises when other advertisers become over-enthused with television as television and use it out of context frequently as the result of good returns obtained by somebody who is trying to do an entirely different sales job to themselves.

The other danger is obsession with the advantage of one medium to the exclusion of any reasonable consideration of the proper use of the other. The result can defeat the purpose.

As an example, an agency spent several thousand dollars to produce a one-minute film, in the belief that television far outranked radio. But the film was a poor product. It was an outdoor scene, shot in a studio, was static and, for the purpose it was trying to serve, lacked integrity.

In addition, sixty seconds is a long time to hold a visual audience unless the presentation borders on the brilliant. "In such a case," stated a critic, "the client might well have done better by saving his film production costs and devoting his money to a series of repetitive spots on radio, using local personalities to lend the integrity which the film lacked."

Certain it is that radio can provide the wider coverage. Figures show that there are about 5,350,000 radios

in Canadian homes and a further 1,550,000 located in cars, hotels and other public places. Set sales are on the increase and air time is available all day. (An interesting sidelight is that a survey showed 27.3% of all home radios were located in the kitchen.)

Thus, as Ramsay Lees, the radio-TV director of BBD-O has written: "To paraphrase Mark Twain, we feel the news of radio's demise has been somewhat exaggerated."

The fact that over twenty new AM stations have been established since June 1954 and that not one has gone out of business seems to bear this out. At the same time, it is expected that nearly all radio stations will make money this year.

Charles Fenton, of BAB, says that many people in the radio industry believe that Radio's Golden Age is still to come.

It is said that television has helped radio. It has certainly stimulated greater effort among radio programmers to produce better material, sell harder and render a promotion service that is superior to similar services offered by other media. Competition, in this sense, has proved its worth.

**WOULD COMPETITION HELP**

At the same time, television has its own problems such as the hungry competition for the best viewing hours. This applies especially while our cities have only one station.

Alternatively, when competitive channels do exist, some time-buyers hesitate to take the plunge. One has been quoted as saying that in Ontario, for instance, television is less beneficial than radio since you get less guarantee of the viewing market than you would in an area where time could be booked on a "single"

station.

But doesn't this discount the possibility of competition even in a simple station market, from radio or other diversions?

A high-ranking American advertiser forecasts that "program popularity in 1958 will depend almost entirely on program excellence."

Much the same viewpoint could be made about the success of advertising. Whether radio and television are used as complementary or supplementary media or whether they are used separately, the best use must always be made of their advantages. And it is these which we shall try and discuss in future issues.

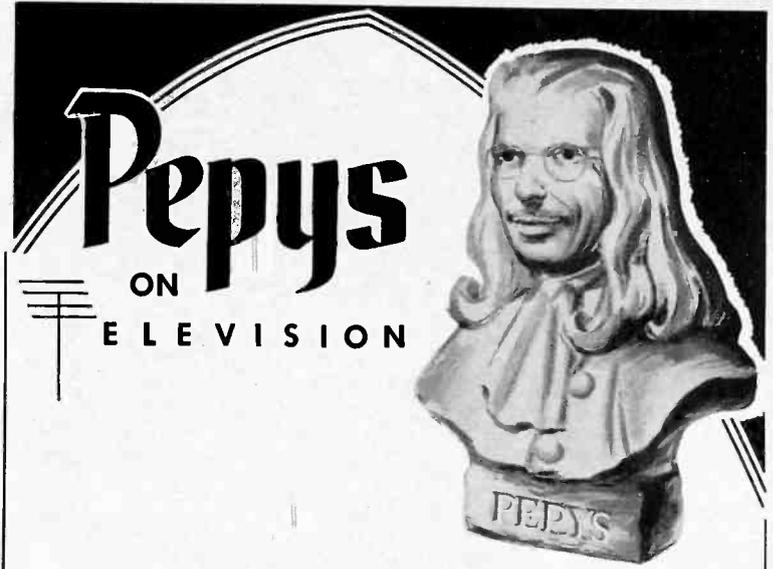


**T**elephone  
**A**nswering  
**S**ervice

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

Phone for Booklet in

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



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

**STOVIN-BYLES LIMITED**

MONTREAL WINNIPEG TORONTO VANCOUVER

Representing

- KVOS-TV Serving Vancouver-Victoria
- CHAT-TV Medicine Hat CJBR-TV Rimouski
- CKMI-TV Quebec City CKCW-TV Moncton
- { CJON-TV St. John's, Nfld.
- { CJOX-TV Argentina
- ZBM-TV Bermuda CMQ Television Network, Cuba

**Grey Cup May Go Live Coast-to-Coast**

THIS YEAR'S Grey Cup football game - - to be played in Toronto on November 30 - - may be seen live on television screens from British Columbia to Prince Edward Island.

A CBC official said earlier this month that the game would definitely be telecast live as far as Alberta.

The Maritimes may see the game for the first time, if the CBC can obtain an American network on

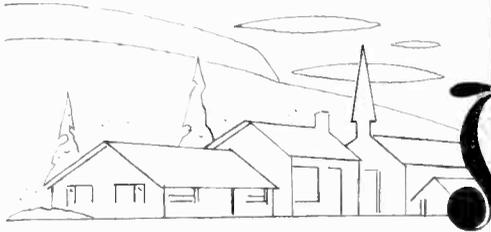
which to carry it from Quebec City, present terminus of the microwave system, to the CBC Maritime network.

The CBC is also trying to make arrangements similar to those of last year, whereby the game was carried live to BC. However, it is not known whether American channels will be available to carry the telecasts to the two coasts.

Our **BIG MOVE**  
Soon... **5000** WATTS



They open the door to sales in Northern Ontario



CFCH North Bay

CKGB Timmins

CJKL Kirkland Lake

This trio of radio stations delivers a captive\* audience of over 300,000 listeners! In Northern Ontario — outside reception is inconsistent. As a result, this vast audience depends on these radio stations for news, entertainment and information.

For full details, contact our reps today. In Toronto and Montreal — N.B.S. In Western Canada — All-Canada In U.S.A. — Weed & Co.



WHEN IS AN ARTICLE about broadcasting radio and when is it television? There's a question we've been asking in our editorial department for some time, and now the readers are asking too.

Radio and television are bought by the same advertisers, sold by the same reps and ruled by the same CBC. Most of the radio and television stations belong to the same associations, and all of them go to the same banks. A new radio and TV director is appointed, a new research technique devised. Are they radio or television stories?

Starting the first of the year, we are, in keeping with this idea, reverting to the name under which we launched our paper in 1942, viz and to wit, CANADIAN BROADCASTER. And beginning this issue, while we are continuing to report radio and television as faithfully as ever, we shall no longer be segregating TV news and articles in what has been called "Telescreen". Instead the various articles on various subjects will be distributed through the book, and

on the top of each page, we shall designate "Radio", "Television", "Research", "Agencies" and so forth. We hope you will find this the improvement we believe it to be, and, if anyone would be interested in buying a slightly worn zinc line engraving reading "Telescreen" . . . .

PAJAMA GAME

LYING DOWN on the job sometimes pays off.

At least that's the opinion of Mal Thompson, morning man for CKSL, London. For a whole week, Thompson slept in the window of Langford's radio store, and broadcast his morning show from his bed.



The promotion was designed to tie in with the appearance of "The Pajama Game" at a local theatre. Three other sponsors participated, one by supplying his robe and pajamas, another his bed and bed-clothes, and a third by delivering his breakfast and snacks.

Thompson broadcast from six to ten am every day, and managed to work in a short broadcast every night at 11:20, just before retiring.

TV Or Not TV

PROPOSALS THAT proceedings in the House of Commons be televised met with opposition in the Senate earlier this month.

"I trust the Government will not take such suggestions seriously," exclaimed Liberal Senator Thomas Reid of British Columbia, adding that Parliamentary proceedings, if televised, would tend to make actors out of the members.

Senator Reid commented that it might, nevertheless, encourage better attendance. No member would like to be called upon by his constituents to explain why he was not present in the House when the broadcast took place.

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. STOVIN-BYLES

\* E-H circulation report — November '56

POINTS OF SALE

CKTB reports another major BUILDING DEVELOPMENT — a \$250,000 office building at Queen and King Streets for Huron & Erie Reach this thriving market through

CKTB

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

PAUL MULVIHILL & Co. Ltd.

TORONTO 77 York St. EM. 3-8814 MONTREAL 1543 Crescent St. MURRAY MacIVOR PL. 1097



**UK's NEXT — PRIVATE RADIO?**

**O**FFICIAL SEPTEMBER figures show that British commercial TV contractors are fast out-stripping their British Broadcasting Corporation rivals. Where the two are in competition in this critical battle for viewers, the BBC holds an average nightly audience of less than one and a half million opposed to commercial TV's four million. (In some areas the BBC still has a monopoly.)

It is felt that the BBC's switch to programs of a more serious nature is one of the reasons for part of this slide.

Implications are that these figures will sharpen the dispute over revenue. In the 1955-56 financial year, the BBC spent more than \$19,500,000 on TV, garnered from the annual licences paid by all owners of sets. While serving a growing audience, the commercial contractors derive their revenue entirely from advertisers and get no slice of this licence fee cake. (1955-56 figures show that licence fees brought in a total revenue for radio and TV of \$42 million.)

To stress the point, Associated Television, one of the major program contractors, is now using an identification card reading: "ATV - - Your Free TV Service."

Furthermore, this trend in TV may lead to a renewal of the agitation for a commercial radio service in the UK to compete with the BBC's existing monopoly.

**DAY IN AND DAY OUT**

**I**T'S A FUNNY thing about business. We work more than anything else we do all our lives and profess to hate it; we long for week-ends; we labor through fifty weeks to earn two weeks off; we scrimp and save for a pension on the off chance we may live beyond our working years. Yet we take on new and unnecessary responsibilities when we are making more than enough money to take care of our needs; we devise all sorts of entertainment to fill in the hours during week-ends until we can get back to the office Monday mornings; we enjoy our holidays for the first of the two weeks and then start counting the days until we'll be back at the "grind"; we fight tooth and nail to stay on the job when the time comes for retirement. Funny, isn't it?

Making money is funny too. We want a house in the country, a family, a new car. Eventually we fulfil our desires — have everything we need — and then do we quit? Not by a jugful! We buy another business and then start nibbling into the profits which were so satisfactory, until we are worse off than we were before.

Can it be that we have let work become interesting beyond its real worth? Is it because there is a lack in our lives of more worthwhile things to do? Or is work, if it is useful as well as profitable, really as intriguing as we keep telling ourselves it is?

I guess so. Anyhow, it is time to get down to the office now and see what kind of crisis is lying on The Desk today. If there is none, I'll soon make one. So, buzz me if you hear anything, won't you?

C K B W

BRIDGEWATER

A Plus that's a Must

to cover the

Nova Scotia Market

Serving the Wealthy South Shore

RADIO REPS in CANADA  
DONALD COOKE in the USA

NOVA SCOTIA

**LONDON'S FIRST RIDE IN THE  
1958 CHEVROLET**



Londoner's were treated to their first ride in the new 1958 Chevrolet, when CKSL's Gerry Bascombe went out for a drive, as the guest of Central Chevrolet - Oldsmobile Sales Manager, Jim Potts. Bascombe was able to give the listeners the thrill of the drive by utilizing CKSL's new transistorized portable transmitter unit to broadcast a lively twenty minute description of the trip around London.

CKSL's portable transmitter unit — the most recent addition to CKSL's ultra-modern technical facilities, affords previously unattainable flexibility, permitting direct instantaneous on-the-air broadcasts from any point in Greater London.

The introduction of the new transmitter for news, special events and community features is another example of why

CKSL

LEADS THE WAY

IN

LONDON AND WESTERN ONTARIO

## Add Two To CBC Govs' Agenda

TWO MORE ITEMS have been announced for the Ottawa meeting of the CBC Board of Governors on December 6. One is a Kitimat, BC, application and the other a proposal to transfer ownership of CKTR, Three Rivers, Quebec, from CKTR Limitée to Paul Abouton on behalf of a company to be incorporated.

The Kitimat application is the

second of its kind for the Board to consider at this meeting. The first, made by Malcolm Keeble of Parksville, BC, on behalf of a company to be incorporated, was announced in October.

This Kitimat application has just been made by International Radio and Television Corporation Ltd., headed by William Rea, former owner of radio station CKNW, New Westminster, BC. The Corporation seeks a 1000-watt station at 1140 on the dial. This is the same power and dial location being sought by Malcolm Keeble.

Rea's company made the first application received by the Board for a station at Kitimat last spring. At that time, the Board decided to postpone action on it pending the findings of the Fowler Commission.

### PEI-Maritime Link Nears

THE MICROWAVE RELAY linking Prince Edward Island with the rest of the Maritimes should be completed by the end of this month, the CBC has announced. Speaking in Halifax, Nova Scotia, CBC Regional Program Director S. R. Kennedy said that completion of this link to PEI will put CFCY-TV in Charlottetown on the Maritime TV network.

The Charlottetown station, meanwhile, has obtained permission to air some Maritime network programs by picking up signals from KKCW-TV in Moncton. This was the procedure followed at the time of the World Series and the Queen's visit.

The extension of the Trans-Canada Telephone microwave system will make possible the broadcast of live TV shows on stations stretching from Edmonton to Charlottetown early next year.

The CBC said earlier this month that stations at Calgary, Lethbridge, Medicine Hat and Edmonton will be connected to the cross-Canada microwave network November 24. At present live television extends as far west as Regina and Saskatoon.

## "WEEK" AWARDS GO TO 4 STATIONS



PAT WINDSOR, singing star of musical comedy, television, radio and the Royal York Hotel Imperial Room, congratulates winners of the Television Week Awards given by the Television Representatives Association to: CKMI-TV Quebec City, for the most original merchandising idea in promoting Canada's first annual Television Week; CKGN-TV North Bay for the best public service campaign; CHCT-TV Calgary in recognition of the most outstanding English station promotion; and CKRS-TV Jonquière in recognition of the most outstanding French station promotion. With Miss Windsor from left to right are Alex Stewart, for Jonquière, Reo Thompson for Calgary, Norman Bonnell for North Bay and Bill Byles, for Quebec City.

## THIS IS A GROWING MARKET

"More provincial dollars per capita is being spent in Central British Columbia (CKPG's coverage area) than anywhere else in British Columbia."

— Premier W. C. Bennett.

# CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

All-Canada in Canada

Weed & Company in U.S.A.

## Directors Strike Over Chain Of Command

IN A DISPUTE in New York over the right of directors to give instructions directly to cameramen, management personnel and some producers assumed the directors' roles when the latter picketed NBC facilities, charging that they were "locked out".

Daylong negotiations between the two unions involved brought no agreement on submitting the matter to Federal Arbitration. Federal Commissioner of Conciliation J. R. Mandelbaum said of the negotiations in New York that "the question of arbitration and what is to be submitted for arbitration has not been decided yet."

The dispute involves the members of the Radio and Television Directors' Guild, the National Association of Broadcast Employees and Technicians and NBCO. It centres around the directors' claim to the right to give instructions directly to cameramen rather than relay orders through technical engineers at rehearsals and unrehearsed programs.

The Guild has accused the network of refusing to honor the terms of their contract in which this prerogative is stipulated. When the directors sought to apply this direct method of communication for the first time on some NBC shows, the cameramen responded with some jerky photography. Viewers at home were treated to pictures at odd angles and occasional blurring.

The Guild spokesman said that the cameramen had "sabotaged the productions" and that it was up to the network to discipline them.

Mandelbaum has stated that all parties are willing to attend a joint session which, it is hoped, will be held in the near future.

## THE RECORDS PROVE

BEYOND A DOUBT...

that we're smack in the middle of a responsive and constantly expanding market.

We get mail from all over the Province and, being human . . . we like being popular.

Sell through us . . .

the "POP"ular way!!



The Maritimes progressive station

# CFNB

Our Reps will tell you the story:

see: The All-Canada Man and Weed & Co. in the United States.

### Hint Changes In CBC Act

SUBSTANTIAL LEGISLATIVE changes in the Radio and CBC Act next year were hinted at by Revenue Minister Nowlan in the House of Commons this month. In view of the possibilities of long debate in Parliament, he said it was considered "inadvisable" to propose amendments this year to statutes governing publicly-owned CBC and Canadian broadcasting generally.

Mr. Nowlan was replying to the Rev. E. G. Hansell, Social Credit member for Macleod, Alta. He also said that the Fowler Report on broadcasting is receiving very careful attention by the government.

*International*

# WORLD STAMPS ARE DEDICATED TO RADIO AND TV

By JAMES MONTAGNES

ALTHOUGH THE PER capita use of radio and television receivers and the number of stations is higher on the North American continent than anywhere else in the world, it is a strange fact that neither Canada nor the United States has ever issued postage stamps relating to these media.

It is not so elsewhere. When Italy, France and Western Germany began television, the postal authorities deemed the event important enough to publicize it on special stamps. Similarly, in a number of other countries the role which radio and television have played in modern life has been commemorated in this way.



James Montagnes

Perhaps one reason why this applies especially to European countries is that their postal authorities also control telecommunications.

The only country to have issued stamps to private radio and television stations is Luxembourg. In 1953, the postal authorities in this small European grand duchy issued a stamp showing the antenna installation of Radio Luxembourg. Two years later, when Tele Luxembourg went on the air, a stamp showing its antenna was issued.

While many countries have featured their monarchs and presidents on postage stamps, only the Philippine Republic and Russia have shown their president before a microphone.

In 1946, when Manuel Roxas was inaugurated as President of the Philippines he was shown on a set of postage stamps taking the oath of office before a microphone. A battery of microphones is shown on a stamp issued by the Philippines in 1950 for the inauguration ceremony of President Elpidio Quirino. And when a mourning stamp was issued for Manuel Roxas in 1948 it portrayed the former president speaking into a microphone.

Included in a set of stamps issued in Russia in 1935 to commemorate former president Mikhail Kalinin's 60th birthday, one value showed him broadcasting.

The television screen is shown on Italys 1954 stamp to mark the start of television there. Shown on the screen is a map of Italy, and above the television receiver is a TV antenna.

France, on its 1955 television stamp, shows TV receiver antennae against a skyline. Western Germany this year began television and shows a TV screen lighting up on its special postage stamp. The small Saarland area, between Germany and France, last year issued a special stamp showing a transmission tower at Saarbruecken with microwave antennae.

While radio and television antenna systems feature on the majority of stamps issued to the media, perhaps most unusual are stamps



**POSTAGE STAMPS** from many countries commemorating TV and radio include (left to right, top row): Italy's Marconi; Saarland's TV antenna (1956); Italy's TV stamp (1954); Monaco's Radio Monte Carlo stamp (1951); (2nd row) Denmark's 25th anniversary of state radio (1950); Egypt's electronic exhibition (1953); Germany's TV stamp (1957); (third row) two Luxembourg stamps to radio and TV; Philippines' former president Roxas (1948); (4th row) France's TV stamp (1955); Turkey's telecommunications stamp (1955); Swiss radio stamp (1952); (bottom row) Hungary's girl soldering receiver (1955); Swiss TV stamp (1952); France's blind man listening to radio (1938).

issued by France and Hungary.

In 1938 France issued one with a surtax to provide funds for radio receivers for blind persons. It showed a blind man listening to a radio. Hungary, as part of a long series depicting industrial workers, included one value showing a girl soldering a radio receiver.

Many other countries have issued postage stamps portraying a radio motif. A number have issued stamps featuring men who have played a part in development of radio. Altogether there are several hundred stamps commemorating telecommunications, of which radio and television are a part.

## Spiritual Show Earns Citation

A CITATION FOR public service to the spiritual life of the local community was presented this month to CKGN-TV, North Bay, by the "world's most televised program", *This Is The Life*. The award was made in celebration of the 5th Anniversary of the dramatic, religious series.

A symbolic 5th Birthday Cake was presented in the main studio of CKGN-TV on the show *Scope* by Juanite Pelland who, like the non-

denominational program is just five years old. Juanite gave the cake to Managing Director Ced Price, saying "you help people learn more about Jesus." He was accompanied by Reverend George Raap, representing the program's producers, the Lutheran Church-Missouri Synod.

*This Is The Life* is seen on CKGN-TV at 12.30 on Sundays, and began a new series of dramatic stories in October.

# ADVERTISERS

## Looking for GREATER IMPACT on the PRAIRIES?



use  
**CJGX**

**YORKTON**  
Saskatchewan

With CJGX on your schedule you get solid coverage in Manitoba and Saskatchewan where farm produce in 1956 was valued at \$774,172,000. By actual survey CJGX is beamed to 903 rural shipping points in these two prairie provinces.

**CJGX**



CONSULT  
OUR  
REPS.

Stovin-Byles Ltd.  
A. J. Messner & Co., Winnipeg  
Adam J. Young, Jr. Inc., U.S.A.

## French Market



COLONEL MAURICE FORGET

**F**IVE MILLION FRENCH Canadians -- a quarter of them living outside the Province of Québec -- "are just waiting to be asked in their own language to favor your product". This was the crux, as expressed by Conrad Lavigne, president of CFCL Radio and TV, Timmins, to the French Market Conference staged by the Advertising & Sales Club of Toronto last week.

The ballroom of the Royal York Hotel was crowded with advertising people some of them coming from as far away as Montreal. They heard a luncheon address by Colonel Maurice Forget, prominent French Canadian lawyer and financier. During the afternoon, there were four speeches, by experts in various phases of French Canadian life -- an advertising consultant, a public relations man, an editor and a broadcaster.

"Financially, commercially and industrially, French Canada is behind English Canada", said Colonel Forget in his luncheon address entitled "French Canada's Economic Expansion."

The reason for this, the speaker said, is that the French settled this country of ours and the first thing they had to worry about was feeding themselves. To do this they had to develop the land. Thus, from the outset, they were basically agriculturalists.



JEAN-FRANCOIS PELLETIER



JACQUES GUAY



CONRAD LAVIGNE

## FIVE MILLION FRENCHMEN MAKE A MIGHTY MARKET

By IAN GRANT  
Staff Writer

"The English on the other hand did not have to face the material difficulties of basic settling and pioneering, and they capitalized magnificently on a grand opportunity, and I do not begrudge them their success.

"Primarily the French Canadian is a family man," Forget said. "In everything he does this is his main thought. He prefers a small enterprise that will keep his family happy, to a giant business, the profits of which he will have to share with third parties. His centuries of tilling the soil have grafted this thought into him.

"But now he is moving quite rapidly in the realm of business, and over the last 40 years the pace has been accelerating. Don't, however, think that this entry into business has made him forget the farm because this is not so. For example, since 1945, farm cash income totals in Quebec have risen 87%".

Twenty years ago Quebec lacked educated men, he said. Today the education standards and facilities permit the development of more skilled and professional men.

The natural resources in Quebec were another reason for French Canada to veer from agriculture to industry. Water-power is unequaled in Canada. Quebec produces more than half of the hydro-electric capacity of Canada, he said.

### SIXTEEN MAJOR INDUSTRIES

"Gentlemen, I have a habit of digging into history and I found that the first water-power plant in North America was built at Château Richer, near Quebec City, in 1691. The rest were just copies!

Today Quebec has 16 major industries and in some of these leads and controls. In the leather industry, Quebec accounts for 65% of all Canadian establishments in this industry. In clothing and furs Quebec's production is \$400 million a year and Canada's total production amounts to \$700 million.

Total assets of French Canadian companies exceed \$200 million. Total assets of French Canadian savings institutions -- banks, trust companies or what have you -- exceed \$2 billion. Retail sales from 1945 to 1956 have increased 305%. The average earnings of the salaried people over the last 9 years have jumped nearly 100%.

"All of this you will admit is a phenomenal growth, which I think has been prompted by four main factors:

- (1) The extraordinary natural resources of the province.
- (2) The intelligent guidance or help given to the people by the local government on the exploitation of these resources.
- (3) The wise propaganda and the smart public relations of the local government with foreign capital investors and industrialists.
- (4) The living standards afforded to the newcomers in the new regions where industry or mining dominates.

### GET TO KNOW THE PEOPLE

Advertisers, station reps and agency people returned after the luncheon to hear four talks on the French Market.

"Do not copy American or English Canadian advertising to sell the Quebec market. What you must do is create something that is French Canadian by French Canadians."

This was the thought behind, "Advertising to the French Market", the talk given by J. François Pelletier, marketing consultant.

There are two ways to treat a consumer, he said, either as numbers and figures or as human beings. Statistics are very easy to use and they save a lot of time. But if you really want to sell a French market you have to get to know them as people, what they like and what they dislike . . . then you get results.

Montreal PRman Nolin Trudeau threw the audience into a turmoil of mirth for the full half hour of his prophetic portrayal of a 2057 Canada, where English language advertising had become a minority market well worth a look. A digest of his presentation will be found in our next issue.

### NON-QUEBEC FRENCH

Next on the agenda was Jacques Guay, editor of LE QUINCAILLIER, whose talk was entitled, "Quebec's Changing Pattern and Revolution in Retailing."

Guay gave a brief but detailed rundown on the daily lives and needs of an urban and rural French family . . . the clothes they wear, the food they eat, the houses they live in, the friends they have, and what they do for entertainment.

"There are five million French Canadians in Canada today and roughly twenty-five per cent or one and a quarter million live outside Quebec. They are just waiting to be asked in their own language to favor your product". This was the

point made by J. Conrad Lavigne, president of Lavigne Enterprises Ltd., the last speaker on the agenda.

"This one and a quarter million is divided into three groups. The first is in New Brunswick, over 200,000 easily reached by two French radio stations, a daily newspaper and a weekly French newspaper.

"The second group is in Ontario where they are split up into two parts: one in Northern Ontario with a bilingual TV station, two French radio stations and two French weeklies. The other is in Eastern Ontario with one TV station, one radio station, and one daily and weekly newspaper.

"The last group is in the west served by four French radio stations, two or more weeklies and TV coming.

"The bilinguals outside Quebec are French Canadians. Some may understand your commercial, if they're watching an English TV show, listening to an English radio station, or reading an English newspaper or magazine, but, and I insist on this point, will your advertisement or commercial motivate him or her or me? Do I get the urge to go out and buy? No, no more than I feel like standing to attention when I hear the Star Spangled Banner.

"The sales manager in Toronto is interested only in English media for Ontario. The sales manager in Montreal is interested only in French media in Quebec. The reason is that the sales manager in Quebec is not interested in seeing part of his budget spent outside of Quebec, when the sales for this market will be credited to another province.

"I feel that it is not just to deprive the advertisers of these beautiful, plump, juicy, cash-in-hand-ready-to-buy French markets outside Quebec by not advertising in French.

"Would it be presumptuous to propose to you that since 25% of the French Canadians live outside Quebec that 25% of the budget for French Canada be spent outside Quebec?"

"I can hear howls of protest from Quebec operators, but after all let's be just. We French Canadians in other provinces are quite willing to give our cousins in Quebec all the beer advertising money, though not necessarily out of altruistic motives.

"In conclusion, the market is there, the media are there. We can deliver over one million potential customers. The cost is reasonable and we are most approachable."

The greatest  
French advertising  
medium  
in  
Quebec

300 000 KV  
CHLT-TV  
CHANNEL 7

SHERBROOKE  
We cover  
the Montreal market

*Van Grant's*

**Technicolumn**

**P**YE LIMITED have recently put on the market their new Image Orthicon Camera and associated equipment.

The camera is so designed that it can be set up in a few minutes and has a large range of viewing angles. It has an exceptionally high sensitivity, making it suitable for use in difficult situations and under indifferent conditions of lighting.

Iris setting can be controlled either at the camera or at the camera control unit. When a remote control unit is connected into the channel at the camera control unit, turret changing and focusing can also be controlled away from the camera position, enabling the cameraman to give undivided attention to the framing and composition of fast action pictures. Alternatively the camera can be set up at a suitable location and left unattended.

The head amplifier, viewfinder and servo unit are completely accessible for repair without removal from the camera but can be removed if desired.

A four-lens turret is provided, on which a range of wide and narrow angle lenses may be mounted together, suitable for any program. Lens changing is accomplished by a motor drive on the turret which is controlled by a switch selector at the rear of the camera. Time taken to switch from any lens to one adjacent to it is 1.25 seconds, and from any lens to one on the opposite side of the turret is 2.5 seconds. Other lenses may be fitted to the turret in a matter of seconds.

Provision is also made for remote control facilities, permitting the focusing and turret mechanisms to be controlled from any convenient location such as the camera control unit position, or a central camera control desk.

This camera sells for under \$7,000 and to date CHEX-TV, Peterborough and CKVR-TV, Barrie have bought them. Further information on the new camera can be obtained from Pye Canada Ltd., Toronto.

**A**CCORDING TO A report from the Society of Motion Picture and TV Engineers convention held in Philadelphia last month, inter-continental television between North America and Europe is an inevitable development within the next few years.

Called the North Atlantic Relay Communication System, the report said that such a link could be set up without the need for any water-based relays between the US and Europe. The system would follow an island chain from Canada to the British Isles in which the greatest distance to be spanned would be the 290-mile stretch between Iceland and the Faeroes.

Experiments with a new method of radio wave transmission known as tropospheric-scatter propagation have shown that transmission over several hundred miles is possible without relays.



**MR. D. E. PATTEN**

ADVERTISING MANAGER OF

*Reliable*  
MADE IN CANADA

TOY CO. LIMITED

uses

**CFRN - TV, Edmonton.**

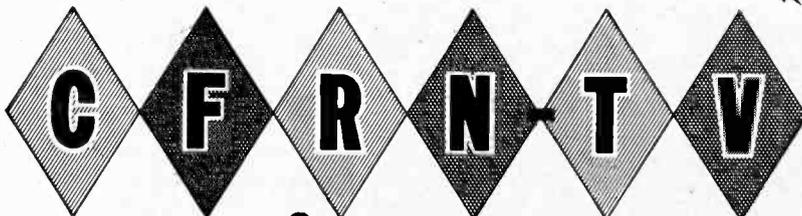
**"CANADA'S BEST FOR TV TEST"**

"To Reach a Good Chunk of Western Buying Power ..

Large audience potential in a representative western market, that's why we bought CFRN - TV.

The doll shown is our "best seller". Reliable

Toy got reliable results from CFRN - TV."



**CHANNEL 3 EDMONTON**

SEE: TELEVISION REPRESENTATIVES - CANADA • BROADCAST SALES - WINNIPEG  
YOUNG CANADIAN LTD. - U.S.A. • HARLAN G. OAKES - WEST COAST U.S.A.



Through the

# IMPACT of Sight + Sound + Motion

You can **SELL**  
with  
**TELEVISION**

**CANADA'S NUMBER ONE  
SALESMAN**

for over 5 HOURS a day in  
2,800,000 Canadian homes

*CARTB Member Stations*

CJON-TV,	St. John's	CFCL-TV,	Timmins
CFCY-TV,	Charlottetown	CFCJ-TV,	Port Arthur
CHSJ-TV,	Saint John	CJIC-TV,	Sault Ste. Marie
CKCW-TV,	Moncton	CKLW-TV,	Windsor
CKRS-TV,	Jonquière	CKNX-TV,	Wingham
CFCM-TV,	Quebec City	CKX-TV,	Brandon
CKMI-TV,	Quebec City	CKCK-TV,	Regina
CKRN-TV,	Rouyn	CJFB-TV,	Swift Current
CKVR-TV,	Barrie	CFQC-TV,	Saskatoon
CKWS-TV,	Kingston	CHCT-TV,	Calgary
CHEX-TV,	Peterborough	CHCA-TV,	Red Deer
CKCO-TV,	Kitchener	CFRN-TV,	Edmonton
CHCH-TV,	Hamilton	CJLH-TV,	Lethbridge
CFPL-TV,	London	CHAT-TV,	Medicine Hat
CKGN-TV,	North Bay	CHEK-TV,	Victoria
		CHBC-TV,	Kelowna

## BROADCAST ADVERTISING BUREAU

*TV Division*

Suite 414 - 200 St. Clair Ave. West - Toronto 7  
Phone WA. 2-3684

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

*Audio - Video*

### COMPETING DRUGGISTS COMBINE ON TV



IN THE NORTHERN Ontario gold belt, which takes in Timmins, Cochrane, Kirkland Lake and all the areas in between, local druggists have banded together to present the local news six nights a week on CFCL-TV. Druggists sponsor on a co-op basis with national agencies and find their sales are soaring. They

feel that they are competing with other outlets that handle the same products rather than with each other. Listener response is terrific and a precedent in teamwork has been set. "Getting these fellows together was quite something," newscaster Brooke Duval told CB & T, "and it's kind of a unique twist."

### HALLOWE'EN PARTY WINS REPEAT IN '58



SO SUCCESSFUL WAS their pre-Hallowe'en Party for kiddies that CFQC Radio, Saskatoon, and program sponsors Safeway Stores, are already planning a repeat performance for 1958.

The party, a half hour of fun and merriment, was aired live on the *Uncle Fats Show*. Announcement of this special event was made the previous week and within thirty-six hours every ticket was disposed of. On the great day, the studio was

appropriately decorated and, ten minutes before transmission time, it was filled with kids, some dressed in costume, and many with parents. The sponsors supplied gift bags which were distributed by Uncle Fats (alias Stew Blancher). Special guests increased program interest and only once during the show was a record used - - and that was part of a skit.

Police Chief Kettles spoke to the audience at one point on "Safety on Hallowe'en".

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

MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

*Audio-Video*

**COKE, CATELLI RENEW FRENCH SHOW**



MADAME GERMAINE GUEVREMONT, well-known French Canadian novelist, is seen, at right, with Mr. Roméo Desjardins, secretary-treasurer of Catelli Food Products and Mr. W. W. Vanderburgh, advertising manager of Coca-Cola Ltd. The event was a reception in the Blue Room of the Ritz Carlton Hotel, Montreal, held to mark the opening of a new season of "Au Chenal Du Moine", the French TV network program formerly known as "Le Survenant". Scripts are by Madame Guèvremont. Catelli Food Products and Coca-Cola are the sponsors, through Walsh Advertising and McCann-Erickson respectively.

**CBC Nays "Subliminals"**

**S**PEAKING IN OTTAWA earlier this month, Davidson Dunton, CBC chairman, said that subliminal perception advertising will not be permitted on CBC television at the present time.

Subliminal advertising consists of flashing a message on the screen for a fraction of a second during a program. The message is flashed so fast that it does not register on the eye of the viewer, but on his or her subconscious.

A New Jersey theatre has tried this technique to sell popcorn. The words "Buy Popcorn" were flashed on the screen every five seconds for one three-thousandth of a second. Sales were reported to have risen 57%.

Dunton went on to say that the CBC would have to know more about the new method and as far as he knew no US programs imported by the CBC used it.

This method is far from new. During World War II airmen learning aircraft recognition became so expert that they identified aircraft silhouettes flashed on the screen for too brief a period for them to be actually seen.

**Ottawa Newscaster Dies**

**B**ILL RADCLIFFE, 25-year-old special events reporter for radio station CFRA, Ottawa, died from a heart attack on Sunday, November 3. He had been with CFRA for two years after working in radio and TV in Brandon, Manitoba. He leaves a wife and a 5-year-old daughter.

**POINTS  
OF SALE**

---

**CONGRATS**  
to  
**CKGN-TV  
NORTH BAY**  
on winning  
one of the  
TV Reps Ass'n  
**PUBLIC  
SERVICE  
AWARDS**  
during  
**TV WEEK**

**PAUL  
MULVIHILL  
& Co. Ltd.**

**TORONTO**  
77 York St.  
EM. 3-8814

**MONTREAL**  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097

**CKVR-TV**  
Channel 3

**CKGN-TV**  
North Bay

**CFCL-TV**  
Timmins



**ON THE AIR  
THIS MONTH  
CJFB-TV  
Channel 5  
Swift Current  
Saskatchewan**

**Canada's FIRST  
Automatic TV Station**

**Retail Sales  
\$46,000,000**

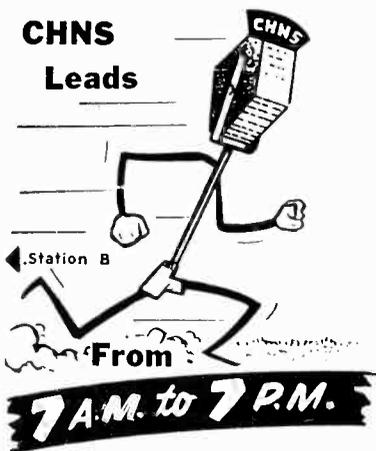
**HIGHEST  
per family earning  
and  
spending power**

**A powerful sales medium  
in the  
WEALTHY CAPTIVE MARKET  
of  
South West Saskatchewan**

**CJFB-TV  
SWIFT CURRENT**

*Ask*  
Television Representatives in Canada  
Forjoe in USA

**BOOKS BY MAIL**  
Broadcaster Book Dept., 54 Wellington St. W., Toronto 1.



**CHNS  
Leads**

Take a long hard look at the important 7 a.m. to 7 p.m., Monday through Friday block. According to BBM 1957 Station Report for the Metropolitan Halifax Area, CHNS leads in 50% of all half hour periods. Station B leads in 42%.

In the total coverage area, during these hours on Thursdays and Fridays, CHNS leads in 81.2% of all half hour periods. A word to the wise is sufficient . . . your Station to buy is CHNS!

**NO MATTER WHAT  
YARDSTICK YOU  
USE . . .**

**CHNS**

is the station to  
buy in Metropolitan  
HALIFAX

## Career Corner

### SALES EXPERIENCE IS FIRST STEP TO AGENCIES

**T**HE BEST THING a high school graduate can do who wants to take up advertising as a career is to get sales, marketing or general commercial experience first. This was the general feeling among a number of agency personnel and office managers when asked where job applicants failed to appeal.

Many young people today suffer from misconceptions concerning the advertising agency business. Too few realize the full implications of advertising's place in the process of marketing.

"They read *The Hucksters* and get the idea that this business is the one to be in," K. W. Sheath, office manager of Cockfield, Brown & Co. told CB & T. "Applicants come in to see me with no background in writing or sales and think we are waiting to give them a desk and a big copy-writing assignment. There are a dozen in this class for every applicant who has had some experience which is of use to us.

"A couple of years selling, as a rep or in retail, will provide a young man with a broad knowledge of marketing and develop his personality, two vital assets in this business."

#### WHY, WHERE AND HOW?

Ted Kober, of Vickers & Benson and a member of the National Committee for Advertising Education set up by the Council of Canadian

Advertising, had this to say: "Creating an ad is the end product of an agency's work. But before this can be done you have to know the why, where and how of it.

"Advertising agencies look for people who have something to offer in helping them fulfil these tasks. And, above all, they look for an inquisitive mind which will seek out the answers to the problems of advertising.

"If high school graduates would make a point of talking to agency employers before launching into definite applications for a job, and if agencies could point out the opportunities, a lot would be achieved in saving time and tempers and the spread of unrealistic hopes.

"Advertising is a part of the marketing process, thus as much knowledge as possible of marketing in general is very necessary to any aspirant to agency work."

Two years ago, Bryan Vaughan, who heads up the Toronto office of V. & B. started a move to bridge this gulf between hope and reality. The graduation class at the Western Ontario School of Journalism was invited to spend a day in the V. & B. offices. The experiment is now a regular event. Students are given the opportunity to see at first hand just what goes on in the agency. They can in this way be helped in any ideas

they may have of later making their careers in the agency business.

"We're open to consider other schools for inclusion if they're interested," said Bryan Vaughan.

#### THE BEST PLACE TO START

But if some young people have distorted ideas about the agency business, there are those whose success is an example to any who want to follow them.

Six months ago a 23-year-old walked into the offices of one Toronto agency. Behind him was a University education and two years spent at a technical school where he had studied radio and television. At the same time he was an officer in the militia.

The agency's personnel manager said: "We had no specific job to offer but we just couldn't let him try for employment elsewhere. We wanted him. He had the knowledge, the personality and his militia experience showed that he had a sense of responsibility. All these things he had acquired and developed for himself."

He was offered a job in a junior capacity and took it, in the belief that the important thing was to get in the business - - somehow.

Today that young man is the number two in the agency's radio-television department.

## 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.

## Hundreds Learn Electronics By Mail

**S**INCE LAST March nearly 300 people, ranging in age from 20 to 65 and living in all parts of Canada, have enrolled in a mail order electronics course sponsored by RCA Institute's Home Study Dept.

The courses being offered are set up by RCA Institutes. They include practical build-it-yourself kits, and are the equivalent of 600 hours of classroom teaching. To qualify, students must score at least 65% in every exam they write. Radio-TV electronics, including both basic and advanced theory, is planned for either the student who knows little or nothing about electronics or the

technician interested in refreshing his knowledge.

Television servicing covers TV theory, servicing and trouble-shooting. Color television covers theory, and servicing of color TV receivers, and is intended for the TV technician interested in advancing himself.

#### French Net Is Wide Open

**T**HE CBC IS prepared to extend national television service in French to any private station set up in the Maritimes. This information was given in the House of Commons by Revenue Minister Nowlan in reply to a question by Herve Michaud, Liberal member for Kent, New Brunswick.

The Revenue Minister stated that the CBC is ready to supply the service, but so far no French stations have been set up by private broadcasters.

#### 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.

## TV Announcer WANTED

KVOS (Canada) Ltd., requires an experienced announcer to work in Bellingham, Washington. Minimum starting salary \$500.00 per month. Send particulars and tapes to Manager, KVOS (Canada) Ltd., 1687 West Broadway, Vancouver, B.C.

#### WANTED

Two announcers for expanding Central Ontario Radio Station. Salary tops and Pension Plan. Send audition tape and full particulars to:

Box 347  
Canadian Broadcaster  
& Telescreen  
54 Wellington Street West  
Toronto, Ontario

**I GET AROUND DEPT.**

This is to acknowledge a complaint from Doris Love of the Women's Advertising Club of Toronto which reads: "I have received many complaints from members (of the WAC) that you have not been seen at any meeting so far this fall."

. . .

**SUBLIMINAL TO RIDICULOUS**

We admire Dave Dunton for insisting that there will be no subliminal advertising on the CBC, but will he tell us how in Hell he will know if it happens?

. . .

**HEALTH TIP**

When you're feeling half dead, it's a good idea to go home. Then you may be lucky enough to stay that way.

. . .

**HELP!**

A station owner advertised for a new sales manager, and got an application in the next mail from his present one.

. . .

**CONDITIONAL WELCOME**

When I got back from my last trip through the Rockies, I thought it was nice to have four friends meet me at the station, until I found out that they only did it so as to welcome me home before I could get my color shots developed.

. . .

**INTENSE CONCENTRATION**

Then there's the creative director whose wife left him because she refused to believe that he was writing copy when he was lying on the couch with his eyes shut.

. . .

**FORGOTTEN HEART THROBS**

The actress was trying to tell the producer the name of the soap opera she'd starred in but could only remember she had played the part of a wife whose husband didn't understand her.

. . .

**GREATER LOVE**

Her darling doggie misbehaved behind the philodendron in the vestibule, and the hard-hearted landlord only let her keep it when she assured him that she was the guilty one herself.

. . .

**AUTOBIOGRAPHICAL**

In reply to the reader who wonders how this scribe continues to turn out this column without running out of ideas, I should like to say that the main problem is to keep the ideas running out of me.

*for the first time . . .*

reach all of  
Canada's 3rd  
market with  
one medium

*. . . at lowest cost!*

now **50,000** watts!

Radio British Columbia

**CKWX**

Vancouver

**Reps: Canada** — All Canada Radio Facilities Ltd.

**Reps: United States** — Weed and Company

# SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts and People

Compiled by Ian Grant

## Agencies

FORD MOTOR COMPANY of Canada, Limited has named J. Walter Thompson Company Limited to handle its advertising in Canada for Ford passenger cars and trucks and for Ford British-built vehicles.

In announcing the appointment, P. G. Willey, general manager of the Ford-Edsel Division, said that Cockfield, Brown and Company will continue to look after advertising for the newly launched Edsel line of cars. Cockfield, Brown also retains Ford of Canada accounts for institutional advertising, parts and accessories division, and Ford Tractor and Equipment Sales Co.

Transfer of the Ford car and truck, and Ford British-built car and truck accounts to the Thompson agency will be effective January 1 next. The parent J. Walter Thompson agency handles Ford car and truck advertising in the United States and a number of other countries.

Wilfrid Sanders, vice-president and senior account supervisor for the Toronto office of the Thompson agency, will be management supervisor of the new Ford account.

Vickers and Benson, Toronto, handles Ford of Canada advertising for Meteor, Mercury, Lincoln and Continental cars and Mercury trucks.

ALL FUTURE ADVERTISING for Best Foods (Canadian) Ltd. will be handled by E. W. Reynolds Advertising Ltd.

Bob Platt, vice-president, E. W. Reynolds, is the account supervisor and is at present discussing plans for 1958 campaigns.

The Best Foods account was formerly handled by Young & Rubicam Ltd. and F. H. Hayhurst Co. Ltd.

THE TORONTO office of Batten, Barton, Durstine & Osborn has been appointed to handle the advertising of The Eagle Pencil Company of Canada Ltd. BBD&O takes over January 1, 1958 and the account executive will be Ralph Peck.

The account was formerly handled by the Thompson-Peterson Agency.

PETER O'NEIL was recently appointed an account executive in the Toronto office of Leo Burnett Co. Inc. He will service the Procter & Gamble, Swanson, and Campbell Frozen Soup accounts. O'Neil came to Burnett from Standard Brands where he was district product manager.

THE SIMONIZE Co. Ltd., account previously handled by Walsh Advertising is to be split up. Young & Rubicam Ltd. will now handle the automotive products and Walsh will retain the household line.

## Television

A NEW TYPE OF French-language television series about outstanding French-Canadian entertainment and sports personalities was launched November 5 over the entire CBC French network.

The new show, entitled *Par le Trou de la Serrure* and featuring the television, radio and stage star Nicole Germain as hostess, will be carried weekly, on Tuesday evenings at 7:45. It is sponsored by *La Belle Fermière*, the meat products firm which this year is celebrating its 100th anniversary in business. The agency is Burns Advertising Agency Ltd., Montreal.

From week to week, Nicole Germain and her TV audience visit celebrated French-Canadians in the world of sport, theatre, television and radio, in their own homes and with their families. Featured in the opener on November 5 was Gratien Gélinas, who won international acclaim for "Ti-Coq" and is now director of the new theatre "La Comédie Canadienne" currently being established in Montreal. *Par le Trou de la Serrure* is being produced in Montreal by Fernand Séguin of Niagara Films Limited.

THE GREY CUP Parade, which precedes the football game on November 30, will only be telecast over the interconnected TV network. Sponsorship of the parade has been picked up by Chesebrough-Pond's (Canada) Ltd., on behalf of Vaseline Hair Tonic, through McCann-Erickson Canada Ltd.

## Radio

CHESEBROUGH-POND'S (Canada) Ltd., through McCann-Erickson, will be presenting the radio show *Let's Get Personal* in all major markets starting about January 1. The program, starring Gordon Sinclair, will run five times a week for one year. The list of stations will be announced at a later date.

The account man at McCann-Erickson is Randy Bythell and the show is produced and distributed by G. N. Mackenzie Ltd.

## Syndicated Shows

S. W. CALDWELL LTD., reports the sale of the following radio shows.

CFJC, Kamloops has bought a five minute devotional show *Layman's Call to Prayer*, which started November 10. CBC Regina has signed for the Standard Mood Music Library.

The children's show, *Once Upon a Time*, is a five minute program featuring Maureen O'Sullivan, and was sold to CKPC, Brantford to start November 21. CFOS, Owen Sound will start November 25 with *Adventures of Buddy Bear*, a 15 minute Christmas children's show.

STATION CBHT, Halifax is the most recent addition to the list of stations carrying the program *Highway Patrol*, starring Broderick Crawford. Other stations are: CJCB-TV, Sidney; CBMT, Montreal; CFPL-TV, London; CKVR-TV, Barrie; CJIC-TV, Sault Ste. Marie; CKX-TV, Brandon; CKCK-TV, Regina; CHCT-TV, Calgary; CJLH-TV, Lethbridge; CHBC-TV, Kelowna; CFCR-TV, Kamloops. The show is distributed by the TV Film Sales Department of All-Canada Television.

CALDWELL TELEVISION Film Sales reports that CHSJ-TV, Saint John, has purchased four film shows. Included in the package are 26 episodes of *Annie Oakley* (CBS), 26 episodes of *Gene Autry* (CBS), 39 episodes of *I Spy* (Guild Films), and 36 episodes of *San Francisco Beat* (CBS).

## Stations

DUE TO BEGIN operation December 15 is CKBI-TV, Prince Albert, Saskatchewan. It will be a supplementary station of the Prairie Region of the CBC English network.

CKBI-TV will operate on channel 5 with an audio power of 60,000 watts and a video power of 100,000 watts, and will serve an estimated 58,000 households.

All the equipment for the new station is being supplied and installed by Pye Canada Ltd.

JOHNNY NADON became acting manager of radio station CJMS, Montreal, November 4. Johnny comes to CJMS from the Canadian Marconi Radio and Television Sales Division.

In months to come considerable changes in the programming of CJMS will be made, "to encourage a great deal of live talent and to develop the personality of CJMS."

THE CBC HAS announced that its board will hear an application at their December 6 meeting from the Société Video de Clermont for a new UHF TV satellite at Clermont, Québec on Channel 75. The proposal is that this satellite station will pick up from CFCM-TV, Québec City but will be operated by the new company.

## Reps

GRAEME CONSIGLIO joined the Toronto office of Paul Mulvihill & Co. Ltd., November 1. Graeme was formerly a salesman at CHUM Radio, Toronto.

Also note a new phone number for Mulvihill's Toronto office - - EM. 3-8814.

**MORE POWER  
COVERAGE  
LISTENERS**

**NOW  
5000  
watts**

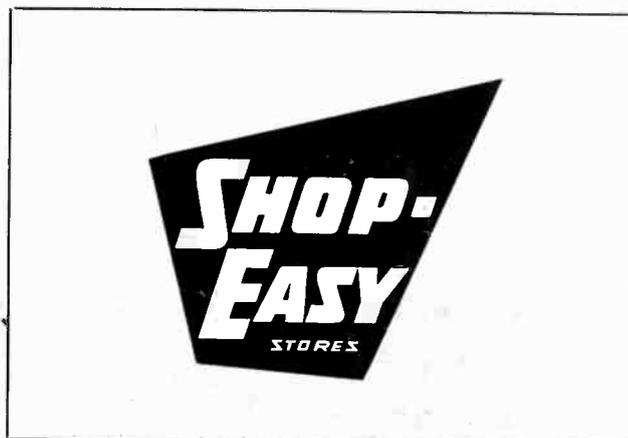
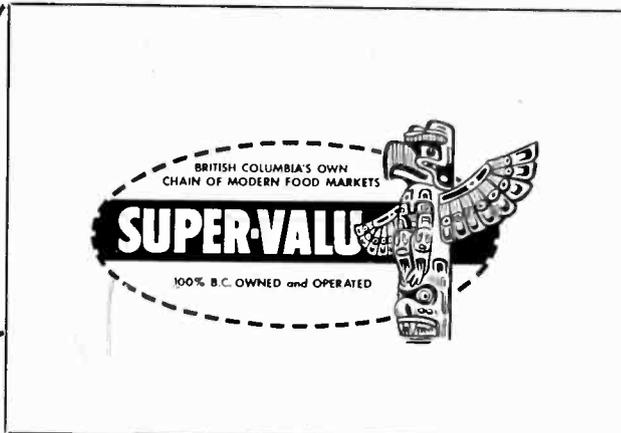
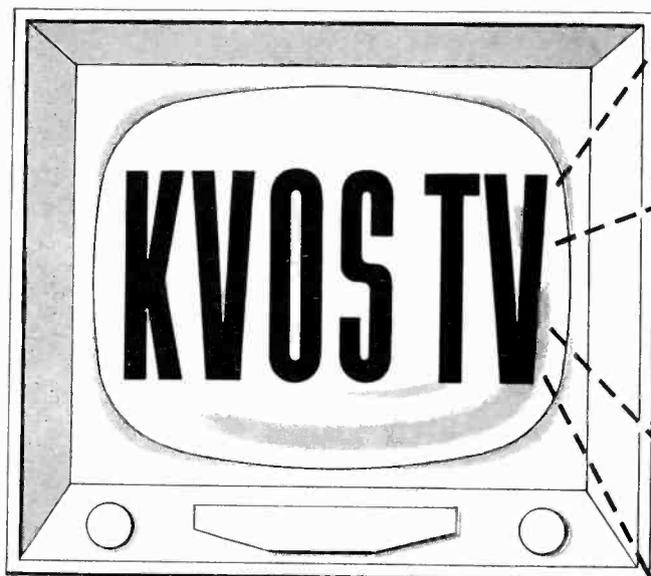
The station that means  
more business for you

Representatives  
Toronto - Montreal  
Interprovincial  
Broadcast Sales Ltd.

In U.S.A.  
Weed & Co.

**CKPC-TV**  
QUEBEC CITY

# Why leading B.C. grocery chains use...



## MAXIMUM AUDIENCE

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

## AT LOWEST COST

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

	KVOS-TV	Station A (Vancouver)
20 seconds	\$110.00*	\$136.00
1 minute	137.50*	170.00
30 minutes	330.00*	408.00

\*Up to 25% frequency discount.



# KVOS-TV

## CHANNEL 12

OFFICES: 1687 W. Broadway, Vancouver, B.C. CHerry 5142  
 (CANADA LTD.) STATION. Bellingham, Wash.

REPS: Stovin-Byles Ltd. — Montreal, Toronto, Winnipeg.

Forjoe TV Inc. — New York, Chicago, Los Angeles, San Francisco.



## Picture of a family picking a new car

THEY could have made their present car do for another year, but a radio voice they know and trust just outlined the advantages of a trade-in *now*. And how exciting that new hardtop sounds! Decisions to buy are often made this way ... in the home, beside the radio.

In 1955, \$787,631,000\* was spent for automobiles and parts in CFRB's listening area. Retail sales of *all* goods in the area amounted to more than 4 billion dollars, or 84% of Ontario's total.\*

So whether you're selling cars or casseroles, plan to reach the CFRB audience as they listen in their homes, in their cars or beside their portables.

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

To get *your* share of profit from Canada's No. 1 market, why not make your first move by calling in a CFRB representative today?

**RADIO REACHES YOU EVERYWHERE**

**CFRB**  
**TORONTO**

REPRESENTATIVES:

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

**50,000 Watts**  
**1010 on your dial**