



*Canadian*  
**BROADCASTER**

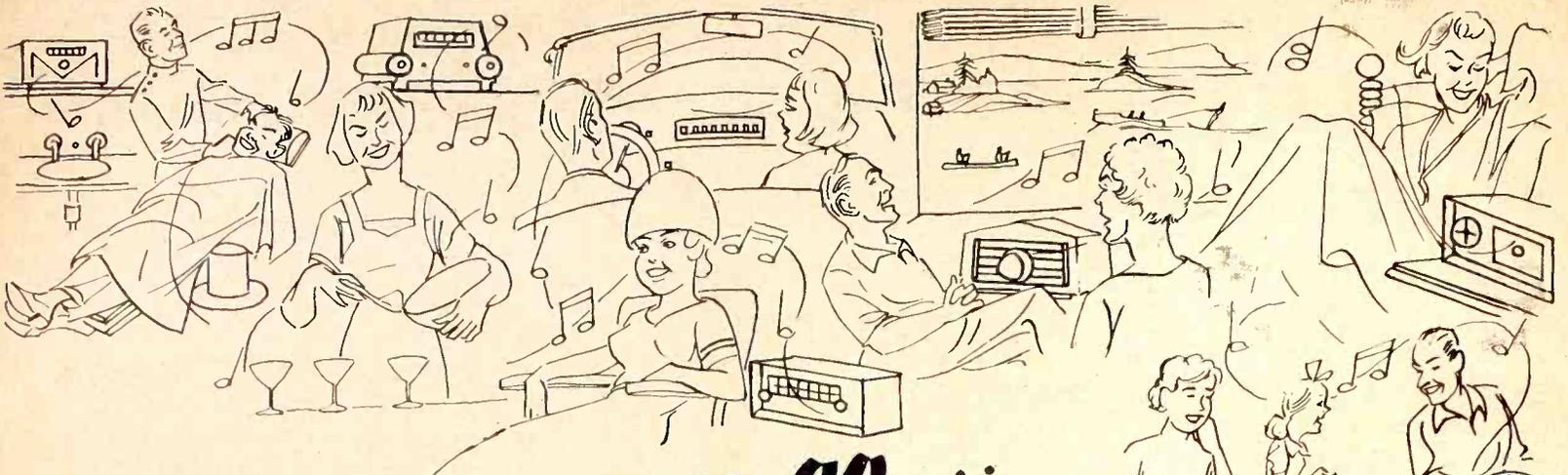
17, No. 1

TORONTO

JANUARY 9th, 1958

Singers from eighteen nations -- the CCP -- were heard across Ontario during the holiday season as they broadcast for Seven-Up. Story on page 9 -- Photo by Fritz Spiess of S. W. Caldwell Limited.

- Who Looks? Who Listens?  
Report of a New Survey
- CAPAC Wants More Money  
Copyright Appeal Board Met in Ottawa
- A Quarter Century of State Radio  
CBC Emerges a Mighty System



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

**RADIO —  
YEAR ROUND MEDIUM**

During 1957, BAB Radio did additional tabulation on the BBM reports to determine trends in Radio Listening.

The results showed that people's listening habits do not vary significantly from season to season. Time spent with radio by Canadian families remained similar throughout the year.

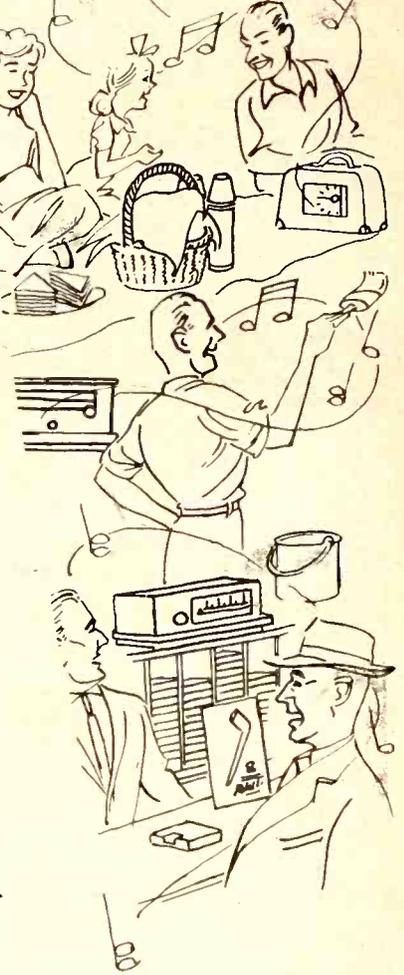
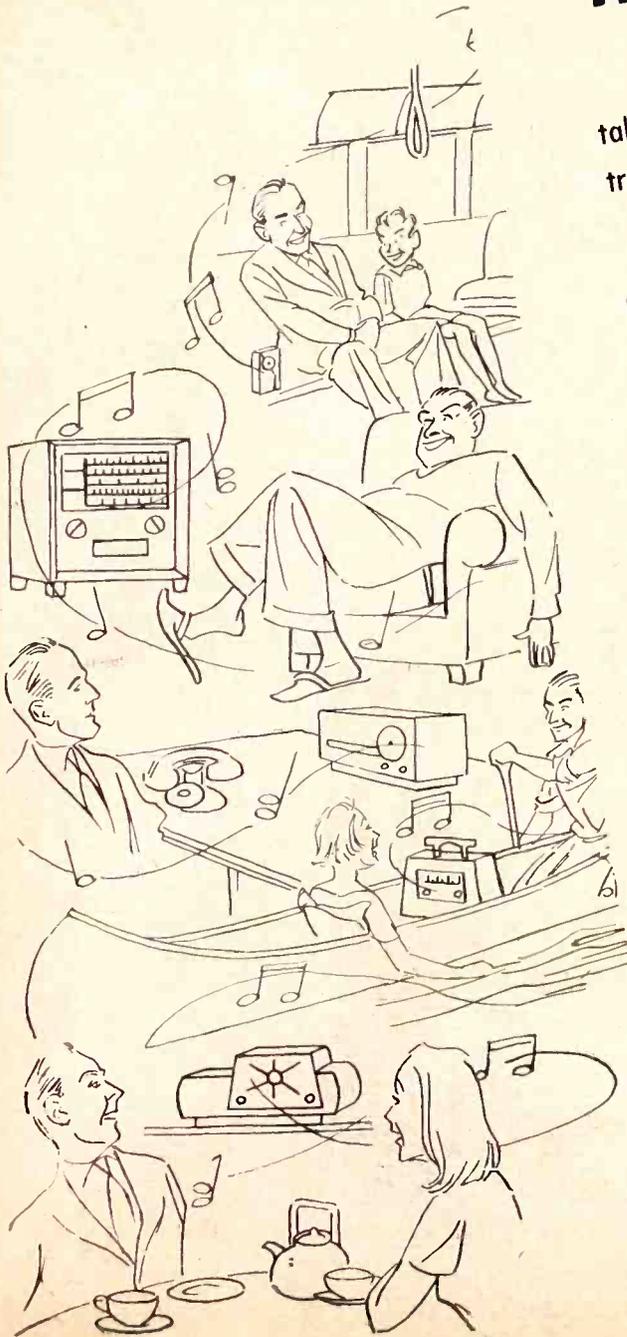
Radio is a constant medium offering advertisers large audiences all year round.

Watch for BAB — Radio Report No. 2 on Radio Listening in Canada, soon to be released.

**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.



**CBC Board**

**NEXT MEETING IS DUE FEBRUARY 14**

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TV Week in 1957 was September 8-14.



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Telephone  
Answering  
Service

**Answers your phone  
whenever you are away  
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residence.**

*Phone for Booklet in*

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

**Newfoundland  
IS A GROWING Radio MARKET**



The biggest distributors of both Ford and Chevrolet cars east of Montreal are in St. John's, Newfoundland.

NEWFOUNDLAND NOTEBOOK

The average Newfoundland family is the largest in Canada — 5.1 per home. There are about 90,000 homes, and 91.6% have radio.

Less than 8% of the population buys any daily newspaper. In St. John's 90% of the population listens to CJON every day.

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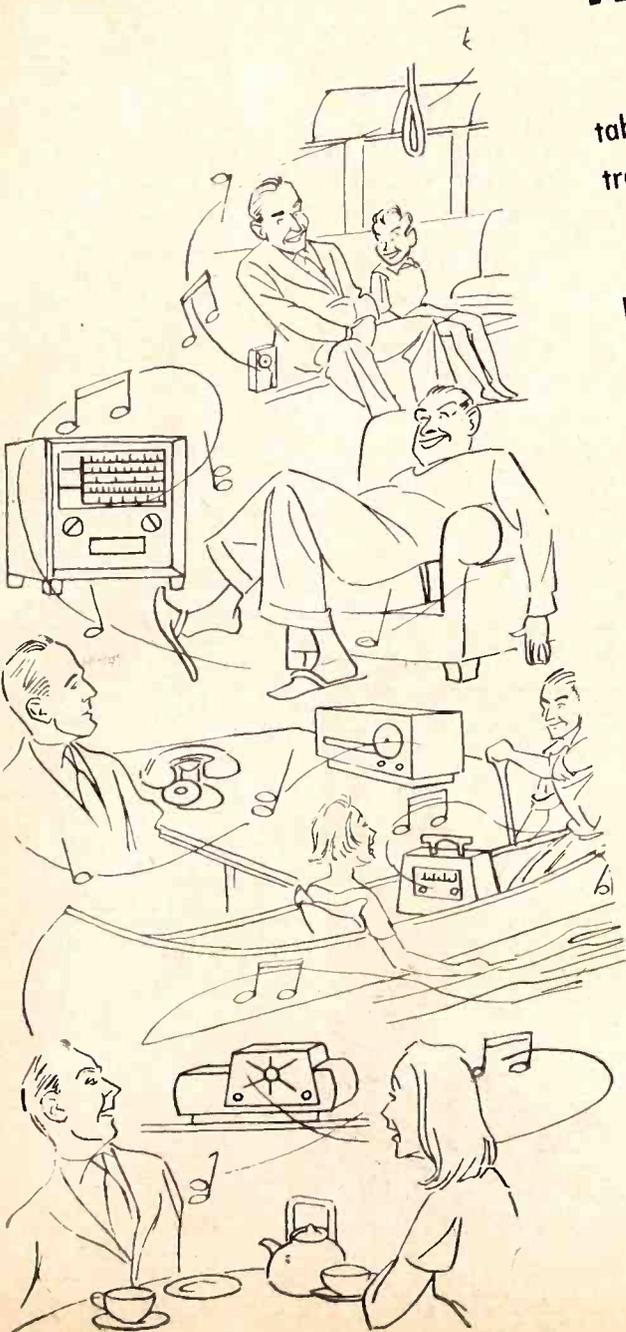
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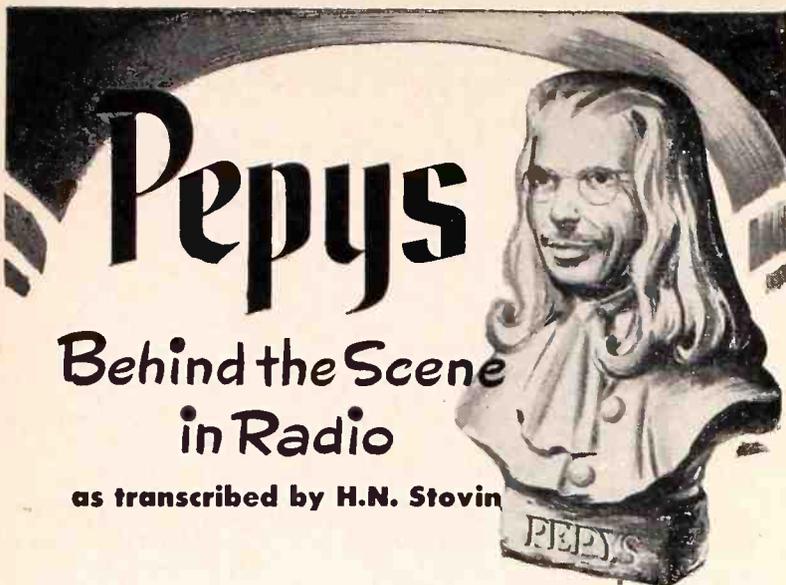


**CJON**

**RADIO — NEWFOUNDLAND**

Represented in CANADA by **STOVIN-BYLES LTD.**

Represented in U.S.A. by **WEED & COMPANY**



# Pepys

Behind the Scene  
in Radio

as transcribed by H.N. Stovin

Though not for \$64,000.00, do pose the question to any who may read this page of my diary, "What Company did sponsor the first network Radio Show in Canada?" ● ● ● Do offer the clues that it was arranged by a notable figure in Radio — no less than Ernie Bushnell — and did feature a 55-piece symphony orchestra with notable Guest Stars, the whole conducted by Reginald Stewart ● ● ● Pepys does offer a respectful salute to a pioneer Radio Sponsor — Maple Leaf Milling Company — who did, more than 20 years ago — introduce to Canada "The Maple Leaf Hour", on behalf of Monarch and Maple Leaf Flour ● ● ● Among other Radio "firsts" by this far-sighted Company was their introduction to Radio of Percy Faith, who did, under their sponsorship, make his first professional appearance as a conductor, on Station CFRB Toronto. In a similar way Howard Cable did also make his debut as an orchestra conductor on a show sponsored by Maple Leaf Milling ● ● ● The names of other artists who have, since those days, appeared on this Sponsor's programs, do indeed read like a Blue Book or Who's Who of Radio. Pepys did first learn of Red River Cereal on a transcribed show called "The Crimson Trail" — listened to Bob Farnon and his orchestra in a 3-times a week show — laughed indecorously for a man of dignity at the quips of Al and Bob Harvey — enjoyed to the full the Leslie Bell Singers and the melodious tenor of George Murray — and lived again many experiences in the open while listening to Gordon Sinclair and Greg. Clark ● ● ● For almost a quarter of a century, Maple Leaf Milling Company has indeed shown its faith in Radio as a medium of good entertainment and good advertising, helping to build up Canadian talent and its fine flours and cereals — and is, indeed, still doing so — for which Pepys does offer this admiring tribute.

## Sounding Board

# Mighty Peace Fights Moscow

WITH REFERENCE to the article in the December 19 issue headed "Far North Network Seen As Costly But Vital Need," CFGP, The Voice of the Mighty Peace, increased power to 10,000 watts directional north day and night on November 2, 1957. Since that time we have received unsolicited letters from all parts of the western North West Territories, Yukon and Alaska from as far north as the Arctic Ocean and west to the Aleutians.

Most of the letters point out that we are being received night and day. They say that aside from Moscow Molly and the occasional stateside station, CFGP is the only Canadian station heard. To fill a very apparent need, CFGP now stays on the air until 2 am (1am Yukon time; midnight Alaska time.) Requests are received regularly from the far north.

Letters from Whitehorse, Yukon; Teslin, Yukon; Norman Wells, NWT; Dawson City, Yukon; Wrangell, Alaska; Chitina, Alaska; Valdez, Alaska; Mayo, Yukon; Port Radium, NWT; Ketchikan, Alaska; Middleton Island in the Aleutians; Arctic Red River, NWT and many more. It would seem that we are covering the north to the west of a line due north of the eastern boundary of Saskatchewan. And after that statement . . . my head is swimming.

We therefore take exception to Mr. Robertson's quote in the article . . . "but residents of the north do not have other news readily available to them."

—JACK SOARS, Assistant Manager, CFGP, Grande Prairie, Alta.

and spoil his ballot by voting for both candidates?

Actually there is nothing new in the notion of influencing people's conscious or unconscious minds. The methods of doing so change from time to time, but the process is continuous. It is sometimes salutary to review one's opinions on matters of which one has no special knowledge and try to trace the origin of what one believes. It is often possible to find that one holds two opinions that are inconsistent.

For example, most taxpayers have been brought to believe that tax-supported old-age pensions are

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desirable. Many of them also believe that a means test for such pensions is undesirable, since it would be humiliating for a man to have to disclose his income to a stranger. Yet they apparently do not find the humiliation unbearable when they fill out their annual income tax returns and they perhaps think it ridiculous that a man of seventy, with an income of \$10,000 a year from investments, should be collecting an extra \$55 a month from the taxpayers. They also might try explaining to themselves why it should be less humiliating for a man of sixty-five to disclose his income, as he must do if he is to receive his pension, while the sensitivity of the man five years older is respected.

—The Printed Word.

## Subliminals And Politics

SOME DISCUSSION has lately occurred, mainly in advertising and business publications, but also in papers of general circulation, about a process known as subliminal projection. The technique, with its implications for the future, has been regarded as being as frightening as its name. Briefly, it is a means of throwing a message on the screen of a motion-picture theatre or a television set for such a brief space of time that the viewer does not consciously see it. However, his subconscious mind has registered the message and in theory he will obey it, buying a bag of popcorn or a tube of advertised toothpaste as soon as he gets the opportunity.

Those who are frightened by the possibilities of the process are afraid that it will soon be adapted to political uses. The innocent viewer will find himself voting for John Doe rather than Richard Roe, through an inner compulsion, because John Doe has been exerting his sinister, invisible influence for several days before the election. Of course, throughout the same period, Richard Roe will also have been silently telling the voter to vote for Roe. The inventors have not explained what will happen when a subconscious mind receives two contradictory messages. Does its owner stay away from the polling booth or go there

## Claims NFB Expendable

NOTION THAT National Film Board is essential to survival of Canadian movie production is effectively refuted by Dominion Bureau of Statistics report, which shows that of total of 5,110 films produced in this country in 1956, 4,822 were produced by private industry. All government agencies combined, according to DBS, turned out only 288 films in 1956, as compared with 355 produced in 1955.

National Film Board's claim to leadership in documentary film production is also shattered by DBS report, which shows that 285 documentaries were privately produced during 1956, as compared with total of 70 documentaries turned out by NFB and other government agencies.

These DBS figures provide convincing evidence that Canada's film industry has come of age. They also constitute compelling argument against continued taxpayer support for costly subsidized film production by National Film Board. In short, NFB is definitely expendable. Closing down this agency of Federal Government and selling its flossy Montreal premises would save Canadian taxpayers a tidy sum.

—The Letter-Review

**STOVIN-BYLES Limited**  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

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RADIO • TELEVISION • ADVERTISING

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

Published twice a month by

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

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 Art Editor . . . . . GREY HARKLEY  
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 Production Dept. . . . . LESLIE E. HEDDEN



Vol. 17, No. 1

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

January 9th, 1958

## The Case of the Ignorant Advertiser

Once upon a time, there was an advertiser who did not know that people don't look at TV mysteries in the morning, so he went and bought some. He was so ignorant, this advertiser, that he spent hundreds, no thousands of dollars on a whole series of the things, made friends in his community, increased business tremendously -- and his profits commensurately -- and looked as though he was going to do the traditional thing by living happily ever after.

Then one day, a Wise Acre, with a Slide Rule and a Sets-in-Use Index and a Book about Motivation Research and a Gimmick that tells about Impact, called on him to explain to him how wrong he was.

"My dear friend," he said, although they had only met an hour ago, "don't you know that you'll never get a good rating with that kind of show at that time of day?"

The Ignorant Advertiser just looked at him and blinked. "What's that you're saying?" he asked.

The Wise Acre sighed at his ignorance and said it all over again.

"Rating?" said the Ignorant Advertiser. "Never heard of it. What is it?"

The Wise Acre looked at him with a mixture of scorn and pity. He shook his head and opened his mouth as though he was going to go into a long explanation.

Then he changed his mind and shut it again. He picked up his Slide Rule and his Sets-in-Use Index and his Book about Motivation Research and his Gimmick that tells about Impact, and left to find a more intelligent person to talk to than the Ignorant Advertiser who put on the wrong program at the wrong time of day and made it pay.

And the Ignorant Advertiser was quite glad to see the Wise Acre go, since it was twenty to three and he had to get to the bank with his deposit, which had grown to

such a size since he had started using the wrong kind of program at the wrong time of day, that every day he had to make two trips to the bank with the proceeds, and he had to hurry if he was going to get there in time.

Research as it is used by buyers and sellers of radio and television advertising is rather like the research employed by the kind of doctor who is known as a diagnostician. He prods, probes and stethoscopes his patient until he finds out what is wrong with him, just as people who analyse programs find out what people do and don't look at and listen to. But this is where the similarity ends.

The next thing the diagnostician does is turn over his findings to another doctor who is just as expert in the treatment of ills as the first one is in discovering them. Then the second doctor goes to work and devises and administers remedies to heal them.

In the case of advertising research, the "doctor" hands over his "diagnosis" to the "patient," who throws up his hands in holy horror, and does one or other of two things. He either ditches the program which probably needed only a slight adjustment in technique to make it work, or else he cancels his contract with the original research organization and calls in a competitor in the hope that his "diagnosis" will be a little kinder.

A medical diagnosis can be no more effective than the remedies employed to cure the ills. And the remedies have to be the right remedies for the specific ailment and the specific patient, administered by a qualified doctor.

Shouldn't the same principle be applied to broadcast advertising research?

### News Briefs

**T**HE SEVENTH ANNUAL Ontario Sports Writers and Sportscasters Association's Sports Celebrity Dinner will be held at the Royal York Hotel, Toronto, January 27. Major stars from all fields of sport will be on hand, including Maurice Richard from hockey, Gene Tunney from boxing and Jackie Parker from football.

Tickets for the affair, including dinner, are \$25 a plate with all the proceeds going into the Ontario Society for Crippled Children's fund.

**A** NEW BUILDING is now under construction to house a new 50,000 watt transmitter for CKAC-Radio, Montreal. When the new power plant opens early this year it will be the sixth power increase for the 36 year old station which started in 1922 with 50 watts. The transmitter is built in Canada by CGE, who are also installing the equipment.

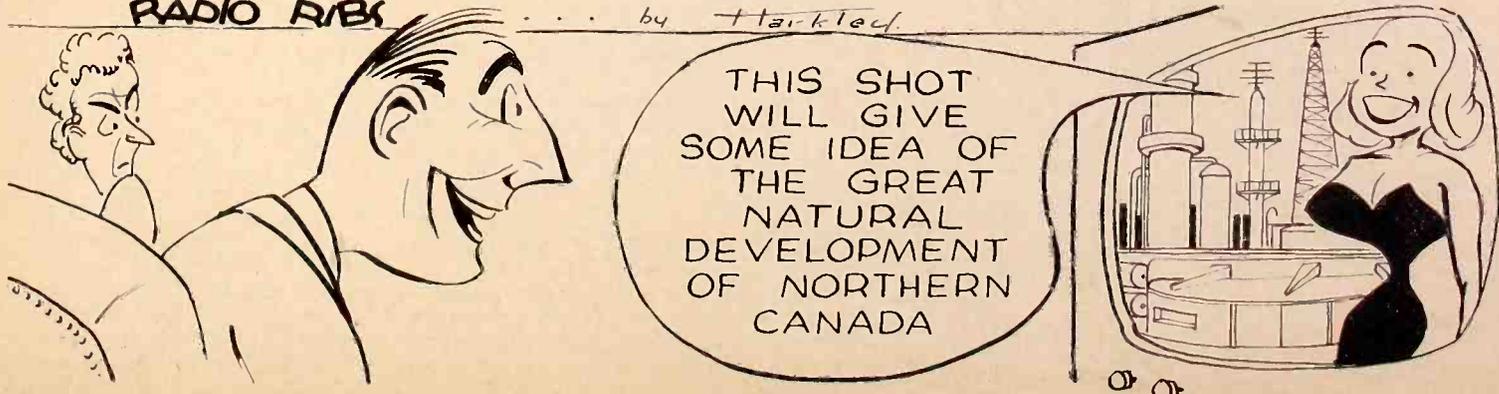
**B**RISTOL-MYERS (Ipana) started a radio campaign January 6 over 20 stations from coast to coast. The campaign is based on the idea that, although the name is the same the toothpaste is completely new from top to taste. The commercials were produced by RCA Victor and feature announcer Josh King. The agency is Ronalds Advertising.

**B**BRITISH TELEVISION is 21 years old. The BBC-TV service opened at 3.30, Monday, November 2, 1936, from London's Alexandra Palace. It closed down September 1, 1939, when the war came along and reopened on June 7, 1946.

Since then it has become a national network available to 50 million people and has quietly moved into the position of the largest film producer in Britain.

### RADIO RIBS

by Harkley





**A**  
**\$33,000,000**

Captive Audience  
which can only be effectively  
reached one way . . . . .  
with

**C J D C**

DAWSON CREEK, B. C.

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

**You Just Can't Sell**

**CENTRAL MANITOBA**

without

**CKDM**

Dauphin

**"The Powerful Voice from  
the Heart of the  
Keystone Province"**

Average E-H Rating for November  
**34.9**

Mail Count for 1957  
**85,000**

*Radio*

**CHAPEL GETS \$20,000 BOOST**



Photo by New Press

SEEN HERE DURING THE SPECIAL CJMS all-night show to raise funds for the mobile chapel are (seated l. to r.) Father Coté, Frenchy Jarraud, who conducted the show, Father Aquin and station manager Johnny Nadon. Standing are some of the taxi drivers who picked up contributions as soon as offers were phoned in.

RADIO STATION CJMS, Montreal, recently aired a special all-night show to raise \$20,000 to help two priests continue to carry their messages of faith into all parts of the city by means of the mobile chapel which they have now been running for a full year.

Over five thousand phone calls offering contributions were received at the station. The contributions were picked up by the taxi drivers to whom the chapel is dedicated.

The chapel, a 45-foot trailer, is run twenty-four hours a day by Fathers Coté and Aquin. Each morn-

ing its location for the day is announced over CJMS. Those seeking consolation and guidance are invited to use it for discussions with the priests.

Montreal's taxi drivers visit it in great numbers. Many attend Mass there in the morning. The locations vary daily.

The chapel has been in operation since January 31, last year, and was the idea of Father Aquin. CJMS manager Johnny Nadon reports that the fund was oversubscribed at the conclusion of the radio campaign.

**Link Sask. Stations In Yule Net**

WHAT IS BELIEVED to be the first provincial radio network was formed on Christmas Day when every independent radio station in Saskatchewan carried a 30-minute program titled "Saskatchewan Christmas 1957." At three o'clock that day thirteen radio stations in Saskatchewan, including two French language, presented a Saskatchewan Christmas greeting to radio listeners of the province.

The half-hour program included greetings from Prime Minister John Diefenbaker; Mrs. Ann Douglas, Senior Citizen and mother of the Premier of Saskatchewan, T. C. Douglas; and greetings in the languages of some of the larger ethnic groups who make up the population of Saskatchewan, including its first citizens, the Cree Indians.

Greetings were given in German, Dutch, Scandinavian, Ukrainian, French and Hungarian. The story of the Nativity taken from the scriptures was read by Mr. J. S. Wood, Chief Librarian at the Saskatoon Public Library. The entire program was backed by the excellent

Don Forbes Chorale of Saskatoon.

The show was produced by Saskatoon two English speaking radio stations CKOM and CFQC and was heard over CKSA, Lloydminster; CJNB, North Battleford; CKBI, Prince Albert; the province's two French language stations, CFNS, Saskatoon and CFRG, Gravelbourg; CJGX, Yorkton; Regina's two stations, CKCK and CKRM; CKSW in Swift Current; and the newest Saskatchewan radio station, CKSL in Weyburn, as well as CHAB in Moose Jaw.

**CJFP President Dies**

ARMAND BELLE, co-founder and president of CJFP - Radio Rivière-Du-Loup, died suddenly on Friday, December 20, at the age of 57.

Mr. Belle also owned a music store in this south shore community.

Funeral services were held the following Monday in Rivière-Du-Loup. He is survived by his wife, two daughters and a son.

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

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

*Private Enterprise*

**PUBLIC SHOULD BE SERVED**

"THE RIGHT OF THE Canadian public to be served is what ought to govern national policy. We think the public is served best under free competition," stated Clifford Sifton, owner of CKCK-TV, when commenting on a full-page ad which appeared in THE REGINA LEADER-POST early last month.

The ad reproduced a letter from Sifton to the Board of Governors of the CBC on behalf of CKCX-TV, supporting an application for a private television station at Moose Jaw.

The letter, addressed to R. E. Keddy, secretary of the board, expressed Sifton's pleasure at the Moose Jaw application.

Pointing out that CKCK-TV had pioneered prairie television, the letter went on to say: "Realizing that Radio and Television are integral parts of 'the press' we have constantly supported the opening up of competitive Television in the interests of better entertainment, information, business promotion, the conduct of public affairs and political activities.

**COMPETITION HELPS**

"CHAB, Moose Jaw, has already made a fine contribution in Radio, and we are confident that if given the opportunity, they will do a good job in Television.

"We look forward with enthusiasm and a deep sense of challenge to the new heights of progress which can be attained with the opening up of competitive Television in Canada.

"For our part, of course, we will continue to strive to deserve and enjoy a large measure of public support."

The letter was signed "Clifford Sifton, President, Transcanada Communications Ltd., Owner CKCK-TV Regina."

The CBC Board of Governors recommended at its December meeting that approval be granted for

**Filipinos Like TV**

THE NUMBER OF television sets in the Manila area of the Philippine Islands has reached a new high of almost 15,000 and is growing daily, it was announced by the Pan American Broadcasting Company last month.

The international Radio-TV station representatives said that the spurt is due to the importation of top American programs by DZAQ-TV, the sole commercial station on the island. Another reason is the introduction of the instalment plan in the sale of receivers.

A recent survey showed that on the average, 11.7 viewers watch each TV set in the Philippines -- a ratio of 6.4 adults and 5.3 children.

**CKCK Goes Round The Clock**

CKCK-RADIO, Regina, has started 24-hour broadcasting. No previous announcement was made of the change to listeners. When sign-off time came, deejay Jerry Landa carried on with a program of music and news.

CHAB-Radio Moose Jaw, to open a private TV station in the area. It was pointed out at the time that Moose Jaw is now in the secondary coverage area of CKCK-TV.

CKCK knows it is going to be tough, Clifford Sifton explained to THE BROADCASTER. "However," he said, "free competition is an inherent part of our beliefs.

"Competition helps everything. It means more advertising, keener management and operations, and better service to the public."

The alternative, he said, is a system in which the government runs things. "You can't have it both ways. You can't be protected from competition unless the government steps in."

Discussing whether competition should be allowed when there may not be a sufficiently large market to support two stations, Sifton said that the decision to make an application and subsequent success or failure was the responsibility of the applicant.

"In a free democracy you don't stop a man, say, from setting up a shoe shop next to another shoe shop. If it fails it is his responsibility. On the other hand he may well be good enough to make a real go of it.

"Free competition such as this is inherent in our thinking. Hence the letter was sent to the CBC."

**New US Council Proposed**

AMERICAN radio and television broadcasters, at a recent meeting in Boston agreed to consider creating a "Federation Council of New England Broadcasters."

A prospectus presented at the meeting, presided over by Daniel Kops of WAVZ-Radio, New Haven, Conn., included this as an objective of the council:

"To carry out projects which will strengthen the area in which we operate and also help to advance the cause of broadcasting within that area."

The presidents of each of the state broadcasters associations agreed to meet in February to formalize the six-state council after obtaining the expected approval of their organizations.

**THIS IS Newfoundland**



Housewives shopping in a St. John's Department Store

When did you last take a *real* look at Newfoundland as a market for your goods and services? You already know it as one of the leading fishing centres of the world, which now produces over one-third of Canada's commercial catch of fish. But did you realize how its methods of catching, preparing, refrigerating and shipping fish are today revolutionizing Newfoundland's fisheries? This is only one of many factors that have brought prosperity to this Province. To get your share of this growing market, you need TELEVISION. Less than 8% of all Newfoundlanders buy any daily newspaper, but TELEVISION reaches over 70% of the total population.

4 years ago, one Newfoundland family in every fifteen owned a car. TODAY, it is one in three!

The actual take-home pay of Newfoundlanders has increased by almost \$100,000,000 in the past 2 years.

Total Retail Sales in 1957 approximated \$300 million, and over 70% of the population does all its retail buying in the city of St. John's.

CJON-TV and its satellite CJOX-TV Argientia — which you get at no extra cost — DOMINATE a CAPTIVE MARKET which is wealthy and waiting. 85% of all households in St. John's metropolitan area have TV.

The greatest French advertising medium in Quebec

300 000 KV

**CHLT-TV** CHANNEL 7

SHERBROOKE

We cover the Montreal market

6 10

TELEVISION

CJON CJOX

Represented in CANADA by STOVIN-BYLES LTD.

ST. JOHN'S NEWFOUNDLAND

Represented in U.S.A. by WEED & COMPANY

# POINTS OF SALE

To Cover  
the

**GOLDEN  
MARKET**

of the  
**NORTH**

you have  
the choice of  
**4 RADIO  
STATIONS**  
and  
**5 NEWSPAPERS**  
OR

**CFCL-TV**  
Timmins

What do you  
think?

**CKVR-TV**  
Channel 3

**CKGN-TV**  
North Bay

**CFCL-TV**  
Timmins

**PAUL  
MULVIHILL  
& Co. Ltd.**

TORONTO  
77 York St.  
EM. 3-8814

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



## Television

# Teacher's Request Sparks Program Policy

A LETTER TO CFQC-TV, Saskatoon, from a teacher in a rural school asked the station to teach her class something about artificial earth satellites. The result was the station's adoption of a policy of showing educational programs based on the requests of teachers.

It was decided that the best way to begin was to deal with individual problems as they arose rather than to organize a regular series.

All teachers wishing to participate are placed on a mailing list and informed of the time and contents of the next show. In this way a specific show is directed toward one teacher and her class. Other teachers can decide whether it is to their advantage to make use of the program.

### REPLACES FILLERS

The whole effort is flexible and makes use of time usually wasted replacing the fillers that are normally used at the end of afternoon feature films.

CFQC-TV's first twenty-minute lesson dealt with Sputniks 1 and 2. The response was large enough to make such programming a permanent station service. This series will be entitled *Classroom Clinic*.

CFQC-TV has other educational programs, which began as experiments, now running regularly. One of these, a weekly University of Saskatchewan show, is well into its second year.



LARRY LANGLEY, CFQC-TV STAFF ANNOUNCER, delivers the first "Classroom Clinic" on Sputniks 1 and 2, in answer to a request from a teacher in a rural school.

## FROG'S ANATOMY SHOWN IN EDUCATIONAL TEST

CLOSED CIRCUIT television was recently tested in Toronto as a teaching aid, and brought mixed reactions from educational officials.

At the Charles H. Best Institute, part of the University of Toronto, experimental classes were held in which physiology students were shown the anatomy of the frog and how to count red blood cells.

In the university's dental faculty, two classes were shown an intricate gum operation. Dean R. G. Ellis said he was impressed by the results of TV in certain types of classroom techniques.

At Winston Churchill Collegiate Institute, a physics lecture was delivered to two groups of grade 11 students. One group watched the

instructor live in the classroom; the other saw him on TV in an adjoining classroom.

The assistant supervisor of education in Ontario, Anthony Lakie, stated that movies were more effective than television in visual teaching. However, Lorne Chewfelt, head of the school's science department, felt that students were more attentive to the lesson on television. He also said that the instructor was able to use more apparatus in his experiments on TV.

### CBC Has Extension Plans

REVENUE MINISTER George Nowlan told a questioner in the House of Commons last month that the CBC is conducting surveys and making preliminary plans for the extension of television in various centres of the country.

Asked by H. M. Batten (Humber-St. George's) what provision was being made by the CBC for TV coverage in Corner Brook, Newfoundland, Nowlan said: "No specific commitments can be made until the corporation's appropriations have been approved by parliament for the forthcoming year." He indicated, however, that the areas in which the CBC is conducting surveys include Corner Brook.

### Lord's Day Trial Put Back

THE TRIAL OF the CBC, CKEY-Radio and the three Toronto Newspapers on charges of violating the Lord's Day Act has been adjourned until January 15.

Magistrate T. S. Elmore ordered the adjournment after learning that the Ontario Court of Appeal has yet to deliver its judgment on a plea by the CBC that it is not liable to prosecution because it is not subject to the act.



CHECK OUR RATES!

Northern Ontario's

FASTEST GROWING MARKET

is served by

**CFCL-TV**

Channel 6 Timmins

Channel 3 Kapuskasing

SOON

Channel 2 Elk Lake

Blanketing Northern Ontario

From Cobalt to Kap.

**CFCL-TV**

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

*Cover Story*

**18-NATION CHORUS GOES ON THE AIR**

OVER THE CHRISTMAS season listeners to eight Ontario stations heard three fifteen-minute programs, featuring vocalists from eighteen different countries. This was the Cosmopolitan Concert Company, an outcome of CFRB's Beaver Award winning *Canadians All*.

The three programs, which were sponsored, on an identification basis only, by Seven-Up Ontario Ltd., originated at CFRB, Toronto, and were fed to CHML, Hamilton; CFPL, London; CKBB, Barrie; CKTB, St. Catharines; CHEX, Peterborough; CKWS, Kingston; CKCR, Kitchener. The agency for Seven-Up is Vickers & Benson Ltd, with S. W. Caldwell Ltd representing the program producers. Programs were heard Christmas Eve, New Year's Eve and Little Christmas (January 6).

The program was devised by John Collingwood Reade, who is also responsible for the *Canadians All* series. Reade produces the program with Douglas Taylor, recently arrived London producer and singer, functioning as musical director. Reade is perhaps best known as a news commentator and analyst on CFRB. Taylor brings to Canada a wide experience in radio and concert work, both alone and with his wife,

Sylvia Marriott. The directors have appointed Carl Tapscott, Toronto musician, as chorus master.

The company is made up of 32 singers representing 18 different nations: Italy, Germany, Ukraine, Czecho-Slovakia, Finland, Russia, Estonia, Lithuania, Rumania, Greece, Holland, France, Denmark, Sweden, Arabia, Poland, Austria and Canada.

Reade conceived the idea of this musical group last spring. Taylor joined him a little later. Harry Sedgwick of CFRB provided studio facilities in the initial stages.

While the three Seven-Up programs are the sum total of the organization's appearances to date, the Caldwell office reports that it is negotiating with several potential radio and television sponsors. Possibilities of recording contracts are also in the mill.

**7 Govts Sign Radio Pact**

AN AGREEMENT WITH the Pan American Union for the establishment of an exchange notification service on radio broadcasting wave lengths was signed in Washington last month by Canada and five other governments.

Replacing the older Inter-American Radio Office in Havana, the service will take over the staff and facilities of the Radio Office and continue to operate in Havana.

The new service will register and notify member governments of proposed assignments on radio broadcasting frequencies. In this way, it will help prevent interference between stations.

The costs of the service will be borne entirely by the governments concerned although administration will be through the Pan American Union.

A. E. Ritchie of the External Affairs Department signed for Canada. The other five governments involved are Cuba, the Dominican Republic, Mexico, Britain and the United States. British participation is on behalf of the Bahamas and Jamaica. A seventh participant, Haiti, will sign later.

**BBC Buys 100 US Movies**

THE BRITISH BROADCASTING Corporation has announced that it has paid \$602,000 for one hundred movies in the library of Hollywood's RKO Studios.

The BBC claimed that it was the biggest deal of its kind in the history of British television. The movies range from pre-war Astaire-Rogers musicals to those made as recently as 1955.

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

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

PAUL MULVIHILL  
Representative now in both Toronto and Montreal

**CKTB**  
ST. CATHARINES

*The NIAGARA DISTRICT STATION*

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

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



**OH-BOY  
OH-BOY  
OH-BOY**

**it's Uncle Ken's Kiddies Karnival**  
every Sunday 9:30 to 10 a.m.

The kids love it — it's a 3 ring circus of kiddies records, stories and birthday greetings under the genial direction of "Mr. Happiness" himself, Ken Babb. Since 1947, 9 to 10 a.m. Sunday has been the children's hour — the high spot in their week-end radio entertainment. An accomplished musician, Ken Babb has taken the comedy lead in over 24 musical comedy productions as well as being a veteran entertainer at club, social and civic functions. Besides the above the kids love him, especially on Uncle Ken's Kiddies Karnival — now available for sponsorship.

**CKRC**

for details see  
REPS: All Canada Radio Facilities  
Weed & Co. in U.S.A.

**RADIO 630 - WINNIPEG**

## Audience Research

# RADIO RULES THE FARM: TV HOLDS THE LARGER CITIES

**T**HE PANEL DIARY technique, in which a practically constant representative sample of households report in a diary the programs and stations to which they listen, is the basis of a survey on "Seasonal Listening and Viewing Habits in Canada" by International Surveys Limited.

This is ISL's second such annual survey. The diary technique requires sample households to report on a continuous basis during each 15-minute period of the day from 7 am to midnight.

ISL's national panel is 2,000 strong and each of the three major market areas (Montreal, Toronto-Hamilton, Vancouver-Victoria) is covered by 500 households. The total sample strength is thus 3,500.

### RADIO PEAKS

Generally speaking, a look through the survey -- which is presented in diagram form -- shows that radio is predominant in farm and non-urban areas where the number of television sets is less and viewing hours are fewer where sets exist.

Radio's main peaks are around breakfast and lunch periods. Television, where it exists, tends to sweep the boards in the evenings. "TV saturation," says Peter Culos, vp of ISL, "in farms and small towns (places under 10,000 population), which represent 45 per cent of Can-

ada's population, is about one-half of what it is in Canada's urban markets of 10,000 population or more.

"The implication of this distribution of the population to audience size data is tremendous. The results show that, probably because of the low TV saturation among farm and small towns, radio usage is at its highest level in these areas.

"Radio usage in farm and small towns has always been heavier than urban markets even prior to the entry of television. However, now more than ever, if this one-half of Canada were excluded from measurement the potency of radio would be under-rated and, similarly, the exclusion of this low TV saturation area in audience size measurement would tend to over-rate the TV audience picture."

The survey compares listening and viewing in the summer of 1956 and winter of 1957. This BROADCASTER report deals only with the winter findings unless otherwise stated, and a question-and-answer treatment has been adopted for the convenience of readers.

### RADIO

#### When is radio listened to most?

The pattern of radio listening is approximately the same in all five sectors of the country (Maritimes, Quebec, Ontario, Prairies and BC). The national graph shows a minor

peak at 8-9 am, the day's highest peak at noon-1 pm, with another very minor one at 6-7 pm. In Quebec, the midday peak represents 40 per cent of homes owning radio. In the Prairies and BC the early morning peak is slightly higher than that at noon.

#### Where is radio listened to most?

Noon-time listening in farm areas reaches 40 per cent; in small towns up to 10,000 population it reaches 25 per cent; in 10,000-100,000 centres 30 per cent and in larger city areas 28 per cent. From these peaks the graphs curve steadily down with a slight uplift at 6-7 pm.

#### For how many hours a day do people listen?

The national average in all Canadian homes is 3 hours -- 1.15 in the morning, 1.08 in the afternoon and .37 at night. In farm areas the average goes as high as 4.05 (1.34 both morning and afternoon; .57 in the evenings). This top scales down as the town size increases to an average of 2.24 hours in towns with a population of over 100,000, where morning, afternoon and nighttime figures are 1.03, .56 and .25.

Naturally, listening hours per day are longer in homes which do not possess TV. Here the national average is 4.19 hours (1.29 am; 1.32 pm; 1.18 night). Longest daily listening under these circumstances is in cities of over 100,000 where the average is 5 hours, especially in the Montreal area where these non-TV households total 5.48 hours a day.

National average in homes which also have TV is 2 hours (1.02 am; .46 pm; .12 night).

#### Who are the listeners?

Mainly women. In the peak noon period 52 per cent of the listeners are women, 31 per cent men. At any one time, listenership always includes 44 per cent women. Between 10 and 11 am and 2 and 3 pm women make up 66 per cent of the audience.

The survey indicates that the small number of listeners between 11 pm and midnight are all women.

Children of 16 years and under listen most in the early mornings before school, at noon and at 6-8 pm.

#### Are there any variations in the three major market areas?

These areas are Montreal, Toronto-Hamilton and Vancouver-Victoria. Here reside 39 per cent of Canada's population. Here are found 39 per cent of the country's radio homes and half the TV homes. Here 43 per cent of Canada's retail sales are made.

Broadly, the listening patterns are the same as those already given. It is noticeable however that the peaks are more accentuated and higher in Montreal and Vancouver-Victoria than in Toronto. The Toronto graph tends to remain more steady throughout the listening day with a top peak at 8-9 am (of 20 per cent) and lesser peaks at noon and 6-7 pm.

Montreal is over 40 per cent at noon but drops away sharply in the afternoon to rise to a 15 per cent peak at 6 pm. Vancouver's main peaks are at 8 am and noon (over 20 per cent in each case).

### TELEVISION

#### When is television watched most?

Once again the graph is much the same in all five major areas of the country -- a rising curve through noon, afternoon and early evening, reaching a top peak some time between 7 and 9 pm. This is followed by a fairly sharp fall to midnight. In the Prairies it is noticeable that the peak time is an hour earlier than elsewhere in Canada, falling between 7 and 8 pm instead of 8 and 9.

#### Where is television watched most?

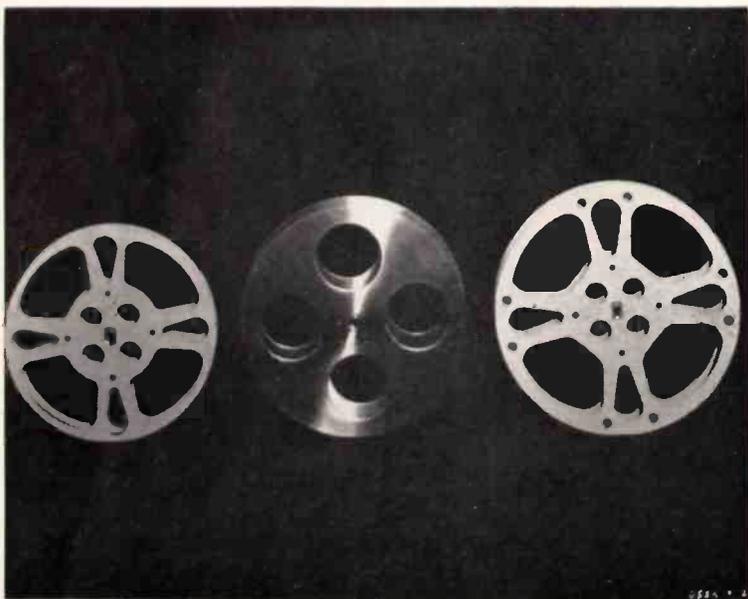
In farm and small town areas the peak viewing hours attract over 60 per cent of those owning sets. In urban areas the percentage rises into the seventies. In addition, it is well to bear in mind that there are fewer sets in farm and small town regions. In the Prairies, for instance, only 42 per cent of total households own sets. In Ontario the figure is 76 per cent. In farm areas in general the percentage is 34; in towns across the country with populations of over 100,000 the percentage is as high as 84.

#### For how many hours a day do viewers watch?

The Canadian average for homes with sets is 4.20 hours. Over three hours of this viewing is in the evening. Ontario shows the highest figure -- 5.12 hours a day. British Columbia rates lowest with 3.28 hours of viewing a day.

#### Who are the viewers?

As with radio, women appear to be the most ardent customers, especially in the evenings when, between 9 and 11 pm, they count for over 45 per cent of the total audience, with men not far behind. The peak for children is reached between 5 and 6 pm when they total 58 per cent of the audience.



### GOLDBERG Film Reels and Cans

"For those who want the Best"

In biggest demand by everyone . . .  
Carefully made and tested . . .  
Quality and value all in one.

*Alex L. Clark*

**LIMITED**

"Our Only Business Is Selling and Servicing Equipment"

3745 Bloor Street West, Toronto, Ontario  
BEI mont 1 - 3303

## CBC COMMISSIONS MUSICAL WORKS

**S**IX CANADIAN composers have accepted commissions from the CBC for musical works, Geoffrey Waddington, the corporation's director of music announced recently.

John, Weinzweig of Toronto has been commissioned to write a song cycle for soprano voice and symphony orchestra.

William Keith Rogers of Charlottetown, son of the late Col. Keith S. Rogers of CFCY-Radio, and Oscar

Morawetz of Toronto will each write a string quartet.

Roger Matton and François Morel, both of Montreal, will compose a symphonic work. Murray Adaskin of Saskatoon has been commissioned to write a symphonic suite.

Composers have been asked to submit their music not later than March 31. The works will then be scheduled in music periods on CBC radio and Television networks.



# DOMINANT IN

## CANADA'S FASTEST GROWING MARKET

### VANCOUVER + VICTORIA + NEW WESTMINSTER

+ NANAIMO  
+ PORT  
ALBERNI  
+ CHILLIWACK  
+ FRASER  
VALLEY  
+ POWELL  
RIVER



+



### = OVER 1,000,000 POPULATION

## MAXIMUM AUDIENCE! \* LOWEST COST!

	<b>KVOS-TV</b>	<b>STATION A (Vancouver)</b>
20 secs .....	\$110.00*	\$136.00
1 min. ....	137.50*	170.00
30 min. ....	330.00*	408.00
* Up to 25% frequency discount.		

<b>DAYTIME SALES BLAZER PACKAGE</b>			
<b>1 MINUTE SPOTS</b>			
5 per week .....	\$162.00*	10 per week .....	\$300.00*
15 per week .....	\$435.00*	20 per week .....	\$570.00*
* Less frequency discounts.			

# KVOS TV

## channel 12

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

### (CANADA) Ltd.

REPS:  
STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg.  
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco

*Broadcast Contracts*

**REPS MOVE TO REDUCE PAPER WORK**

**I**N A FURTHER move to reduce the increasing burden of paper work involved in the handling of spot radio and television advertising in the US, the board of directors of Station Representatives Association, Inc., have adopted a new standard form. It is designed to confirm broadcast orders and to serve as the contract between station and agency, eliminating the necessity for an advertising agency to issue a separate formal contract.

approved by the membership of the Association at its annual meeting in December.

On the back of the new form, it is expected that representatives will show the contract conditions for spot radio and spot telecasting, copyrighted by the American Association of Advertising Agencies, as they are authorized to do under the copyright notice. Both agency and station will sign and exchange copies.

At present, many time sales are completed without signed documents. Confirmation forms provide a record of agreements and keep track of details until contracts are drawn up. Quite often, broadcasting

is finished before contract forms can be typed and exchanged.

The new form will be adopted by SRA members and may also be used by other station representatives.

Commenting on the action of the SRA board of directors, Lawrence Webb, managing director of the association, said that the adoption and use of the new form would save thousands of hours of clerical work for all concerned -- agencies, stations, and station representatives. It will reduce the possibility of errors in contracts and, over a period of time, savings in cost of paper alone should add up to a very sizeable figure.

**Ont Premier Hints Change In Beer Advertising Regs**

**A**CCORDING TO THE editors of four church publications, Premier Frost has hinted at a change in the Ontario Government's approach to liquor and beer advertising.

Dr. David B. Rogers, editor of the CANADIAN CHURCHMAN, Rev. Harold U. Trinier of the CANADIAN BAPTIST, Doctor William A. Cameron of the PRESBYTERIAN RECORD and Rev. A. C. Forrest of the UNITED CHURCH OBSERVER were all present at a December meeting with Premier Frost.

Dr. Rogers said that the premier, in discussing the situation, hinted at a change in existing Ontario regulations. These now allow only institutional liquor and beer advertising. New regulations would stop companies from using Buffalo television outlets and Quebec publications.

The CBC, which regulates radio and television advertising, is more lenient but only with provincial sanction. CBC regulations, however, are stricter than those of the United States FCC.

Dr. Rogers said that the impression he formed was that the premier would like to stop the outside advertising by the adoption of an easier Ontario code. Rogers commented that anything that would eliminate this American advertising would be to the good.

Rev. Trinier said that "what we want is a strong educational policy to acquaint people with our views of temperance."

Dr. Rogers said Premier Frost had stated that his own views were against any advertising.

**TV Grows In Latin America**

**D**UE TO THE EXPANDING popularity of television in Latin America, TV markets in that area are growing almost daily.

The biggest Latin American TV markets are Puerto Rico, Cuba, Mexico and Venezuela. San Juan has three TV stations; Havana has four; Mexico City and Caracas have three each.

Cuba and Venezuela now have about 200,000 TV sets in operation. Puerto Rico and Mexico each have approximately 350,000 sets.

In Lima, Peru, two stations were recently opened. They are Radio El Sol and Radio Americana.

**CBC Dispute Is Settled**

**T**HE SETTLEMENT of a wage dispute between the CBC and the International Alliance of Theatrical Stage Employees was announced by the Labor Department in Ottawa last month.

The terms of settlement include:

1. A seven per cent increase in basic salary, retroactive to last June 1, for all employees of the regular and television crafts establishments still on staff October 1.

2. A similar increase retroactive to date of employment for all employees hired after June 1 and still on staff October 1.

3. A similar increase in the minimum rates of employees hired on individual contracts.

Basic salaries cover a wide range as the union represents some 1500 workers in various trades including technicians, carpenters, script assistants and wardrobe staff.

The settlement also provides that on October 1, 1958, employees who have not reached the top of their salary range will get a further four per cent salary boost.



**Here's what another Sponsor said! . . .**

"I was very pleased indeed at the promotional capital which you were able to make out of this event.

Your promotion report confirms our Toronto Sales Promotion Managers report, and illustrates the excellent co-operation and assistance given to the event by CKSL.

We are more than pleased with the result of this award, and I would like to express my personal thanks to CKSL for getting behind it in this way."

**ANOTHER REASON WHY**

**CKSL**

**LEADS THE WAY**

**ALL WAYS**

**IN**

**LONDON AND WESTERN ONTARIO**

**SAY YOU SAW IT  
IN  
THE BROADCASTER**

**Subliminals Are Debunked**

**A**N EXPERT IN vision research has debunked subliminal advertising techniques. Richard Blackwell, professor of psychology and ophthalmology of the University of Michigan Vision Research Laboratories is quoted as saying that he is not at all convinced that these techniques will be at all effective for advertising.

"Ads, we faintly see," he said, "would have about the same effect as the ones that are obnoxiously visible."

*Highlights for February*

**F**EBRUARY'S BIRTHSTONE is the amethyst which, according to the dictionary, is supposed to prevent intoxication. Christmas festivities are certainly a long way in rear, but conventions figure on the menu in this, the second month of the year, and spring fever is not so far ahead. So why be depressive?

February is spluttered with special days and events. Some are listed below and we hope they will prove of value to our readers.

- |    |  |         |   |
|----|--|---------|---|
| 2  | Right Honorable Louis St. Laurent born 1882.         | 14      | St. Valentine's day.  |
| 2  | Candlemas Day (Groundhog Day).                       | 17 - 24 | Brotherhood Week.   |
| 2  | National Baseball League founded, 1876.              | 18      | Shrove Tuesday.   |
| 6  | Death of George VI; Accession of Elizabeth II, 1952. | 19      | Ash Wednesday, beginning of Lent. (Prov. Holiday - Quebec).   |
| 7  | Charles Dickens born, 1812.                          | 20 - 21 | BCAB Meeting. At the Hotel Vancouver, Vancouver, BC.          |
| 11 | Thomas Alva Edison born, 1847.                       | 22      | George Washington born, 1732.                                 |
| 12 | Abraham Lincoln born, 1809.                          | 26 - 28 | WAB (Engineers) Convention. At The MacDonald, Edmonton, Alta. |

*Television*

**10-DAY CONTEST NETS 11,193 LETTERS**



HOST BILL MURRAY PEEKS OUT from under a pile of mail received for CKCW-TV's Third Anniversary Contest while hostess Mrs. Helen Crocker looks on.

OVER ELEVEN thousand letters were received last month by CKCW-TV, Moncton, in response to a contest held to celebrate the station's third anniversary of telecasting.

The contest ran for ten days on the live home-makers' show *Over The Back Fence*, which has been on the air ever since CKCW began opera-

tions. The final letter count of 11,193 included mail from all over the Maritimes.

The prizes included cooking equipment, blankets and small electrical appliances. They were won by viewers in Amherst, Springhill and Windsor, N.S.; Summerside, P.E.I.; and Moncton and Chatham, N.B.

**ROUYN TV SIGNED ON FOR CHRISTMAS**



D. A. "BOBBY" GOULD



GEORGE CHARTRAND

NEWEST TELEVISION station of Northern Radio-Radio Nord Inc. began operations on Christmas Day. Aired on Channel 4, CKRN-TV, Rouyn-Noranda, aims to present bilingual programs to an area covering five counties in north-western Quebec and northern Ontario. A substantial number of live shows from the studios are scheduled.

The area is a growing one, in which radio has been its major daily communication media.

The market consists of 220,000 people in total with an annual buying

income approaching \$175,000,000. When television operations began, it was estimated that there were 4,500 sets in the coverage area. It is expected, however, that the figure soon will rise to approximately 12,000.

Station and commercial manager of CKRN-TV is George Chartrand, who for many years has been general sales manager of Northern Radio's four-station network. David A. Gourd is president and general manager of Northern Radio.

Jos. A. Hardy & Co. Ltd. has been appointed station representatives.

*Did you know that . . .*

**DURING THE AVERAGE WEEKDAY**

**4 OUT OF 5\***

**CANADIAN HOMES WATCH TELEVISION**

Is it any wonder that the greatest selling force in Canada today is the fastest growing medium of news and entertainment — TELEVISION?

**GO AND GROW WITH**

**TELEVISION  
CANADA'S NUMBER ONE  
SALESMAN**

\*BBM - October 1957

*CARTB Member Stations*

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

**BROADCASTER**

Volume 17 Number 1

At the  
**OPENING**  
of our  
**17<sup>th</sup>**  
**YEAR**  
of publication  
we should like  
to  
**THANK**  
our  
**Readers**  
and  
**Advertisers**  
whose  
**Continuing**  
**Interest**  
has helped us  
become  
an  
**INDEPENDENT**  
**MEETING**  
**PLACE**  
for those who  
**SELL**  
and  
those who  
**BUY**  
**Broadcast**  
**Advertising**

R. G. LEWIS & CO. LTD.  
Publishers

*Radio*

## NEWSCASTER FLIES NORTH FOR ROCKET LAUNCHING

WINNIPEG RADIO STATION CKY recently brought to Manitoba listeners an exclusive on-the-spot sound picture of Joint Canadian-American rocket firings from Fort Churchill.

Previously, the CKY News Department had arranged for direct broadcasts from the Cape Canaveral, Florida, launchings and through the co-operation of a radio station at the scene, had aired eye witness accounts of the failure of the first American attempt to launch an earth satellite.

Because of the tremendous interest in rocket experiments in this International Geophysical Year, CKY obtained permission to observe the Fort Churchill firings and flew newsman Fred Whiting and chief engineer Andy Malowanchuk to the site to broadcast the firing of Aerobee and Nike-Cajun rockets. CKY was the only broadcasting unit on the scene.

### MET ON ARRIVAL

Major C. E. McNeill of the Canadian Army met the radio crew on arrival. Outstanding co-operation was provided by Major Mark Holmes, the Canadian Liaison Officer and Lieut. Col. Lloyd Smith of the US Army. The CKY microphones were strategically placed to cover every aspect of the intricate operations.

As the count-down for the firing of the rocket proceeded, the CKY team went through a graduated series of interviews so that, as "X-Time" approached, they were meeting the people who were making the final computations and then the decisions as to when and how the rocket would be fired.

The mounting tension in the control centre of the blockhouse was transmitted to tape through the voices of Lieut. Col. Lloyd Smith and of the scientists who awaited the story that would be told by the instruments built into their rockets.

### MISSILE WHISTLE

Finally, the rocket was primed and elevated to the firing angle. The technicians cleared the immediate firing area and the last sixty seconds of the count-down began.

Engineer Malowanchuk had set up his technical equipment two feet away from the firing control console and separated from it only by a pane of glass. Newsman Whiting was outside the blockhouse, one hundred and twenty yards from the rocket-launcher.

The final ten seconds of the count-down rang out through loudspeakers. At zero, a blast of purplish flame enveloped the entire area and the rocket roared aloft. Back inside the blockhouse, the radar tracking device began its eerie moan. It rose in pitch to a shrill whistle... "the whistle of the missile" as it is called in Churchill.

The whistle continued to rise in pitch as the rocket accelerated. When the rocket's speed decreased, the sound fell away to silence.

Then, as the rocket began to descend, the whistle returned until

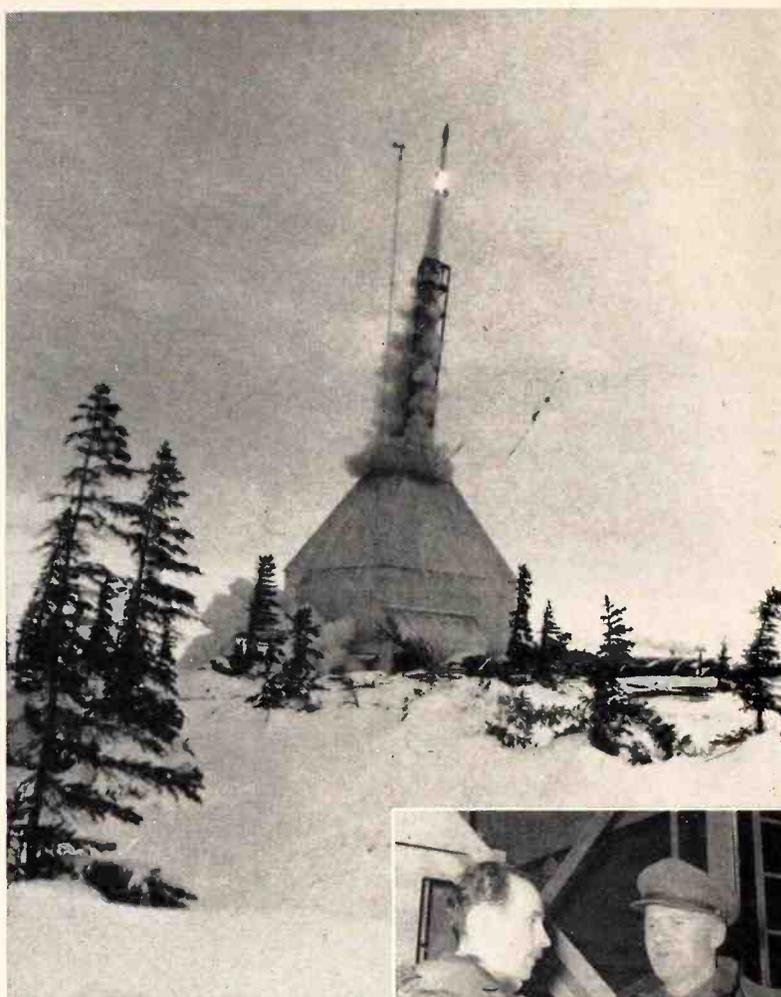


Photo (above) from US ARMY

CKY NEWSMAN FRED WHITING was on the spot at a recent rocket launch at Fort Churchill, Manitoba, to broadcast interviews and sounds direct to station listeners. Our picture (above) shows the Aerobee rising from the launching site. Fred Whiting (right) interviews Major M. Holmes, the Canadian Liaison Officer at Fort Churchill.



the missile re-entered the atmosphere. Finally, it ended abruptly when a grenade inside the rocket blew the missile apart. This pre-arranged destruction of the rocket ensured that no explosive properties returned to earth.

CKY brought the running story of these dramatic moments directly

into the homes of its listeners as the firings took place.

Many listeners called the station to comment on the broadcast and the most frequent remarks concerned the suspense that built up to the actual firing... then built again as they could almost visualize the flight of the rocket through the whistle of the missile.

*Television*

## RELAY STATION WILL DELAY SHOWS IN CALGARY

A TELEVISION NETWORK relay station in Calgary will begin operation on July 1, the CBC has announced. It will coincide with the extension of microwave facilities to the Pacific Coast.

The relay centre, equipped with four magnetic-tape video recorders, will record on tape the sound and picture of programs originating in Toronto and delay them for transmission to the coast so that they can be seen at the best local viewing times.

At the moment programs can only be delayed by kinescope recording. This system results in loss of quality and broadcast delays of one or two weeks. With the installation of the

new recorders, picture quality will equal live reception and time delays will only be those necessary to compensate for time zone differences. The system will be used mainly for regular network programs.

It was originally planned to establish the relay station in Winnipeg, which already serves as a radio retransmission point for the west. However, it was found that Calgary had the most economical location.

Temporary facilities will be set up in time for the opening of the western section of the microwave network which now extends as far as Saskatchewan. Complete facilities are planned for two years hence.

### Supermarkets

## FM STORE ANNOUNCEMENTS START IN TORONTO

ANOTHER STEP in chain store advertising was taken two months ago by radio station CHFI-FM, Toronto, when they introduced 30-second store announcements to 21 IGA food markets and seven Grand Union super markets in and around the Toronto area.

The idea is that specially worded announcements remind customers, right at the "point of purchase" to reach for a can of this or a bottle of that right now. At the same time they are heard by home listeners.

The announcements are made at intervals during the background music also broadcast by CHFI. The chain store pays nothing for the service which is sold directly to the

advertiser whose products are featured at the stores.

Four 30-second announcements a day, six days a week, costs \$144.00. So far Nestlé (Canada) Ltd., General Mills (Canada) Ltd., General Foods Ltd., and Seven-Up Ontario Ltd., are the sponsors taking part in this program.

Copy can be changed on 24 hours notice. The voice level of the commercial is raised well above that of the music so that the message dominates the entire store.

According to the station, 150,000 people pass through these stores each week. In addition, these commercials are heard in 50,000 FM

equipped homes in the Toronto area.

The advertising managers of the companies sponsoring the store-casts decline to make any comment at this stage of the experiment. However, the store managers, in letters to the radio station, appear to be very much in favor of the plan.

This method of store advertising is carried on quite extensively in the US, but this is the first time it has been attempted in Canada. There is however an organization in Winnipeg which supplies commercial messages to stores via a direct telephone line, but not by air.

## CJEM-RADIO

EDMUNDSTON, N. B.

1000 WATTS

570 kc.



"La Voix du MADAWASKA"

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

### TV Set In Car Rates \$5 Fine

THE EIGHT-INCH TV set rigged to the dashboard of his car brought a \$5 fine to Harold Smith of Hamilton early in the New Year, when he was charged under a new section of the Highway Traffic Act which bans the use of TV sets in autos.

Smith, a service manager for a novelty firm, installed the set in his car last September. Reception was made possible by a 110 volt converter and two rear aerials. The set was connected so that it could only be viewed when the automatic gear shift was in park, and the car

stationary. When the car was in motion, the set shut off automatically.

D. S. Stephens, the lawyer defending Smith, argued in court: "You are not allowed to drive on the highway with an arm a round a girl, but it is perfectly legal to pull over to the side of the road and neck. Why can't it be the same with a TV set?"

Police were reluctant to prosecute Smith, as this way the first such case in Ontario, but they were forced to do so after they received complaints about the set from neighbors.

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

**DON WRIGHT**  
*Productions*

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

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



GENERAL MOTORS PLANT



MONCTON'S GOLDEN MILE



MONCTON AIRPORT



CHRYSLER PLANT



SUMNERS

## 17,000,000 DOLLAR EXPANSION IMMEDIATE BOON TO MONCTON

The Canadian National Railways are planning immediate construction of a new \$17,000,000 dollar terminal point adjoining their present work shops. Consisting of 810 acres which will contain 65 miles of track, and a new diesel shop to service the ever increasing modern equipment.

This along with the several million dollars the Federal Government is pouring into the Maritimes will make Moncton the most important business centre in the Eastern Provinces.

CKCW-Radio and CKCW-TV will be playing a very important role in assisting this huge programme now in progress.

CKCW-Radio and CKCW-TV can assist you too — by securing time with us you will be making your market far more secure — Now is the time to buy — Buy time on CKCW-Radio and CKCW-TV. Let our Reps tell you the story — call them today.

Representatives:

STOVIN-BYLES IN CANADA

ADAM YOUNG IN U.S.A.

### CKCW and CKCW-TV

MONCTON

NEW BRUNSWICK



MONCTON HOSPITAL



CREACHANS



LOUNSBURY EXTENSION



CNR SHOPS



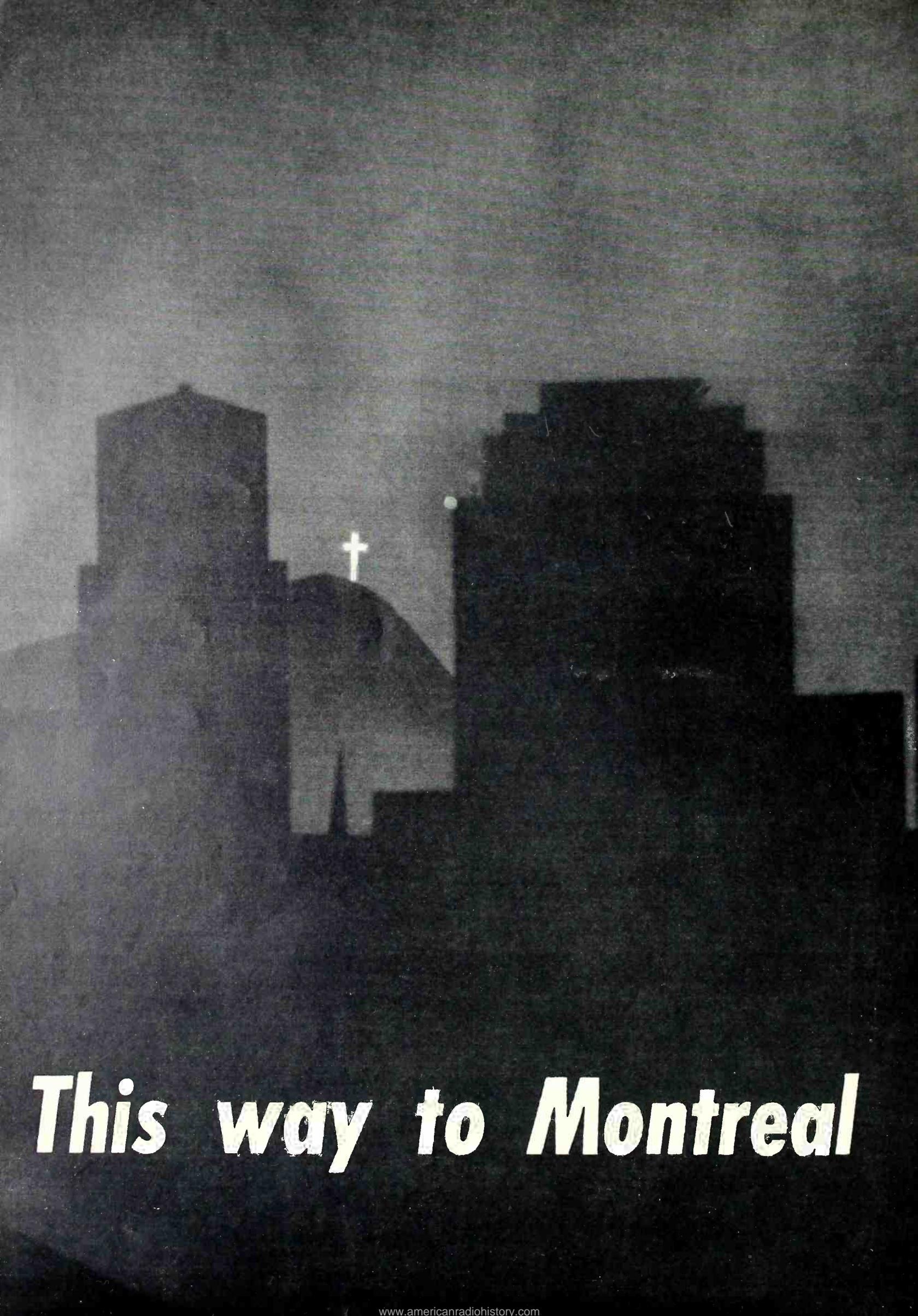
L'ASSUMPTION OFFICE BLDG.



HOTEL DIEU, MONCTON



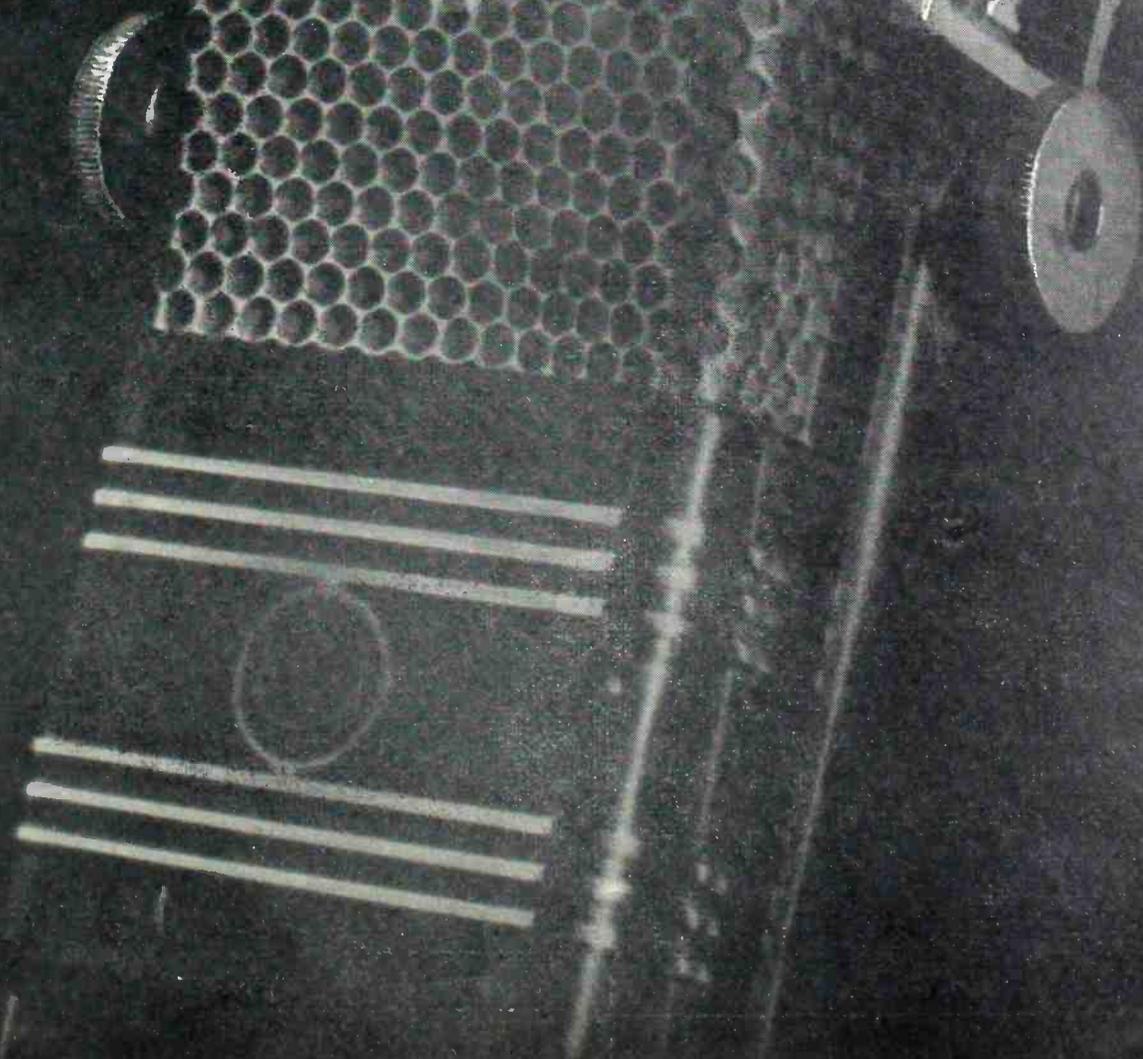
EATON'S MAIL ORDER



***This way to Montreal***

GFCF

WFCB



## Copyright Appeal Board

# CARTB OPPOSES CAPAC PLEA FOR US RATES AT ADJOURNED MEETING

by BRUCE GENDALL

Executive Editor

THE HEARING OF the application by the Composers, Authors and Publishers Association of Canada Ltd., for increased performing right fees charged to private radio broadcasters was adjourned last month until January 20.

Mr. Justice J. T. Thorson, chairman of the Copyright Appeal Board, made this decision on December 19 after the hearing had lasted for two days with no sign of an ending in sight.

At the adjournment, the proposed new radio tariff was still being argued between CAPAC and the Canadian Association of Radio and Television Broadcasters. A new television tariff had not been tackled at all.

Meanwhile, CAPAC and CARTB have agreed that the present tariff remain effective until the hearing is concluded and the Board's decision made known. Any fee adjustment will be back-dated.

The hearing was held in the forty-foot high Exchequer Courtroom of the Supreme Court Building, Ottawa. Sitting with Mr. Justice Thorson was Mr. Charles Stein, QC, a member of the Copyright Appeal Board.

CAPAC's case for an increased radio rate was presented by Harold Manning. He urged that the Canadian tariff be brought in line with current practice in the United States. There, he claimed, ASCAP's

share of a station's gross revenue was 2.005 per cent and no deductions were allowable. In Canada the comparable figure was 1.6 per cent, Manning said.

To equate the fee basis in both countries, CAPAC's proposal was for an increase from one and three quarters per cent of a station's gross revenue to two per cent. Furthermore, he asked that certain deductions from gross revenue be no longer permitted before determining the base on which this two per cent fee be levied.

### 1952 TARIFF TOO LOW NOW

CAPAC, Manning said, proposes a change in the definition of gross revenue so that deductions for national and representative agencies and line and talent fees be disallowed in future. This, in itself, would boost substantially the fees paid by stations, to CAPAC. It would have the effect of increasing the fees charged to radio stations by roughly ten per cent, excluding the increase due to a higher percentage rate.

Manning argued that the tariff agreed in 1952 was now too low and that CAPAC had been working in the dark as far as the radio broadcasting industry was concerned until it had concluded an audit of over 150 stations. This audit, he claimed, had disclosed that Canadian

radio stations grossed something like \$41 million. Of this amount CAPAC received \$650,000 in royalties and fees.

Compared with the US he said that, on a per capita basis, CAPAC received 8.48 cents to ASCAP's 14-61 cents.

Urging that deductions be disallowed, he said that the basis of CAPAC's thinking was that, if a comparable base could be found, Canada should follow the US model. This, he stated, was being followed in some respects but there was a departure over deductions since these were not permissible in the US. CAPAC, he said, could see no reason for deductions.

Manning turned his attention next to the new definition of gross revenue as published in THE CANADA GAZETTE and on which CAPAC's fee of two per cent would be based. Pointing to the use of the term "total amount of money received or receivable" he asked the Board to consider the inclusion of free advertising in gross revenue.

He claimed that 20 to 25 per cent of Canada's private radio stations had financial affiliations with newspapers or other organizations for which the stations provided free advertising and air time. This time, he said, should be assessed and added to gross revenue for purposes of assessing the fees payable to CAPAC.

He stated that there had been discrepancies shown by the CAPAC audit already referred to. The stations concerned had reported their gross revenue, in terms of the present definition, as \$33,591,993. CAPAC's audit had shown that this figure should have been \$36,712,609. The discrepancy -- over \$3,000,000 -- consisted of items on which there was disagreement as to their definition as permissible deductions. He said that he hoped the new definition of gross revenue would negate such disagreements.

### DEDUCTIONS ARE PROPER

Replying to Harold Manning for CARTB, Willard Z. Estey pointed out that the proposed new definition of gross revenue had already caused interpretative confusion among CARTB members who had made a comparative analysis of fees payable under the old and new definitions.

He suggested that the existing

definition be retained and that an arbitration committee be set up to clarify once and for all any items of station expenditure or income which fall in "the twilight zone" where disagreements occur between CAPAC and individual stations.

Such a committee, he said, could consist of one member nominated by each side; a nominee of some neutral authority and a member of the Society of Accountants of the province in which the dispute occurred. In this way, he said, disputes would decrease and finally be eliminated.

Estey expressed concern at too close a comparison between Canada and the US. "There is uncertainty and lack of clarity in the US at any one time," he said. "In view of this, any facts from the US should be examined thoroughly."

Mr. Justice Thorson: "They get

### What Is "Gross Revenue"

"Gross Revenue" means the total amount of money received or receivable, and the money value of services rendered to or for but not charged to any other person or persons, by the operator of the broadcasting station in the operation of such station, to which shall be added the amount by which money received or receivable for services of the station by every other person (not being an advertising agency acting on behalf of a sponsor) who makes a contract for services of the station exceeds the amount received, receivable or accountable for such services by the operator of such station.

themselves clarified over a period of years."

Estey: "Like a man in jail who gets reconciled to his cell and gets to like it."

Mr. Justice Thorson: "But he gets out."

When the laughter had subsided, the chairman went on: "You can't measure things with exactness. You arrive at conclusions with reason. Things have a tendency to sort themselves out to the ultimate satisfaction of parties concerned."

Estey then produced an invoice from a United States radio station in which it was shown that deductions were permitted, contrary to the claim made by CAPAC.

He pointed out that the deductions allowable under the present tariff in Canada were proper since what must be arrived at for the purpose of CAPAC's assessments was a cash retained sum. In this "twilight zone" disputes arise in which stations claim that revenue received is not cash retained but which CAPAC maintains is.

Arguing that a flat percentage fee would be unfair in Canada, regardless of what might occur in the US, he claimed that Montreal and Toronto dominate the advertising

IN

British Columbia

**C J O R**

5000 Watts at 600 Kc

Covers

NOT **ALL** THE TREES

NOT **ALL** THE MOUNTAINS

BUT **MOST** OF THE PEOPLE

At Lowest Cost Per

Thousand Circulation \*

**THE PERSONALITY STATION**

**VANCOUVER, B.C.** *reps.* STOVIN-BYLES

\* E-H circulation report — November '56

### BMI Fee Hike Approved

DURING THE sitting of the Copyright Appeal Board at Ottawa last month, Mr. Justice J. T. Thorson approved the application for an increase in fees charged to private radio broadcasters by BMI Canada Limited.

BMI proposed a blanket fee of \$100,000 for 1958. This is an increase of \$2,000 from last year. No objections to the rate hike were made and Gordon Henderson, counsel for BMI, explained that it had been made in consultation with the CARTB. The division of the fee among private radio stations was agreed upon following consultations between CARTB and BMI.

### "The basis of the problem is that gross revenue is a mongrel revenue"

scene in Canada far more than does New York in the US. Outlying stations in Canada just cannot do business without station representatives and it was unreasonable that their commissions should not be deductible.

Mr. Justice Thorson commented that an all-embracing tariff which provided no cause for different interpretation by either side would be ideal. "The basis of the problem," he said, "is that gross revenue is a mongrel revenue. It is neither net nor gross insofar as we have to decide what is deductible from gross revenue to produce gross revenue."

Estey pointed out that ASCAP in the US had married its theme to the ups and downs of American radio by not altering its base percentage even in the years when radio was declining in the early fifties. ASCAP had stuck with US radio through thick and thin.

He argued that CAPAC had been content with the present tariff rates during periods of rising revenues and expanding industry, adding that "now that there are signs of levelling off in the economy generally and a decline in radio broadcasting in particular due to the advent of television, CAPAC proposes a drastic increase." He said that the proposed tariff would increase fees due by private broadcasters by as much as 35 to 40 per cent.

Turning to CAPAC's allegation that 25 to 30 per cent of private radio stations gave free advertising to

affiliated businesses, Estey claimed that investigations showed that there were 5 or 6 clear examples of newspapers owning radio stations and as many possible examples. "Are we wise to complicate the definition of gross revenue further?" Estey asked. "The facts speak for themselves."

#### PRIVATES ARE HEARD FROM

Later three private broadcasters went into the witnessbox and were examined by Estey and Manning.

Richard Misener, manager of CFCF-Radio, Montreal, indicated that the proposed tariff would mean a 35.63 per cent increase in fees payable by his station. He agreed that there had been a disagreement with CAPAC auditors over items of line charges. CFCF had paid but Misener pointed out that the station had no option, since their music licence was granted monthly and they could not take the risk of having it withdrawn.

Similar fears were expressed by Ralph Snelgrove of CKBB, Barrie, and Fred Pemberton of CKSF, Cornwall.

During the course of the hearing, there was speculation among those present concerning the implications of a remark made by the chairman, who said, as far as this reporter could hear: "Mr. Manning is not going to get his two per cent because the American rate is higher."

This could be interpreted in two ways, either as a statement that CAPAC's case would be denied, or that there was no justification for raising the Canadian rate slavishly

to follow the American pattern, although it could be granted for other reasons.

At the end of the second day it became apparent that the hearing would not be concluded. In an effort to get a decision, counsel for CARTB asked that the tariff for radio should remain unchanged in view of the Royal Commission on Copyrights which had concluded its hearings but had not yet published its report.

He also suggested that, in view of the uncertainties of the current situation, CAPAC accept the 1957 tariff for television to apply to 1958. There was no response.

"Apparently not one of my better suggestions," commented Estey.

The chairman adjourned the hearing for completion on January 20 in Ottawa.

#### Pay TV Request Pending

A LICENSE TO operate a television station on a pay TV basis will be applied for shortly by Lake of the Woods Broadcasting Co. Ltd., owners of CJRL-Radio, Kenora.

Stuart King, president of the company, said that response from the public by mail, phone calls and visits indicated that a majority of the householders would subscribe to the service.

King recently went to Ottawa, where he spoke to CBC and other government officials.

Make it a  
Prosperous  
New Year  
by Spending  
your  
Advertising Dollars  
in Canada's  
most Prosperous Area —  
South Central  
Ontario

Served and Sold by

# CKLB

5000 Watts  
Day &  
Night

OSHAWA

REPRESENTATIVES

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

## Our most important Components ...

*are not electronic*



PUBLIC SERVICE

MERCHANDISING

LOCAL PERSONALITIES

PROMOTION

LOW COST PER THOUSAND

BALANCED PROGRAMMING

IMAGINATIVE PRODUCTION

SERVING 40,000 CAPTIVATED TV HOMES

CHANNEL 8

SASKATOON SASKATCHEWAN

# CFQC-TV

# POINTS OF SALE

By POPULATION  
 By RETAIL SALES  
 By B B M  
 in NON-METROPOLITAN B.C.  
 it's CKOK Penticton

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



## CKOM B'CASTS SHOP OPENING



COVERING THE OPENING DAY ceremonies at the Churchill Shopping Centre in Saskatoon were CKOM announcers Easton Waymon (left) and Jack McClung.

TEMPORARY STUDIOS were set up last month by CKOM-Radio, Saskatoon, to broadcast the opening ceremonies of the new Churchill Shopping Centre.

From 6 a.m. to 6 p.m., CKOM announcers Doug Alexander, Jack McClung, Art Henderson, Lyle Murray and Bruce Cowie covered the opening, along with regular

programming. They interviewed shoppers, played musical requests, handled opening day awards and conducted taped roving mike broadcasts from the various business establishments in the centre. The cutting of the ribbon by Saskatoon Mayor John D. McAskill, officially marking the centre open, was also broadcast by CKOM.

Included in the list of new businesses were: The Churchill Shopping Centre, Variety Togs, Churchill Barber Shop, Churchill Hardware, Safeway, Toronto-Dominion Bank, BA Churchill Service, Dr. F. T. Preston, Arthur Rose Call Depot, Pinder's Drugs and Johnny's Inn Southern Division.

Advertising consisted of a total of fifty one-minute combined-sponsor announcements preceded by a shopping centre jingle. The campaign started two days before the official opening and was followed up by two more days of advertising.

### Winnifred Sutton Dies

ONE OF THE FIRST women radio commentators in Western Canada, 47-year-old Winnifred Sutton, died last month after a lengthy illness.

Born in Winnipeg, Miss Sutton had been a radio and advertising agency executive in Calgary and Edmonton when, in 1934, she became Edmonton's first woman commentator with CFTP-Radio, (CFTP later became CJCA.)

In 1938, she joined CFRN Edmonton, and later opened and managed an advertising agency. She served as promotional director at CFAC, Calgary, before returning to CJCA in a similar capacity from 1939 to 1956.

*Van Grant's*

## Technicolumn

AMONG NEW developments at a Canadian General Electric is a 1 kilowatt transmitter which has been designed to provide a high quality operation at a reasonable cost. The transmitter generates an 1100 watt AM signal anywhere in the standard broadcast band.

Certain basic requirements, such as low installation and operating costs, simple dependable operation, safety of personnel, and provision for easy adaption of remote control, were maintained throughout the design.

By using high level modulation there are no complex circuits to keep adjusted, and the transmitter can be tuned without the use of expensive equipment.

Frequency stability is maintained by two GE Thermocell crystals. These are kept at operating temperature in the Thermocell oven. Consequently, there is no need to wait for warm-up.

Very little space is needed for housing the transmitter. It is completely contained in one cabinet 23" x 22" x 83" occupying three and a half square feet.

The unit can be installed, ready for operation, in one day. There are no underfloor wiring ducts required and all cables are directly connected through knockout panels in the cabinet.

Air cooling has increased as much as 50%. All the blowers have been changed resulting in 50% more air flow in the small units and 20% in the large blower. This improved system means stabler operation and extended tube life.

OTHER NEWS FROM General Electric concerns the use of another 1 kilowatt transmitter by the Federal Civil Defense authorities.

Early last month, near Strathburn, Ontario, radio station CJCD went on the air. Controlled by the Federal Government, the station can broadcast on all frequencies, including those of private radio stations in the vicinity.

The station is portable and can be set up ready to go in four hours with only four men on the job. The antenna is made up of ten foot lengths and assembles into a 150-foot mast. The other equipment is contained in a truck and trailer.

The units, designed and built by Canadian General Electric to Federal specifications, can cope with a 200 per cent overload and can operate at temperatures between 60 below and 120 above zero. The effective range of the mobile station is estimated at 50 miles.

J. F. Edwards, communications planning officer, Civil Defense HQ, Ottawa, who was in charge of the field test in Strathburn, said the unit was designed to take over from regular radio stations during wartime emergencies. Air Defence Command can stop regular stations broadcasting in the event of an attack. To keep the population informed and entertained, the mobile stations would be spaced at overlapping intervals.

So far, until the final need is known, only ten have been ordered.

"LOOK AFTER IT SON"

CFTC

IT'S THE BEST IN THE WEST

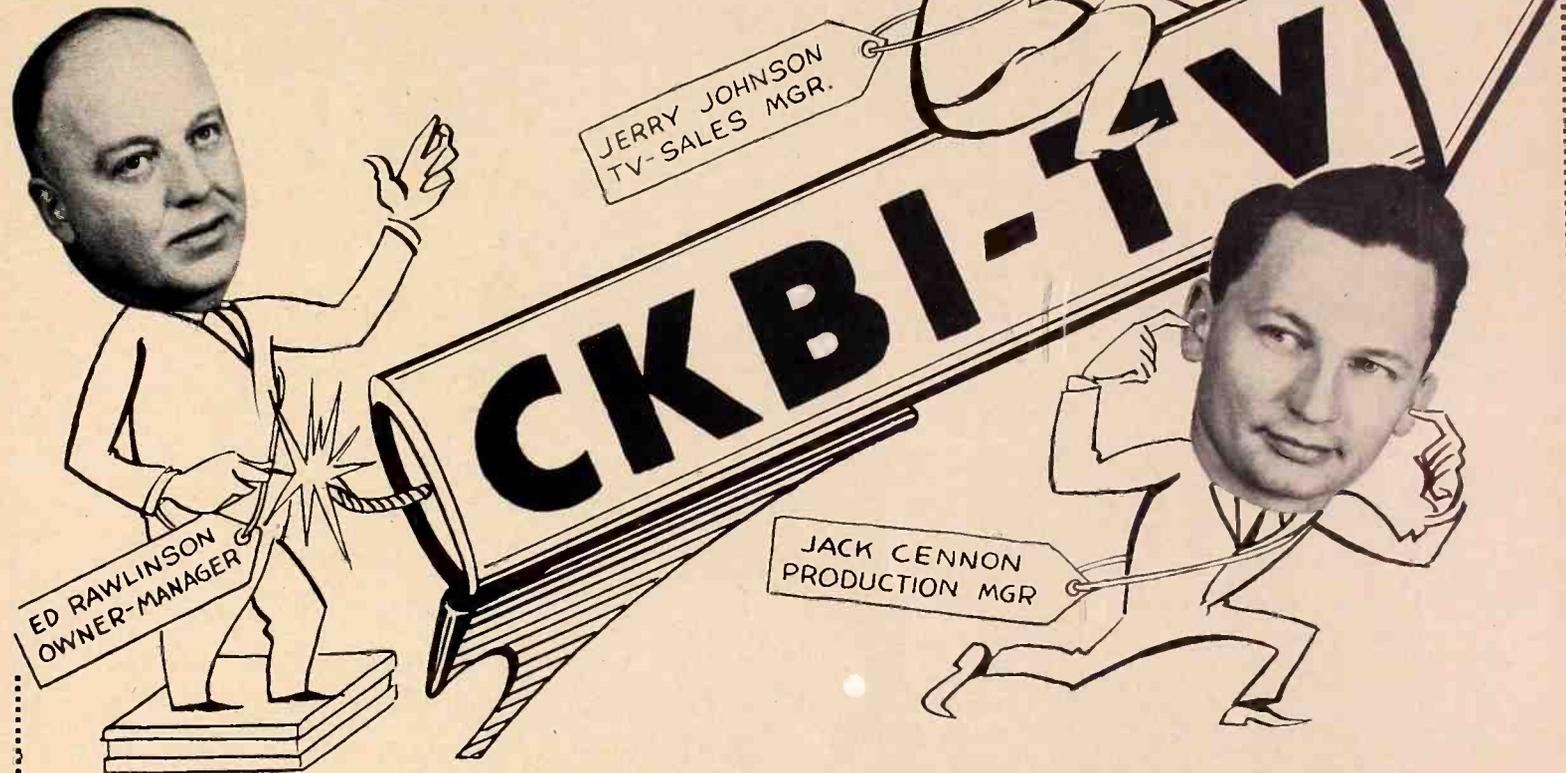
THE RADIO HUB OF SASKATCHEWAN

590 KC 5000 WATTS

Be a Regular  
 BROADCASTER  
 READER

\$ 5.00 a year  
 \$10.00 for 3 years

# Ready to BLAST OFF!



## COVERING SASKATCHEWANS THIRD MARKET

with

**E.R.P. 100,000 Watts**

**Channel 5**

**Antenna Height 875 Feet**

(Above Average Terrain)

at

## PRINCE ALBERT SASKATCHEWAN

**A. M. Affiliate — CKBI, 10,000 Watts**

Representatives

Canada — All Canada

USA — Weed & Co.

# JOIN THE SELLIBRATION!

## IN SASKATCHEWAN'S

### 3rd TV Market

With a Primary Audience of  
\*15,000 TV Homes

PLUS

A Bonus Audience outside the "B"  
Contour of 18,900 TV Homes

*Served with  
100,000 Watts on  
Channel 5  
Antenna 875 feet  
above average terrain*

\* Includes TV set sales from September 1st to  
December 15th which averaged 700 per month.



**C K B I - T V**

**CHANNEL 5 PRINCE ALBERT**

*"See us about this*

*Best*

*TV Buy in Canada"*

**ALL-CANADA RADIO FACILITIES LTD.**

**RADIO AND TELEVISION REPRESENTATIVES**

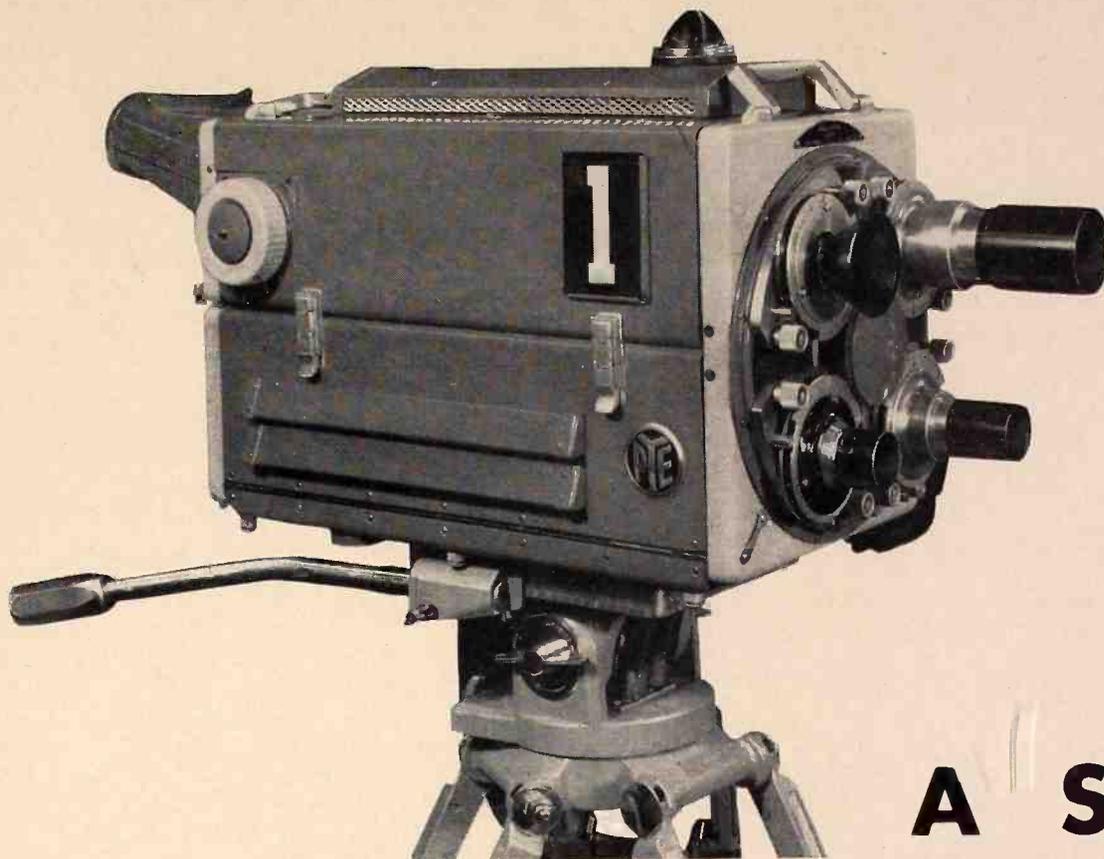
MONTREAL

• TORONTO

• WINNIPEG

• CALGARY

• VANCOUVER



## A SALUTE TO CKBI-TV

Congratulations to Television Station CKBI-TV as you begin to serve the thousands of homes in Prince Albert and surrounding territory. We wish you every success and salute your enterprise and confidence in this great entertainment medium.

We at Pye have a special interest in CKBI-TV because we equipped it. Yes, all the equipment including camera, controls, telecine apparatus, transmitter, tower and antenna was supplied and installed by the Television Transmission Division of Pye Canada Limited.

Combining highly skilled, personalized field service with the most modern equipment, we can design, supply and instal complete TV stations as well as components and satellites.



Head Office & Plant: 82 Northline Rd., Toronto 16  
170 Dorchester St. E., MONTREAL  
6692 Main St., VANCOUVER  
3 Duke St., HALIFAX

Everything's  
**NEW**  
at 62



**HOURS A DAY**

Leading All Others In The  
Regina Area\*

CKCK — 41.3% of the  
LISTENERS

Station "A" — 27.6% of the  
LISTENERS

Station "B" — 22.7% of the  
LISTENERS

\*Elliott-Haynes Area Report  
October, 1957.



**620 ON YOUR DIAL**

DIAL  
620

**CKCK REGINA**

Representatives: All-Canada Radio Facilities

**Buy the audience  
that buys the merchandise**

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

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

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

5,000 watts



800 kcs.

**SOON 10,000 WATTS**

to get still better sales impact in the Quebec district

**THE RADIO SELLING POWER OF QUEBEC CITY**



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



*Over the Desk*

A GOOD SECRETARY should improve her boss' letters but not too obviously. She should, when taking dictation, listen to all instructions, especially the last two words. If something can't be found, she should look through his desk (when he's not there), and when all else fails, call his wife and see if he left it at home. She should never let him get into a rut... see that he gets his job done when he's supposed to.

This is a cross section of 182 answers to the question "What Can A Secretary Do To Help Her Boss Live Longer," contained in a ten page mimeographed BBDO Brainstorming report issued by that gargantuan agency which is better known by its initials than its name and forwarded to us by Vice-President and Canadian Chief Les Chitty.

Under what might be termed a department of deception, it says she should work out a code with her boss for terminating long meetings. If he is late for an appointment, she should call either his luncheon companion or the restaurant and say "he's on his way." She should set his clock five minutes ahead; prune out his Christmas list; clip out quotations from magazines that might be helpful to him either in talks he has to give or at meetings. Also she should perfect his signature so that she can sign some of his mail for him.

On the health side, the perfect secretary is admonished to urge him to take vacations; if he stays in the office for lunch, make sure he has a good lunch; make sure he takes his vitamin pills and bring him the water to take them with. See that he gets a certain amount of exercise during the day. Order him orange juice instead of coffee. Make sure he doesn't come into work on holidays.

Memory seems to rank on top in the paragraphs devoted to "Office Procedure." Develop a good memory regarding conversations. Develop a good memory regarding names of people that come in and out of the office and learn to associate a name with a face. Remember to buy a good book on developing your memory.

"Annoyances" get the treatment with such items as: Don't call his wife and say he will be late but he is all right; don't bring up any problems at the beginning of the day; don't bring up problems at the end of the day. Secretary should use subtle perfume. Don't ask unnecessary questions. Try to make your own decisions. When he loses a letter, be sure he has looked through his pockets. Learn a few funny stories to keep him amused. Try not to look annoyed or embarrassed if an off-color story is told at a meeting where you are present -- but don't laugh too

heartily at it. Don't say "I heard it this way."

Ten answers relate to telephone manners. Here are two with which this writer cordially disagrees. When placing long distance calls, get the other person on the phone, then call your boss to the phone. On incoming calls, make sure you know who, where, why, etc.

Being the keen disciple of Sartorius that I am, I cannot pass up these points in the clothing department. Keep some cleaner in your desk for his ties, clothes. Keep an extra tie. Keep a sewing kit in your desk. Learn to sew. Get his raincoat cleaned. Get him an extra pair of rubbers and raincoat for office. Don't wear tight sweaters to work. Vary the dress you wear.

Finally, under the heading of "Miscellaneous": Be able to soothe angry people before they see your boss; don't call your boss by his first name in front of other people; remain impersonal as much as possible at all times; make him feel that to be a man is wonderful; have him keep his will up to date; compliment him once in a while on the outstanding job he has done, but don't be an apple polisher; look pretty (if possible); criticize him if you do it constructively and objectively for his own benefit. (Start running after you do it).

Etc., etc., etc.

I wonder how it would work. Maybe I should get me a secretary and see. No. I guess not. I'd only go and marry the wench. And then what?

**NEW CANADIAN MAKES GOOD**

THERE'S A NEW aura of dignity about the offices of CFQC Saskatoon, especially the one occupied by



BLAIR NELSON

TV chief Blair Nelson. Late last year this relatively New Canadian (from down there somewhere in the Yewnited States where he served as an officer in the Marines) was elected an alderman of the City of Saska-

toon. It is quite a while now since we reported that Blair had taken out his Canadian citizenship. Where to now, Blair? Ottawa? Why not? Another of your boys -- C. D. Howe -- made it.

**GOLDEN STAIRWAY**

THE GENIAL advertising manager of MARKETING, Andy Rogers, is advertising manager no longer. Effective January 1, his title is abbreviated to manager of that bl -- --, no, it's New Year's -- publication.

**COMMERCIALS CAN BE CUTE**

**T**HE WINTER of 1957-8 will go down in history for the NATO Conference, Sputnik, the Diefenbaker government and Playtex Ltd Girdle jingle which emanated from Ronalds Advertising.

What I had wasn't bad, but I couldn't control it!  
 I tried many girdles and still wasn't trim!  
 Wasn't fat, no not that, I just took rearranging,  
 And as much as I paid, all my girdles gave in!

At last I found Playtex the perfect solution,  
 The free, easy girdle that holds me in right!  
 I'm slimmer in Playtex, I'm trimmer in Playtex,  
 The hold-me-in girdle -- so firm yet so light!

Now I'm sleek and I'm chic and I have a new freedom,  
 My Playtex controls me, it's comfortable, too,  
 Every way, every day, it's control is unending,  
 Find out for yourself what a Playtex can do!

**HAVE YOU READ?**

**A** COMMERCIAL book program entitled *Have You Read?* is in the planning stage at WCBS-TV, New York. The idea was prompted by the success of a series of lectures on great literature called *Sunday Semester*.

WCBS-TV General Manager Sam Cook Digges believes that "educational and commercial television are pretty much the same and that they are definitely compatible."

He is quoted by *THE NEW YORK TIMES* as saying that one advertising agency has already expressed interest in the show.

The proposed program would be conducted Sunday afternoons by Dr. Floyd Zulli Jr., who also does *Sunday Semester*.

"The program would be devoted not only to best sellers and contemporary books but also things of the past," Digges said. He went on to describe it as "a review, a critique or an appreciation of books -- an effort to get people ... to say 'come on and let's read!'"

**HERE'S ONE FOR FREEDOM**

**S**OME BRAVE exponents of private enterprise, in the broadcasting field especially, might well memorize a verse of J. D. Ketchum's, before they parade before the Board of Governors of the CBC, to show valid reasons why a fellow free enterpriser should be disallowed the right to start a station in competition with them.

The verse has just appeared in *THE BLASTED PINE*, an anthology of irreverent verse, edited by F. R. Scott and A. J. M. Smith and published by the MacMillan Company of Canada Ltd.

Mr. Ketchum says it's okay for us to print it if it's okay with MacMillan's, who say they don't care if Mr. Ketchum doesn't care. So with due deference, gratitude and other expressions of emotion to them both (and also a polite nod in the

direction of TIME, who, for all I know, went ahead and printed the darn thing without saying a word) here we go.

**HYMN TO THE GLORY OF FREE ENTERPRISE**

By J. D. Ketchum

At periods when Free Enterprise may not provide employment  
 We dread the thought of hungry men—it lessens our enjoyment;  
 The government must then step in, with this consideration:  
 That any public works proposed do not increase taxation.

Depressions, after all, my friends, much as we may deplore them,  
 Are acts of God; who ever heard of blaming business for them?  
 Conspirators on every side Free Enterprise have slandered,  
 Forgetting that it's given us the world's best living standard;

We eat and drink supremely well at Royal York and Rideau,  
 And no one drives more Cadillacs or bigger ones than we do.

How blind the socialist who plots this way of life to shatter!  
 Free Enterprise brings wealth to all—at least to all who matter.

Free Enterprise does not, of course, mean actual competition,  
 And cutting prices—God forbid!  
 That's treason and sedition.  
 A "Gentleman's Agreement" is the best of all devices  
 To stabilize our dividends, our markets, and our prices.

For taking risks we've little love; we set our whole affection  
 On something like monopoly, with adequate protection.

And I shall be needing a spot of protection from the printer if I don't get this copy into his hands, so T. T. F. N.\* and buzz me if you hear anything, won't you?

\* Ta ta for now.

**CHOV**  
 PEMBROKE  
 THE **Buy**  
 THAT **Sells**  
 SEE THE STOVIN BOYS

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

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

**CKOK-land Now! HERE ARE THE SPONSORS**

We have shown you the Scenery and the People.



**CURLY'S APPLIANCES** — General Electric Dealer sponsors a daily spot, plus spot saturation. 95% of their advertising budget is spent with CKOK. Pictured is Curly Cox the owner.

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

Represented by

HUNT in Vancouver

MULVIHILL in TORONTO & MONTREAL

FORJOE in U.S.A.

## Career Corner

# STUDENTS READ REAL COMMERCIALS ON RYERSON STATION

by JERRY NOONAN

**H**OW DO YOU learn to deliver "hard-sell" radio commercials on a "no-sell" station?

The apparent dilemma is being solved in highly successful fashion at Toronto's Ryerson Institute of Technology where thirty to forty radio announcers are graduated annually onto the country's air waves.

Since Ryerson is sponsored by the Ontario Department of Education, the Institute's student-operated radio station, CJRT-FM, is not in the business of selling advertising time.

But immediately after graduation, if not before, Ryerson's radio announcers are flung into the real world of commerce where advertising is the lifeblood.

To provide the necessary experience, the Ryerson course requires that students become adept at presenting sales pitches.

Some of the commercials used are from text books, some are for real and some are written or re-written by students. In all cases, the ads are delivered free. And before real ads are broadcast, the school gets permission from the agency, the sponsor and, if a food product is involved, from the Department of National Health.

### REFLECT PERSONALITY

What are the ingredients of a well-spoken commercial?

Instructor Maurice Desourdy starts off with "warmth". Each person is encouraged to reflect his own personality, he says, to present himself as *himself* and not, for instance as he thinks an announcer should sound. One aid to warmth is to smile while speaking. Another is to think consciously in terms of using a brighter voice.

Then there's the matter of getting interest into the voice by hitting the peaks of values of syllables and sentences with the proper gradations and sequence of volume. All this has to be done while guarding

against too mechanical a rendition which makes for insincerity.

In addition, there are such items as articulation, enunciation and over-all pace.

Obviously, the intangible art of delivering a sales pitch requires more than abstract instruction. Innumerable demonstrations by students and instructors are used. Spot commercials given by name announcers on Toronto radio stations are recorded on tape and played back for analysis and consideration.

### AD COPY IS GRADED

Delivery of the commercial depends on the ad copy, too, and that is graded in difficulty according to the trainee's ability or problems.

Here are some samples to try. The first is classified as "homespun" and is a little difficult to get across acceptably:

**SALLY:** Hi Josh!

**JOSH:** Sally -- I was just saying that you must find your job very interesting!

**SALLY:** It is interesting, Josh -- and the thing that's most interesting to me is the way my customers are taking to Maple Leaf Detergent.

**JOSH:** I'll bet it's selling fast!

**SALLY:** Josh -- it seems as though every day I'm down to the stockroom to bring up more Maple Leaf Liquid Detergent . . . etc.

For the personal touch plus economy and identification of the product:

*If you like to send your husband out in the morning pleased with his breakfast and proud that he has such a capable wife, try this simple idea. Start serving EDWARDS COFFEE tomorrow. It doesn't take any time at all to prepare the grandest coffee any man has ever tasted, and when he wonders how you can serve such delicious coffee on your budget, don't tell him that three cups of EDWARDS COFFEE cost only one cent! Let him think you're a magician, and continue to let that red and white EDWARDS COFFEE package supply the magic.*

A punchier type is this:

*FLASH is economical. After all -- it isn't what you pay -- it's what you get for your money that counts. And while you may pay a few cents more for FLASH . . . you get more soap in each package . . . almost half again as much soap as you get from other leading granulated soaps. Just lift that package. Feel that weight. There's lots more real soap and cleaning power in . . .*

A very difficult one combines a broad, institutional message with a

specific product and smoother phrasing:

*Most of us want to economize these days and put off 'till tomorrow what we can't afford today. But -- we can't afford to neglect our homes! DuPont, as part of its program of BETTER THINGS FOR BETTER LIVING -- THROUGH CHEMISTRY, offers an economical wall paint in "Speed-easy." With DuPont Speed-easy it costs less than \$3.00 to paint an average-sized room in one color. Not only is this oil-type paint economical, but it's so easy to use. Thin it with water and apply over stained or drab walls or wall paper with a large brush or roller. It dries in an hour, leaving your walls with a smooth, beautiful finish in a white or any one of eleven lovely colors. It's economical -- it's easy -- it's Speed-easy, one of the DuPont Company's Better*

*Things for Better Living through Chemistry.*

Occasionally, trainees are given ad copy that is very poorly written.

"They will face it from time to time," Mr. Desourdy says, "so we like to prepare them."

In the first year, students record their commercials on tape. It's played back, analysed, criticized, and then tried again. In the second year, the student and the ad are "on the air".

CJRT broadcasts from 2 p.m. to 9.15 p.m. Monday to Friday and can be heard by FM listeners (at 91.1 megacycles) within roughly a 75-mile radius. The students work in two shifts, from 2 to 5.30 and from 5.30 to 9.15.

No sponsors are listening, but that doesn't mean they don't have to watch their P's and Q's.

## Station Fetes Agencies At Xmas



ANNUAL PARTY HELD IN EDMONTON is the Christmas Agency Reception given by the Sunwapta Broadcasting Co. Ltd. (CFRN-Radio and TV) as a gesture of thanks to the advertising agencies. This year over thirty guests were present. Our picture shows some of them living it up. (l. to r.) Dougal Lamb of James Lovick; Dick Rice, president and general manager of Sunwapta; Gary Steeves of Ronalds Advertising; Sid Lancaster, CFRN-TV station manager; Jack Cameron of McConnell Eastman.

### Commercial Manager

Wanted for new Northern Ontario station.

State experience, references, salary expected.

Box A352

Canadian Broadcaster,  
54 Wellington Street West,  
Toronto, Ontario

## WANTED

Sportscaster . . . Must be able to do  
Hockey . . . Baseball . . . Football  
Play-by-Play

CONTACT: Program Director,  
Radio Station CKCR,  
KITCHENER, Ont.

## Gillin Award Entries Close On Feb. 1

ENTRIES FOR THE John J. Gillin Jr. Memorial Award must be in by February 1, 1958, CARTB has announced.

This radio award is made for a single or continuing contribution by a member station in terms of community service in any form.

The winner will be chosen by an impartial group of judges. The chairman of the judges for the past several years has been J. T. Richard, MP for Ottawa East, and a member of the Parliamentary Radio Committee. Last year, in submitting the name of the winner, CJVI-Radio, Victoria, Mr. Richard said:

"While our choice was narrowed down to five or six stations, the final decision was no easy task due

to the excellent character of the submissions. We were of one accord that radio remains a formidable medium and plays a great part in both serving the community and promoting its interests.

"We trust that there will be an added incentive in the coming years and that a greater number of stations will take part in this competition."

Entries should be submitted in the form of a letter, pamphlet or brochure, and in quadruplicate. Judges do not have facilities for play back. Entries may be in either English or French and should be sent to Miss Flora Love, CARTB, 108 Sparks St., Ottawa, Ontario.



**PAST DUE**

How is it going with all those vital matters which you deferred dealing with until after the first of the year?

. . .

**JANUARY SALES**

Now that Christmas is over, I can go out and buy myself the dozens of things I've been wanting but have been scared to buy in case someone gave them to me, though I knew they wouldn't.

. . .

**FOOD FOR THOUGHT**

People are more likely to tune in the program they want -- whatever the time, than at the time they want -- whatever the program.

. . .

**FORCE OF EXAMPLE**

How can broadcasters expect to gain the status of publishers until they pipe liquor advertising back to their home transmitters from Montreal, just as the "Silent Media" do?

. . .

**PAN MAIL**

Sir: Its' a very good thing for your publishers that no organization has been set up to collect performing right fees for jokes which have passed into the common domain.

*Patient Reader*

. . .

**SAFETY SLOGAN**

Run into others as you would be run into.

. . .

**NO FISHING HERE**

Until I got my current bout of lumbago, I always thought that the Sacroiliac was a river in New Brunswick.

. . .

**HOW HIGH IS LOW?**

There's something strangely incongruous about THE FINANCIAL POST's department -- "Stock Market Highlights".

. . .

**SIGN OF THE TIMES**

Stairs get higher, arms get shorter, hills get steeper, print gets smaller, distances get longer, planes leave sooner, and the damn fools say its because I'm getting older.

*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

## State Radio

# Grows In Quarter Century From Puny Infant To Family Of Networks

**I**N THE CLOSING days of the old year, Canada celebrated twenty-five years of publicly-owned broadcasting. On Christmas Eve, 1932, the Canadian Radio Broadcasting Commission, predecessor of the CBC, presented its first offering to radio listeners.

In those days, radio was still a struggling infant, and a broadcast of midnight mass at La Madeleine Church in Paris, must have had the impact then of a modern TV spectacular now. The presentation was a big adventure for the old CRBC.

The broadcast was carried over a network of seven privately-owned radio stations from Moncton, New Brunswick to Toronto. They included stations CKAC, Montreal; CHRC and CKCV, Quebec City; CFNB, Fredericton. These stations are still operating. The others were CNRA, Saint John; CKCO, Ottawa; and CKNC, Toronto, all of which have gone off the air.

The first appointees to the CRBC were, the late Hector Charlesworth of Toronto, chairman; Thomas Maher of Quebec City; vice-chairman; Colonel Arthur Steele, Commissioner.

The network broadcast that Christmas Eve of 1932 was produced by Montreal broadcaster J. Arthur Dupont, who worked for a time with the CRBC and the CBC and is now president-owner of CJAD Radio, Montreal. His personal records, not duplicated in the CBC files, show this program lineup:

6.47 pm -- Official announcement of the broadcast together with expressions of good wishes by representatives of the Canadian Radio Broadcasting Commission.

7.00 - 7.30 pm -- Midnight Mass relayed from La Madeleine Church, Paris, France, in co-operation with station CKAC and the Columbia Broadcasting System.

7.30 - 8.00 pm -- A program of choral music by L'Orphéon de Montreal, directed by Arthur Laurendeau.

11.00 - 11.45 pm -- A musical program by an orchestra directed by



**HERE ARE TWO OFFICIALS** of the original Canadian Radio Broadcasting Commission which started in 1932: J. Arthur Dupont (left) then director of programming for the eastern division of the CRBC and the man responsible for the organization and production of the first programs. He is now president of CJAD, Montreal. With Dupont is Ernest L. Bushnell, then program director, western division and now assistant general manager of the CBC.

the late J. J. Gagnier with the well known Lyrique Trio as guest vocalists.

11.55 pm -- An actuality broadcast depicting the arrival of the faithful for Midnight Mass at St. Dominique's Church in Quebec City, with a background of church bells. At exactly midnight, the well known international artist, Romeo Jobin, was heard singing the traditional Minuit Chrétien with vocal accompaniment by the augmented choir of St. Dominique Church.

### GROWTH OF THE NETWORKS

Publicly-owned broadcasting has come a long way since then, when network broadcasting was limited to as little as two hours a day. Three radio networks and two television networks are today operated by the CBC.

The CBC comptroller of administration and first secretary of the CRBC, remembers the broadcast

well. He is René P. Landry, who said recently: "those were real pioneer years. The old commission started from scratch without a station of its own and with a budget of \$800,000." He added that next year the CBC will spend \$80 million, a hundredfold increase.

The old CRBC, set up October 31, 1932, was replaced by the CBC exactly four years later.

In the last 25 years, publicly-owned broadcasting has grown from nothing to 13 regular and four supplementary trans-Canada network radio stations, one Dominion network station, four French network radio stations, eight English television stations and two French TV outlets, and 54 relay radio transmitters.

In addition, some 130 privately-owned radio stations join the CBC's five networks regularly.

In the first years of the CRBC, five radio stations in Moncton,

Montreal, Ottawa, Toronto and Vancouver were purchased from the Canadian National Railways. Later, stations were opened in Montreal and Chicoutimi, Quebec. They were built and operated by the Canadian Marconi Company and later purchased by the CRBC.

Now CBC radio service is available to 96 per cent of the Canadian population, almost all of Canada except for remote Northern areas.

### OVERSEAS BROADCASTS

When the CBC came into being in 1936, there were 68 privately-owned radio stations. Now there are 170 odd in operation or building, some 100 of them affiliated with CBC networks.

Since 1945, the CBC's international service, through transmitters at Sackville, New Brunswick, has been broadcasting daily to all parts of Europe, Latin America and elsewhere.

The Dominion network, originating with one CBC station in Toronto and now grouping 49 private stations, began operating January 2, 1944, when the old National network, which had grown over the years, became the Trans-Canada network.

The CBC first began television broadcasting in September, 1952, with stations in Toronto and Montreal. It now has other English language stations in Vancouver, Winnipeg, Ottawa, and Halifax, and French outlets in Montreal and Ottawa.

### Catch Four Tapping Cable

**F**OLLOWING COMPLAINTS that non-subscribers were interfering with the community television cable at Pembroke, Ont., Norman Martin, manager of the company which operates the service, reported that four people had been caught tapping the cable.

Martin said that three people admitted illegally hooking into a cable from the company's aerial. This brings Ottawa and New York State stations to about six hundred subscribers who pay \$100 initially and \$3 a month for the service. The fourth person according to Martin thought his action was legal.

The company, TV Enterprises (Pembroke) Ltd., is investigating whether charges are possible under the criminal code. At Deep River, thirty-three miles west of Pembroke, the community's Board of Trustees had passed a bylaw providing fines of \$50 for a first offence and \$100 for a second offence where taps are placed on the community aerial.

### FOUND AFTER DARK

Martin said his suspicions were first aroused when he noticed that all complaints from subscribers about interference occurred at night. He investigated and found that the cable was being tapped after dark. One person was found to have cut the cable and spliced a line leading to a homemade antenna kept under the floor boards in his home.

## IT MAY BE A NEW YEAR . . .

But we're not changing a bit. We're still giving the same reliable and result-getting service you've been getting all along.

We do hope, and very sincerely too, that 1958 will be a good year for YOU, and that this ever expanding market will help make it so.

Drop a line anytime to . . .

Our Reps will tell you the story, see:  
The All-Canada man or Weed & Co. in the U.S.A.

# CFNB

**SERVING NEW BRUNSWICK'S MOST LISTENED TO STATION**

# NCFM

## CALGARY



CHECK B.B.M.

THE CALGARY PUBLIC LIONIZES CFCN

WHO GETS THE LION'S



SHARE OF LISTENERS IN CANADA'S FASTEST GROWING MARKET?



# SIGHT & SOUND

## News From Advertising Avenue About Radio and Television Accounts, Stations and People



Compiled by  
**Ian Grant**

### Television

**JOHNSON'S WAX**, through Needham, Louis and Brorby of Canada Ltd., is now bringing the *Red Skelton Show* to 21 Canadian television stations.

The stations scheduled to pick up the show are: CFPL-TV, London; CHEX-TV, Peterborough; CKCO-TV, Kitchener; CKNX-TV, Wingham; CKSO-TV, Sudbury; CJIC-TV, Sault Ste. Marie; CKVR-TV, Barrie; CFCJ-TV, Port Arthur; CFCL-TV, Timmins; CKGN-TV, North Bay;

CHCT-TV, Calgary; CFRN-TV, Edmonton; CKCK-TV, Regina; CFQC-TV, Saskatoon; CJLH-TV, Lethbridge; CKX-TV, Brandon; CHSJ-TV, Saint John; KKCW-TV, Moncton; CFCY-TV, Charlottetown; CJCB-TV, Sydney; and CJON-TV, St. John's.

The first show ran January 3 over CFCY-TV, Charlottetown. Johnson's Wax will continue to co-sponsor *Dagnet* with General Foods.

**WESTONS LTD.** (Sunbeam Bread) has purchased the half-hour *Ranch Party*, to run on CKSO-TV, Sudbury for 52 weeks. The show started January 8 and the agency for Sunbeam is Vickers & Benson Ltd.

headquarters in the Montreal office.

Also, Bruce Pirie has become manager of the Winnipeg office of All-Canada replacing M. V. Chesnut who will assume advisory responsibilities in that area.

**H. D. ROACH**, vice-president and Toronto manager of McKim Advertising Ltd., has announced the return of George W. Leech as director of the radio and television department in the Toronto office. He was previously the television production manager at Young & Rubicam, Toronto.

F. C. (Tommy) Church is leaving the radio and television department to assume important client contact assignments with the agency.

**ERNEST T. GATER**, vice-president in charge of sales and advertising for Sterling Drug Mfg. Ltd., recently announced the appointment of Alfred J. Hodges as advertising manager. He has been assistant advertising manager since 1954 and connected with that department since 1947.

### Agencies

**THE TORONTO** branch of the Montreal advertising agency Schneider Cardon Ltd. closed down on December 31.

The former Toronto media director at Schneider Cardon, Gordon Allen, has moved to Brooks Advertising to take over duties as an account executive. It is not yet known what accounts he will be handling.

**J. WALTER THOMPSON** officially started servicing the Ford account on January 1. The 1958 plans are still under discussion although there is a rumor that they will be carrying the *Zane Grey Theatre*, but nothing is certain.

Other news from the agency is that Shell Oil have renewed all of their weather programs for 1958.

**CANADIAN TOBACOFINA**, manufacturers of Belvedere and Carousel cigarettes has moved its account from the Montreal office of Walsh Advertising to the office of McCann-Erickson in the same city.

**VICKERS & BENSON** Ltd. reports that their client Canadian Oil Companies Ltd. is planning to use both radio and television during 1958. Details will be released at a future date.

### Shows

**NEWS FROM** Caldwells includes the sale of the radio series *Footprints in the Sands of Time* to CKBC, Bathurst... CFNB, Fredricton, has bought the half-hour radio series *Hopalong Cassidy*... CFCJ, Kamloops has started the half-hour private eye series *The Adventures of Frank Race*... CKCO-TV, Kitchener has renewed the three TV film musicals, *Liberace*, *Florian Zabach* and *Frankie Lane*.

### Stations

**THE NEW FRENCH** language station CFBR, Sudbury began regular operation December 8. The station operates during the daytime hours only on 550 kcs with a power of 1,000 watts. It is available as a supplementary station of the CBC French Radio network.

**DUE TO BEGIN** regular operation on January 15 is CKBI-TV, Prince Albert, Saskatchewan. The station will operate on Channel 5 with power of 60,000 watts audio and 100,000 watts video. CKBI-TV will be a supplementary station of the Prairie Region of the CBC English Television Network.

### CORRECTIONS

**THE CONVENTION** dates of Western Association of Broadcasters (Engineers) meeting in Edmonton are February 26-28 and not 15-17 as reported in the last issue of this paper.

Due to a typographical error in the same issue, a power increase and change of frequency was announced for CKLB-Radio, North Vancouver. This should have read CKLG-Radio, North Vancouver.

### Radio

**MASSEY-HARRIS-FERGUSON** Ltd., through MacLaren Advertising, started a radio campaign January 6 to run until the end of June over a wide list of farm stations.

### People

**EFFECTIVE JANUARY 1**, Ken Baker became manager of the Montreal office of All-Canada Radio Facilities Ltd. He succeeds Burt Hall who will continue with the company in a senior advisory capacity. Hall will still make his

## CJAV RADIO

Port Alberni — B.C.

is the most!

over

# 90%

of the early morning audience

Contact

VANCOUVER  
John N. Hunt  
& Associates

TORONTO &  
MONTREAL  
Stephens &  
Towndrow

U.S.A.

Donald Cooke

• Elliott-Haynes

# 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.



## COVER WESTERN ONTARIO from CFCO CHATHAM

1000 WATTS on 630

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

*Just What You've Been  
Waiting For!*

# E-H EXPANDED MONTHLY ★ TELERATING SERVICE ★

- Reporting 35 Canadian television markets (14 each month) by fast, accurate Co-incidental Telephone Survey
- Sunday Afternoon Television Audience Trends
- Late Evening Television Audience Trends

**Accuracy**

**Promptness**

**Economy**

only Elliott-Haynes coincidental telephone method embodies all these qualities

## An Extended National Telerating Service

- Includes figures on total homes reached, audience composition, total persons reached and sponsor identification
- Approximately 40 English national television programs
- Approximately 25 French "national" television programs

*Write or call for complete details*

*Elliott-Haynes Limited*

515 Broadview Avenue  
TORONTO  
HO. 3-1144

1500 St. Catherine Street West  
MONTREAL  
WE. 2-1913



## Picture of a man changing his shaving cream

**H**IS FAVOURITE morning radio program just brought him up-to-date on shaving creams. And like most Canadians, he's alert to products with *plus* features.

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

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

CFRB—Canada's most powerful independent station—covers Canada's No. 1 market . . . where people's needs and

purchases are on a big scale. Call in a CFRB representative today to discuss a profit-packed advertising plan for getting *your* share of the sales.

\* based on Elliott-Haynes figures.

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

**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**