



Canadian **BROADCASTER**

Vol. 17, No. 2

TORONTO

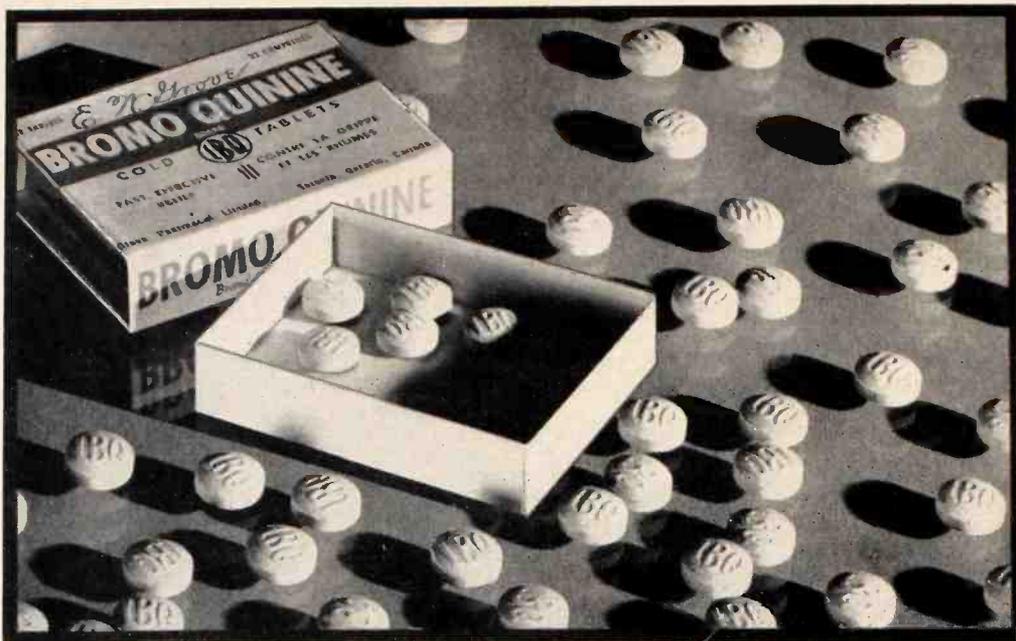
January 23rd, 1958

"Auntie Helen" Hase, CFQC-TV, Saskatoon, on location for children's show, "Kindergarten," termed by Prime Minister John Diefenbaker as "remarkable program." Story on page 7. (Canada Wide picture).

- THREE BC STATIONS POOL SALES 6
- SALES PROBLEMS GET THE TREATMENT 12
- CFNB HAS A BIRTHDAY 16
- HOW MUCH FOR THE CBC? 22

BROMO QUININE COLD TABLETS

demonstrate the SELLING POWER of RADIO



G. K. FOSS
Marketing
Vice-President
Grove Pharmacal
Limited

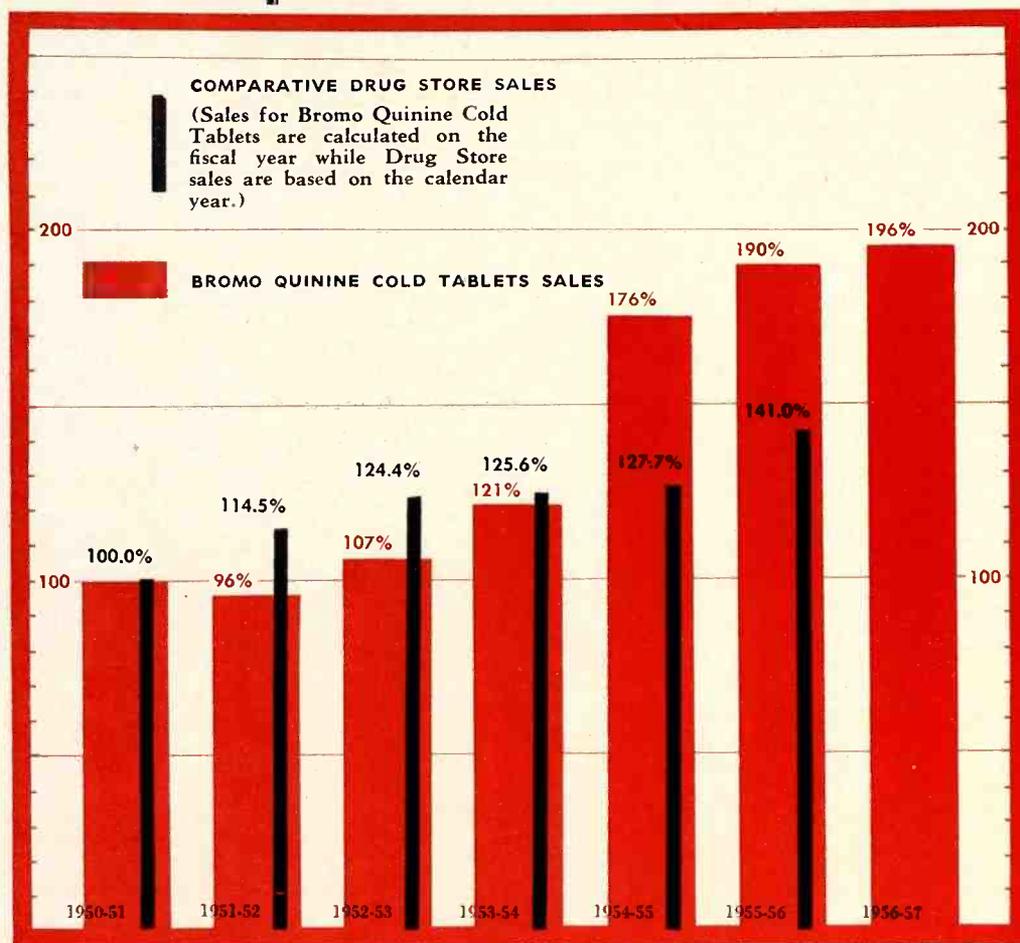
MR. FOSS SUMS UP —

"In 1951 a detailed market analysis of the Canadian Market was made by our Advertising Agency, Vickers & Benson Ltd. As a result of this study it was recommended that Grove's Bromo Quinine Cold Tablets be advertised almost exclusively on radio. This was a drastic change from preceding media programs.

Results were apparent almost immediately and have been more than satisfactory ever since. In fact, as illustrated in the accompanying graph, Canadian sales of Bromo Quinine Cold Tablets increased at better than twice the rate of all drugstore sales in Canada. These increases, incidentally, were accomplished without any change in our basic sales patterns or methods. In short, selective radio has proven itself as a most effective advertising medium for Bromo Quinine Cold Tablets in Canada."

SELECTIVE RADIO INCREASES SALES

NEARLY 100%



P.S. (FROM BAB-RADIO DIVISION)

Naturally we are delighted with this outstanding Radio success story. Radio can claim the credit because 97% of the Bromo Quinine Cold Tablet budget was spent in the sound medium. This advertiser used up to 68 stations on a selective basis throughout Canada during the years these sales totals were achieved. The campaign is continuing at the present time.

We feel this case history proves that Radio can be used successfully as the basic advertising medium. We suggest you look to Radio as your basic choice in media.

BROADCAST



ADVERTISING BUREAU

RADIO DIVISION

Radio

WEIGHT GUESSERS SWAMP CKCK



RECEPTIONIST WANDA HENDREN was swamped with the 57,889 entries received at CKCK-Radio, Regina, during the station's 21-day "Guess the Weight" contest.

A WEIGHT - GUESSING contest with a novel twist pulled a total of 57,889 entries in three weeks for CKCK-Radio, Regina, this month. Contestants were asked to guess the total weight of the 46 staff members of the station, as of Jan. 4, 1958, and were offered a three-day all-expense-paid weekend in New York City as the prize.

Ninety-six people came up with the right answer: 6,960 pounds. In an elimination, Mrs. Alice Parley, a Regina housewife, was the eventual winner. She took an alternative cash award of \$620.

Complete rules of the contest were outlined on the air and in an ad in the REGINA LEADER-POST. The station kept interest up by broadcasting clues, such as the total number of staff members, number of women,

number of men, range of weights, etc. The contest began on December 10 and closed midnight, December 31.

Mrs. Parley hit the right weight by deciding on an average for the men and for the women, added one pound each for Christmas dinner, and came up with 6,960 pounds.

Newfoundland
IS A GROWING Radio MARKET



Saturday Shoppers in St. John's, Newfoundland

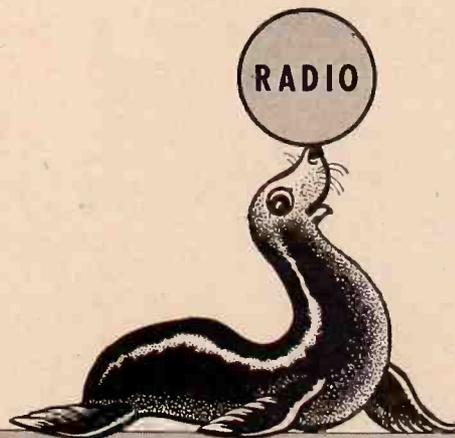
NEWFOUNDLAND NOTEBOOK

Saturday is the **BIG** shopping day, when the stores stay open until 9 p.m. — to accommodate all who come in from distant points to do their shopping in St. John's.

St. John's — with a population of around 80,000 — is Canada's 13th largest city. On Saturdays, the population grows to almost 120,000 as the surrounding population comes in to shop.

They know all about sales, prices and "specials" from their **RADIO SETS**. Less than 8% of the population buys any Daily Newspaper, but 80% of these shoppers listen to **CJON St. John's every day.**

Mr. Malcolm Hollett, Leader of the Progressive Conservative Party in Newfoundland, stated recently that **RADIO** was the **ONLY** way to reach all Newfoundlanders. 87% of all homes now have Radio, and **CJON** pulls in mail from as far as 320 miles from St. John's.



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

CJON
RADIO — NEWFOUNDLAND

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

We are forecasting bigger retail sales in Oshawa and South-Central Ontario in 1958!

Be sure to get your share by telling your message to this prospective market through

CKLB Serving South-Central Ontario from

OSHAWA

LORRIE POTTS & CO. TORONTO

JOHN N. HUNT VANCOUVER

JOS. H. MCGILLVRA U.S.A.

Wales Gets Commercial TV

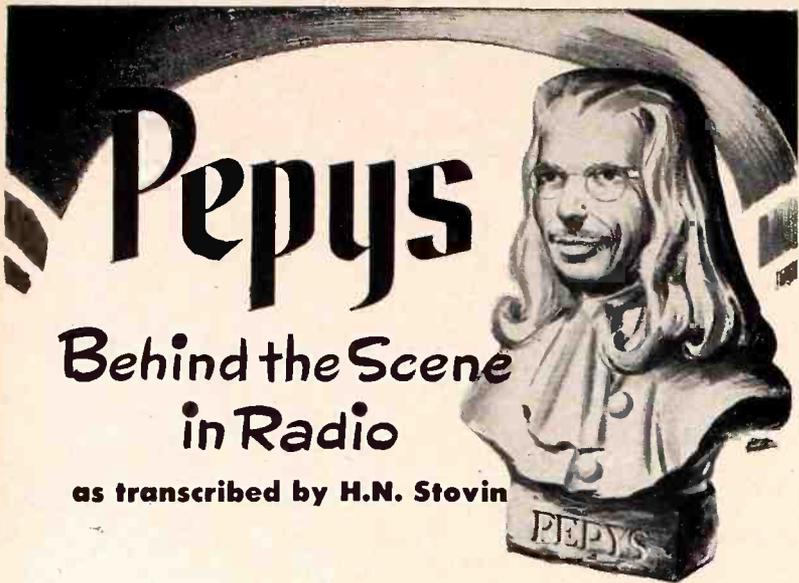
COMMERCIAL television began broadcasting in Wales last week, bringing another 2,200,000 potential viewers within range of ITA programs.

TWW Ltd., standing for Television for Wales and the West, and headed by Lord Cilcennin of Hereford and Lord Derby, had been expected to go into operation a month ago, but technical troubles held up its opening until Jan. 14.

TWW Ltd. is the company which won the Welsh contract over bids from a rival group, one of whose chief figures was Senator Rupert Davies, who has wide interest in radio and television stations and newspapers in Kingston and Peterborough, Ontario.

The Welsh company's main studio in Cardiff is one of the largest in Britain, rivalling that of Scottish Television, the commercial company headed by another Canadian, Roy Thomson.

Details of the Welsh programs will be published in Thomson's TV GUIDE, which carries his STV programs.



Last evening to the playhouse to see a play that did irk me in that it did make merry at the expense of Radio, and much relieved to meet at intermission Mr. R. J. Alm, the Director of Advertising for B-A Oil, who did talk so interestingly that we both missed the last act! ● ● ● Throughout the history of The British American Oil Company, he told me, Radio has been used extensively, and has proven itself both effective and economical — so much so, that during the past three years they have made even greater use of it, particularly in summer when sales of gasoline and motor oils are at a peak ● ● ● As instance, he did point out that B-A was the first Oil Company to employ saturation weekend spots and flashes, and to sponsor Sunday "Rolling Home" shows — these having been used in five Canadian cities where holiday traffic is greatest ● ● ● Beyond telling their product story, B-A does render a valuable service through traffic and road reports, weather conditions, news, and helpful suggestions for use on the highway and at summer cottages — thus travelling, by Radio, with motorists throughout the weekend ● ● ● B-A does also use Radio to promote their "change-over" services both Spring and Fall; and reaches Farm audiences through intensive 13-week saturation spot and program Radio campaigns solely to promote B-A Farm Fuels and Lubricants ● ● ● Did find this information mightily to my taste, as might be expected, and so was emboldened to ask why they had used Radio so much and so long. Was then told that, by being able to pinpoint their markets and audience, together with great frequency at reasonable rates, B-A has found Radio one of the strongest advertising media in Canada today, and ideally suited to selling their varied line of quality products.

STOVIN-BYLES Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

Radio Stations	CJBO Belleville	CHAT-TV
CJOR Vancouver	CKLC Kingston	CJBR-TV
CFPR Prince Rupert	CFJR Brockville	CKMI-TV
CKLN Nelson	CKSF Cornwall	CKCW-TV
CKXL Calgary	CKOV Pembroke	CJON-TV
CJNB North Battleford	CJMS Montreal	CJOX-TV
CKOM Saskatoon	CKCW Moncton	ZBM-TV
CJGX Yorkton	CJON St. John's, Nfld.	CMQ
CKY Winnipeg	ZNS Bermuda	
CJRL Kenora	ZNS Nassau	
CJBC Toronto	CMQ Cuba	
CFOS Owen Sound		

Television Stations

KVOS-TV Serving Vancouver-Victoria

CHAT-TV Medicine Hat

CJBR-TV Rimouski

CKMI-TV Quebec City

CKCW-TV Moncton

CJON-TV St. John's, Nfld.

CJOX-TV Argentina

ZBM-TV Bermuda

CMQ Television Network, Cuba

Sounding Board

PRIVATE STATIONS REACT IMMEDIATELY

ON 10th DECEMBER the General Manager of the Canadian-British Aluminium Co. Ltd. wrote to ask me what possibility there might be of arranging for a relay of a BBC news bulletin for the benefit of the substantial number of recent British immigrants working at the plant newly-established by his company in the Baie Comeau area. I advised him to tell his local radio station, CJBR, Rimouski, of the potential audience interest, suggesting that CJBR might wish to pick up the five-minute BBC bulletin at 1.10 EST already available to French-language affiliates of CBC. On 19th December Station CJBR began to relay the bulletin.

I venture to bring this story to your attention because it seems to me to be an excellent example of three things:

- (1) The way in which a local radio station reacts immediately to a demand from its listeners for a service;
- (2) The role of the local station in catering for the special needs of its own listeners and in acting as a servant of the community;
- (3) The way in which private and public enterprise can co-operate in such public service.

—C. J. CURRAN, Canadian Representative, BBC, Ottawa.

THE UNCOMMON MAN UNCOMMON PEOPLE

OUR WHOLE way of life is now based on the theory that only the mediocre and ineffectual deserve to be especially cherished by society. The notion that exceptional people ought to get exceptional consideration — and that their abilities might be transmitted by heredity — is felt to be shockingly undemocratic and un-American.

So if a man is stupid, lazy, feckless enough, there is nothing our society won't do for him — particularly if he comes from a long line of stupid, lazy and feckless ancestors. When he has a job, the union sees to it that he is never fired for anything short of the most outrageous sloppiness. When he doesn't the relief check is always waiting. If he absent-

mindedly begets more children than he can support, the state takes care of them. For good measure, we ply him with subsidized housing, free medical care, and the tender ministrations of social workers; and we entertain him lavishly with free television programs, carefully tailored to his sluggish wits.

His children become the darlings of the public schools, which are primarily designed to keep mediocre youngsters (and their parents) happy. Here, little Willie is taught "life adjustment", including how to dance, play the clarinet, and drive a hot rod — but rarely does any teacher insist that he learn to read or spell properly, because the effort might bruise his fragile soul. Here, moreover, he need fear no penalty for stupidity or laziness. If he can't

SOMETHING TO SAY ON NEWS AND VIEWS IN THE BROADCASTER? SEND THEM TO "SOUNDING BOARD"

pass his examination, he gets a "social promotion" anyhow, because it might make Willie feel inferior if he were left behind his class. The fact that he is inferior is considered irrelevant.

Behind all this lies a double theory: (a) it is our christian duty to help the unfortunate — and who can tell if a man is unfortunate or just plain copeless? (b) If we give the Jukes family a better environment, they may in time become better people. There is something to be said for this, and for at least fifty years, the liberals have been saying it at the top of their voices. But in our flurry of concern for the Common Man, it is only natural that we should come to believe that hardly anybody else matters.

—John Fischer, Editor, Harper's Magazine.

WOULD OUTLAW PAY TV

DEMOCRATIC Congressman Emanuel Celler of New York has asked the US congress to outlaw pay TV. He contends that the people own the airways and should not pay for their use.

Celler is sponsor of a bill to prohibit charging a fee to view telecasts in the home. He was the first witness as the house Interstate and Foreign Commerce Committee began hearings on the general question of pay TV last week. Also called were members of the Federal Communications Commission which has decided that the pay TV idea should have trial.

However, John G. Doerfer, FCC chairman, says that no commissioner would place the free television system in jeopardy.

The FCC said it would not act on applications for trials of pay TV until next March.

Telephone Answering Service

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

Phone for Booklet in

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

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

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Editor & Publisher	RICHARD G. LEWIS
Art Editor	GREY HARKLEY
Executive Editor	BRUCE GENDALL
Editorial Dept.	IAN GRANT (News) BRIAN SWARBRICK ROBERT A. MILLER
Circulation & Accounts	THOMAS G. BALLANTYNE
Production Dept.	LESLIE E. HEDDEN



Vol. 17, No. 2

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

January 23rd, 1958

It Isn't Enough To Mind Your Own Business

People engaged in one or another of the creative aspects of business - - any business - - are largely responsible for the success or failure of the enterprise in which they are engaged. Radio and television announcers and producers, newspaper or magazine writers and editors, advertising artists and copy-writers, car designers, tailors and hundreds of others are more responsible than anyone else for the end product which is being produced. But do these "creators" have a thorough understanding of the mechanics and economics of the undertaking in which they play such an important part? The answer in wide terms is "no".

Besides this end product, there is one thing which every business depends upon for its existence. Without it, financial failure is inevitable. And this thing is sales. Do the craftsmen and artists who write or read the announcements, prepare the printed advertisements, design the cars, frocks or gelatin desserts or do what other "creating" is involved, have a clear conception of the problems which must be met to get their product onto the market? The answer again is "no".

This situation is by no means excluded to the idea men. In the advertising field, it is rather noticeable that people who sell one medium are completely disinterested in and manifest no burning desire to find out about other competing media. This situation is most obvious between broadcast and print media. But even the closely allied broadcast media of radio and television show an almost fierce indifference to the operations of one another, although they are selling their time to the same officers of the same advertising agencies for the same advertisers.

It may be said that any business, with its multiplicity of problems, has time only to

look to its own laurels. Obviously there is plenty of foundation for this view. But what so many media men seem all too prone to forget or to overlook is the fact that they are not just radio men, television men, magazine men or newspaper men. They are all advertising men, and, as such, owe it to themselves to nurture a thorough understanding and appreciation of the media which, along with themselves, go to make up the business of advertising of which they are a very definite part, but only a part.

Elsewhere in this issue is a report of the Sales Management Conference, conducted last week by the Advertising & Sales Club of Toronto. We commend it to wideawake people engaged in any phase of advertising as "must" reading.

Salesmen are the essence of the system of competitive business. Good salesmen are thoroughly conversant with all the details of what it is they are offering for sale. But this is not all. If they are selling "A" automobiles, they are also thoroughly familiar with the advantages and the disadvantages of "B's", "C's" and "D's" too. They are, in effect, part and parcel of the entire automotive business, not just of the organization which handles the cars they sell.

A perfect analogy of the point we are attempting to make exists in the trade unions. The prime interest of a member of the actors', musicians', printers' or steamfitters' union lies in the union and the local to which he belongs. But besides this "membership", most union members, in fact virtually all of them, consider themselves also a part of the entire union movement. This is the basis on which the unions have worked from time immemorial. The success of the system is a matter of plain fact.

News Briefs

BBROADCAST ADVERTISING BUREAU has confirmed that the 1958 Canadian Radio Week will be held from May 4-10.

Members of this year's committee are: Dennis Whitaker, CHML-Radio, Hamilton; Allan Waters, CHUM-Radio, Toronto; Ernie Townsend, Stephens & Towndrow Ltd.; and Bob Monroe, Radio Representatives Ltd.

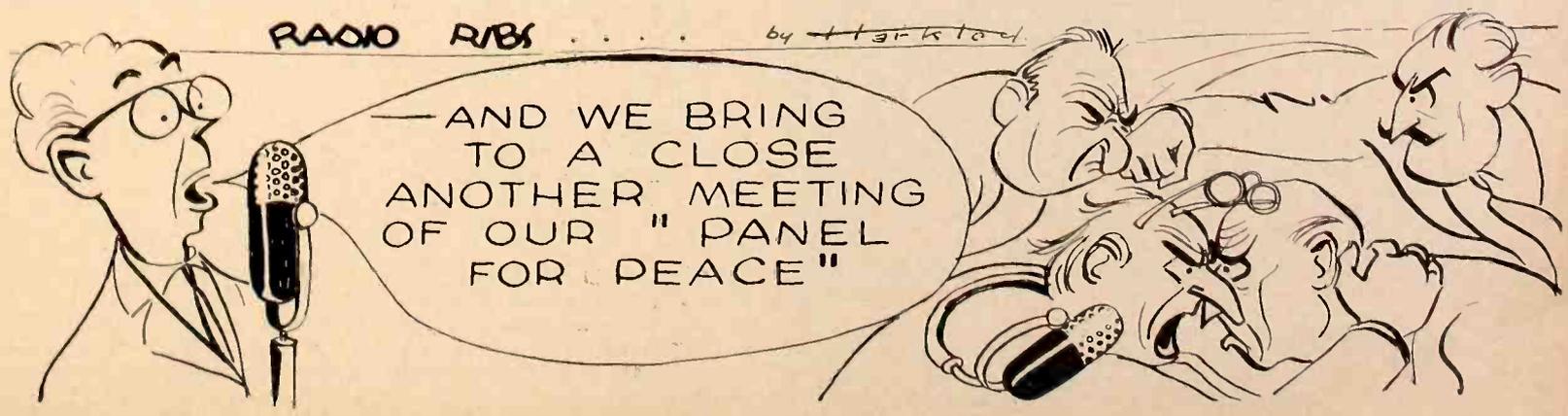
A NEW FIRM, Enterprises Sillery-Quebec, announced in Quebec City last week that it will soon apply to the CBC Board of Governors for permission to establish a third French language radio station in that area. There have been two similar stations in Quebec since 1936.

Jacques Laroche, a Quebec City business agent in the entertainment field, is president of the new firm.

RICHARD R. BREEN has been appointed manager of product development of Chrysler Corp. of Canada Ltd. He will be responsible for developing product promotional materials, investigating merchandising situations of new products and recommending sales targets, as well as conducting market research on parts and accessories.

THE INSTITUTE of Practitioners in Advertising, the British equivalent to the Canadian Association of Advertising Agencies, has set up an investigating committee for subliminal advertising.

Douglas Saunders, president of IPA and chairman of J. Walter Thompson & Co. Ltd., has affirmed the Institute's determination to safeguard the public against the unscrupulous use of any medium of communication. He said in London, England, that until more is known about subliminal advertising the Institute will consider the use of this technique, by its members, a grave breach of its code of behavior.



POINTS OF SALE

WHY CHOK SARNIA ?

Growth

1947

25,277

1957

52,856

Increase in ten years

27,579

or 109%

- 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

Radio

THREE OKANAGAN STATIONS ISSUE COMBINED RATE CARD

THE THREE radio stations of the Okanagan Valley are combining their national sales activities, while continuing to operate as individual stations from a program standpoint. The stations involved are CKOV, Kelowna; CJIB, Vernon and CKOK, Penticton. The new arrangement is effective April 1, and the national sales representatives will be All-Canada Radio Facilities Ltd. All-Canada has always repped CKOV. A new combined national rate card will go into effect, July 1.

CKOK President Maurice Finnerty told the BROADCASTER that the three stations have been competing for local business for years and will continue to do so. "But", he said, "while the Okanagan Valley is divided into three local radio regions, it is in itself a one-market entity, and should be treated as such for national purposes."

In the past, he said, "a national advertiser buying all three radio stations in order to get complete coverage of the valley was immediately faced with an abnormally high cost per thousand figure."

CO-OPERATION WITHOUT AMALGAMATION

The new plan amalgamates the national sales effort of all three stations. Each contributes to the establishment in Kelowna of a national sales office to be known as Okanagan Radio National Sales.

Advertisers and agencies will make their request for availabilities to either this office or to All-Canada, and they in turn will supply the exact time for the announcement or program which goes on all three stations. There is one broadcast order, one billing, and only one rate card. The reduced cost will be passed on to the advertiser in a reduced rate per thousand for group buying on all three stations, which will make it competitive with Vancouver and Victoria.

The fathers of the scheme are Gil Seabrooke, manager of CJIB in Vernon, Jim Browne, managing director of CKOV in Kelowna, and Maurice Finnerty at CKOK. They stress that there will be no amalgamation of stock interests nor will this national pool in any way affect their continuing competition for local sales and local audiences.

But they believe their plan is unique in that it offers unified radio

coverage in a market of 115,000 people with almost \$100 millions in annual retail sales.

The plan was arrived at, Finnerty said, "after a great deal of thought and discussions with interested and affected advertisers and their agencies, and they were unanimously in agreement with us. This plan will give the national advertiser a cost-per-thousand figure equivalent to his secondary and metropolitan buying costs."

The new plan is patterned after the partnership operation of CHBC-TV, except that in this instance, the Kelowna station and its satellites in Vernon and Penticton function as one operation, with the same programs as well as sales policy. In the case of the radio operation, Finnerty stresses the fact that the three stations will remain independent as to ownership and programming. Only the national sales departments will be combined.

WEEK-END MARATHON OPENS CENTENNIAL



LOOKING LIKE THE TAG END of a lost weekend, this chipper-looking trio has just completed a 100-hour radio marathon as part of CKWX-Radio, Vancouver's kick-off for the B.C. Centennial celebration this year. Broadcasting from the station's permanent building at the Pacific National Exhibition grounds, Bill Davis, Bob McGavin and Red Robinson set up shop at one minute past midnight, Jan. 1. "Operation Centennial" continued until 12 noon, Jan. 5, which was when the above photo was taken. They worked, ate and slept - - but didn't bother to shave - - for a total of 108 hours, and in that time were visited by 62,000 people. The show went over so well, with interviews, music and stunts, that the Vancouver Centennial Committee challenged the trio to keep their beards for the rest of the year. Now the management of the station has offered them a bonus of \$10 an inch if they carry through to the end of the year.

Radio Application in Dartmouth NS

IT IS REPORTED from Halifax that a group of professional men will shortly apply for permission to operate a radio station in Dartmouth. The town has a population of 25,000 and lies across the harbor from Halifax.

The report, which appeared in the HALIFAX MAIL-STAR, names none of the group concerned but says that the station would be one of low power, designed to serve only the immediate area.

About 150,000 people, including the population of Halifax, live in the area surrounding Dartmouth.

At the moment there are, in Halifax, private radio stations CJCH and CHNS and the CBC's CBH-Radio and CBHT-Television.

The MAIL-STAR reports that the lawyer representing the Dartmouth group has said that the application would be made after further information was received concerning power requirements, etc.

NO NEED TO RUN AROUND IN YOUR CIRCLES WHEN BUYING SASKATOON RADIO 600 CFQC BUDGET IN YOUR PLACE

CFQC 600 KC 5000 WATTS

THE RADIO HUB OF SASKATCHEWAN

Cover Story

SMALL FRY HAVE OWN SHOW ON CFQC



"AUNTIE HELEN" to nearly 4,000 Saskatoon toddlers, Helen Hase of CFQC-TV's show, "Kindergarten," admits to being no Kitchen Kate herself, hates cooking "worse than death." Emcee Helen is shown at home here with husband John Lumby, head of CFQC-TV's photography department, who handles film inserts used on show.

A MID A WELTER of complaints that North American TV is warping children's minds, creating "neurotic idiots" and feeding the fires of juvenile delinquency, station CFQC-TV in Saskatoon is in the second year of a show aimed right at the small fry which recently drew a letter from Prime Minister John Diefenbaker "congratulating everyone responsible for this remarkable program."

The program is *Kindergarten*; its audience is five years old and younger; and its purpose is to entertain and teach pre-school children. The entertaining teacher is a pretty 23-year-old, Helen Hase (*Broadcaster*, May 2, '57), who has no children of her own and loathes such housewifely pursuits as cooking.

Armed with a public school curriculum and the assistance of the Saskatoon Public School Board, library, and the Education Department of the University of Saskatchewan, "Auntie Helen" delivers 15 minutes daily, five times weekly, to an estimated audience of 4,000 pre-school children. She does it by mixing the education with movies and music suitable for children -- music which in many cases she has composed herself.

"Youngsters" she said, "get a better conception of little animals, for example, if they're told about them in a song. If there isn't a song covering something I want to talk about, I just write it myself."

HUBBY JOHN HELPS

In the first year of the show, Helen knocked out 25 kindergarten ditties for her just-barely-past-toddling viewers -- as well as doing a regular stint as an interviewer, emcee and commercial announcer on other shows. It's a full schedule, but husband John Lumby, head of the

CFQC-TV photography department, says: "She likes it so she may as well do it."

In fact she calls on husband John for some of her material. He frequently accompanies her to such places as the Forestry Farm near Saskatoon, shooting pictures of Helen with animals, which later will be used as film inserts on *Kindergarten*. One of these pictures is seen on our cover.

The set is a typically kindergarten atmosphere, with chalkboard drawings of animals and cut-outs of cartoon characters. "It gives the children some inkling of what they will encounter when they go to a real school," says Helen.

Rolling along at 100 fan letters daily (included: Premier T. C. Douglas of Saskatchewan, Ernie Bushnell of the CBC) *Kindergarten* was recently the subject of a three-page spread in *WEEKEND MAGAZINE*.

TELEVISION IS ALSO CUMULATIVE

WHILE IT IS TRUE THAT MANY INDIVIDUAL TIME PERIODS IN TELEVISION DELIVER NEARLY EVERY HOME IN A MARKET -- LESSER RATED PERIODS ALSO AFFORD TREMENDOUS IMPACT THROUGH THEIR ABILITY TO DELIVER SEGMENTS OF UNDUPLICATED AUDIENCE.

**IN ONE WEEK
THREE 20-SECOND FLASHES
WILL REACH**

**68% OF ALL THE HOMES IN A MARKET
AN AVERAGE OF 1.6 TIMES EACH***

*BBM - Oct. 1957 in the periods of
Tue. 7:30 pm, Wed. 4:15 pm, Fri. 11:30 pm.

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.

Motivational Research

Do YOU Really HAVE To Be Persuaded?

A New Look at a You Book
by BRUCE GENDALL

THERE CAN BE FEW books in recent years which have aroused more interest and controversy than Vance Packard's "The Hidden Persuaders." Taking motivational research as his subject, Packard romps through two hundred and sixty-six pages of facts which have brought plaudits from some and squeals of animated displeasure from others.

One thing is certain. "The Hidden Persuaders" has been heard of. In Canada it has been described as a non-fiction best-seller. The distributors say that it has been so often out of stock that they can't really assess their total sales.

The Book Find Club, coupling it with "Memoirs of a Catholic Girlhood," reports that it was well accepted by its members. The Club reported, too, that "The Hidden Persuaders" has drawn more mail from members than is usual for its selections. In every case the letters were favorable.

In the US the book has also been a best-seller for many months.

In Britain the publishers say that it is selling better than they expected, even if the reviewers received the book with mixed emotions. Some described it as going from the sublime to the ridiculous.

Motivational research is the natural conclusion - - for the present - - of a belief stated, if my memory serves me right, by the founder of *READER'S DIGEST*. This was that people are basically interested in themselves. Which, accounts, probably, for the post-war deluge of so-called "You" pieces in magazines - - "Why You Are a Wall-Flower," "Why You Should Love Your Half-Sister," "Are you the real YOU?", etc., etc.

It also probably explains the success of the Carnegies, Elmer Wheelers and Vincent Peales. Their science revolves around the person, the second person singular in

particular.

Motivational research catalogues even more about you than Carnegie, Wheeler & Co. would have dreamed of. It tells us, for instance, that the uptrend in cigar-smoking is due to the male's desire to reassert his masculinity in a world where women are encroaching more and more into his traditional areas of activity.

It claims that we all have an instinctive urge to undress in public; that we blink more than normally in supermarkets; that we are afraid of banks; that men visualize a mistress when they think of purchasing a convertible car.

The logical outcome of all this, it seems to me, is that if we all sat back and let the researchers work on us, our lives would require no more self-government. We would be the puppets of the Men Who Knew. They would be able to pander to us and manipulate our actions to the point where it seems possible the Big Snag may occur.

For once all has been revealed about the tortuous human soul and man has been resolved into a carefully indexed machine walking on two feet, the problems of selling just vanish - - presumably. Competition will stand in grave danger of becoming demode.

Motivational research seems to have twisted the human being inside himself. The advertiser, you might say, now knows that you know that you are interested in yourself. And he intends to pull the puppet strings accordingly.

He is, apparently, finding any number of common denominators in mankind on which to operate. If the Communist tells you what to do whether you like it or not, the Motivational Researcher will persuade you what to do because he thinks you will like it.

And the heat is bound to increase. We are not going to be left alone.

Is there an answer? Certainly. It lies in that much-maligned animal called homo sapiens. You're not going to stop motivational research. And some of it will, undoubtedly, be valuable. But isn't it about time we all realised that we are, dammit, individuals. And a little more interest in others and rather less in ourselves might do no harm.

I'm looking forward to the day when I hear of a man who is in his birthday suit, driving a convertible with his bank manager by his side and who says to the peeking researcher when asked why he's to be found that way: "It's so damn hot."

Perhaps, too, that will be the day when some of us will wake up to the fact that research can destroy its own intentions. Research is only a guide. Today it stands in danger of being accepted as a bible.

Geoffrey Gorer, author of a number of books on the personality of nations, including the Americans, recently reviewed "The Hidden Persuaders." "Whatever the psychological insight shown concerning the great mass of the American buying public," he wrote, "there seems little doubt that considerable insight has been gained (by motivational researchers) into the makeup of the American advertising fraternity."

He claims that there is no evidence that "MR is any more effective than the traditional techniques of propaganda and persuasion."

For that relief much thanks. If we can withstand propaganda, we can, no doubt, withstand MR... to everyone's advantage. The consumer because he'll still be an individual; the advertiser because he won't be allowed to let the facts of research make him lazy.

And, on those terms, I'd recommend the book to anyone. Especially, I liked the chapter which dealt with... but that's another story.

SHORT WAVES

Reach 68% With 3 Flashes

AN ADVERTISER can reach over two-thirds of a market with multiple impact using only three second television flashes. Also he doesn't need 9.00 pm availabilities to do it. This fact is backed up by the results of the first in a series of studies conducted by the Bureau of Broadcast Measurement for the TV division of the Broadcast Advertising Bureau.

The three time periods selected were Tuesday 7:30 pm, Thursday 4:15 pm and Friday 11:30 pm in the London, Calgary, Regina and St. John's, Nfld. markets during the week of October 2-8, and on a cumulative basis the three flashes reached 68% of all the homes an average of 1.6 times each.

A second study revealed that an advertiser who purchases a flash or participation in late evening programming on a Monday through Friday basis, can reach 45% of all the homes an average of 2.2 times each. This study covered the time period of 11:45 pm in Saskatoon, London and St. John's, Nfld. on October 2, 3, 4, 7 and 8 and emphasizes the turnover of a TV audience from evening to evening.

Direct Line For Beefers

THE CLOGGED switchboard of a radio or TV station may be a thing of the past. One of the major commercial TV outfits in England, Associated Rediffusion, has worked out a gadget to eliminate the middleman. Now, when viewers want to complain about a show, they can do it direct - -and live, too.

The device, in the last stages of development now and soon to be installed in 200 homes for a try-out, enables the disgusted viewer to register his complaint just by pressing a button. It sets off a loud "brack" sound in the studio, and simultaneously flashes a "fireside critic's light."

Idea of the gadget, beyond letting the viewer answer back, is to provide an instantaneous guide as to how shows are going.

CBS Separates News

CBS NEWS took a long step towards complete autonomy this month when it was announced that a separate financial department had been set up and a divisional controller appointed.

Sig Mickelson, previously identified as vice-president in charge of CBS news and public affairs, made the announcement concerning the new financial set-up in his new role of general manager of CBS News Division. He was also named a vice-president of CBS.

Mickelson stated the news department has had almost complete autonomy in programming for some time, but now has control as well in the financial area. This includes buying accounting services and talent services from the radio and TV divisions.

C K B W

Having served a growing audience
and an ever increasing clientele
for a decade, we at

CKBW

Look forward "With Great Expectations"
to the next ten years of progress.

Serving the Wealthy South Shore

RADIO REPS in CANADA
DONALD COOKE in the USA

BRIDGEWATER

NOVA SCOTIA

BCAB MEETS FEB. 20-21

Radio

CKLC CHARITY SHOW IN 4th YEAR

NOW ENTERING ITS fourth consecutive year is CKLC-Radio, Kingston's run of supervised teenage entertainments, *CKLC All Star Jamboree*.

The station has been producing these combined stage shows and dances since 1955 and during the first three seasons, close to ten thousand Kingston teenagers attended.

Local educational authorities and parents have praised the wholesome entertainment and good supervision displayed. Originally these *Jamborees* were held at the Community Memorial Centre but have now moved to the new QECVI High School auditorium.

The highlight of each stage show is the personal appearance of a famous recording star for a "live" performance. Headliners have included Bob King, Orvale Rex Prophet, Scotty Stevenson, King Ganam, and Jack Kingston. They have been accompanied by local orchestras. The shows are emceed by CKLC's Buddy Guilfoyle.

Apart from their entertainment value, the *Jamborees* help raise funds for Kingston's welfare organizations including The Angada Children's Hospital, Association for Retarded Children and many others. The proceeds of one *Jamboree* were donated to Queen's University to be

used as a scholarship for a deserving student.

For this season's *Jamborees*, CKLC has joined forces with the Kiwanis Club of West Kingston. The dances are attended by club members who also assist with supervision and organization. The proceeds of the shows are being turned over to the Kiwanis for their charitable work.

CBC Appeals Sunday Charge

AFTER THE ONTARIO Court of Appeal refused its request for an order to bar the hearing of a charge brought against it under the Lord's Day Act, the CBC entered an appeal to a higher court.

This was announced in the Commons by Revenue Minister Nowlan. He said that the CBC was appealing the decision, so that the "very important matters involved in this case may be clarified, if not entirely settled."

The legal dispute arose last March, following the publication of the first issue of the SUNDAY TELEGRAM in Toronto. The Ontario Courts were asked to decide the legality of publishing and broadcasting news and advertisements on Sundays.

The action was instituted by Attorney-General Kelso Roberts under the Lord's Day Act of 1906. Apart from the SUNDAY TELEGRAM, he also laid charges against CKEY-Radio and the CBC.

The CBC claimed that, being an agent of the Queen and a crown corporation, it was not bound by the Lord's Day Act.

The Ontario Court of Appeal, earlier this month, denied this by a 3-2 decision. "In my opinion," wrote Mr. Justice Roach, who wrote the majority decision, "the Lord's Day Act does apply and is binding on Her Majesty."

Mood Can Motivate Sales

THE "MOOD" TV commercial has had its coming-of-age. The power of mood to motivate, by surrounding the product with images that stir the viewer's deeper emotional responses, is limited only by the imagination of the advertiser."

This was the main point made by Griffin B. Thompson, Canadian Director for Schwerin Research Associates, in a talk on Monday, Jan. 20, before the Women's Advertising Club of Toronto.

Speaking on "The Emotional Approach in TV Advertising", Mr. Thompson pointed out that "the mood approach has scored some spectacular successes, especially in competitive fields where each brand is trying to outshout the others with strident hard-sell claims. The result of such ear-pounding is viewer indifference, a mental "tuning-out" of the offending commercials and in short, ineffectiveness and a costly waste of advertising dollars."

Stating that both the logical straight-sell and the emotionally oriented approach can secure brand acceptance, Mr. Thompson stresses the relative unimportance of copy remembrance as a criterion of the "mood" commercial's effectiveness.

"The successful "mood" commercial may or may not present a sizeable number of tangible copy points," he said. "It is the intangible responses elicited by the "mood" commercial, that create commercial desire for the brand whose commercials use the emotional approach with taste and imagination and skill."

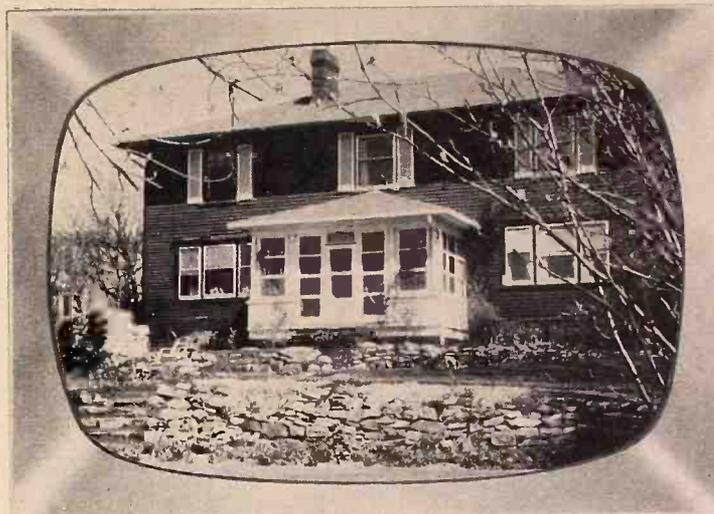
Future Role of Agencies

TODAY'S ADVERTISING agencies may be called marketing agencies in ten years time, J. Davis Danforth, executive vice-president of BBD & O, New York, told a conference of the American Management Association last week.

Nevertheless, he said that in his opinion, "there will never be any question that an advertising agency's primary is still to create the basic theme that will sell a product to the consumer. Nothing in an agency will ever take the place of a good creative idea."

Discussing the launching of new products, he stressed the complexities of such an operation in the modern world. "More scientific planning has to be conducted today," he said, "if a manufacturer can even hope to launch a new product and make it a profitable operation."

THIS IS Newfoundland



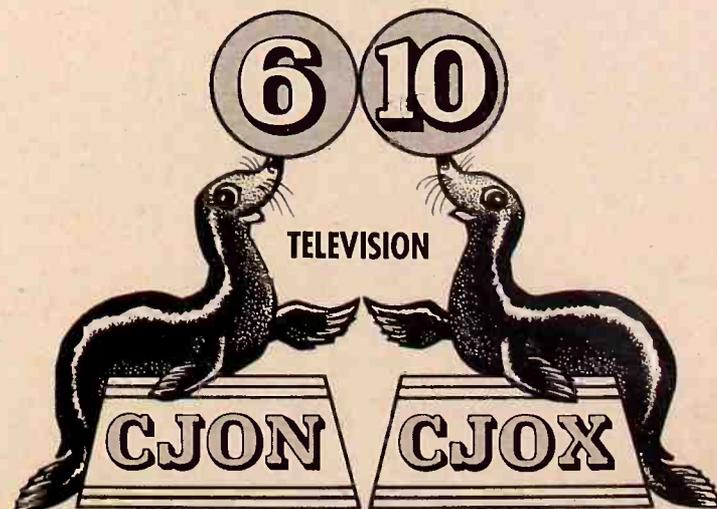
One of St. John's many beautiful homes

Newfoundland — once looked on as a bleak outpost of Empire — is today a fast-growing and prosperous Market for goods and services. Here is evidence to prove it. Five years ago, one Newfoundland family in *fifteen* owned a car — today it is one in *three*. In fact, the largest Chevrolet Distributor east of Montreal is in St. John's, Newfoundland. And automobile sales are only *one* of *many* dramatic highlights of Newfoundland's fast-growing economy. To *reach* this market, you *must* use TELEVISION. It is economically impossible for newspapers to provide realistic coverage, so less than 8% of all Newfoundlanders buy any daily paper at all! But TELEVISION reaches some 70% of the total population of 445,000.

Paper-Making is Newfoundland's chief money-producer, where is located the largest pulp and paper mill in the world.

The average Newfoundland family is the largest in Canada — 5.1 per household. 89.2% of the population owns their own homes. 85% of all households in St. John's metropolitan area have Television — and viewers per set are the highest of any market in Canada.

TO SUM IT UP — CJON-TV and its satellite CJOX-TV — (you get *both* for the price of *one*) DOMINATE a large and wealthy Market, and provide the MOST EFFECTIVE and MOST ECONOMICAL way of getting sales-results.



Represented in CANADA by STOVIN-BYLES LTD.

ST. JOHN'S NEWFOUNDLAND

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

Watch The Wenner-Gren
Rocky Mountain Trench
Development
In The Heart
of the
Growing Market

Over five and one half
million spent
on preliminary survey
more to come

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

Radio

CKUA COMPLETES THREE DECADES

LATE LAST YEAR, CKUA-Radio, Edmonton, completed thirty years of non-commercial, public service broadcasting. Its first program went on the air November 21, 1927, from a studio which was a section of the second floor of the old University of Alberta Engineering building. It was curtained off with burlap. Only later was a control room added, as well as a second-hand grand piano for music programs.

The station was the result of the efforts of University lecturers, who saw in radio the opportunity to ease and extend their campaign to take the University to the people.

In 1926, the University was originating programs which were piped to listeners over Edmonton's commercial radio station. It was W. W. Grant, at that time operating CFCN, Calgary, who offered to build a transmitter for Alberta's seat of learning, as a public service.

The total cost was \$7,500, including the twin transmission towers

devised from farm windmills. The station indicated its source of inspiration by taking the initials of the University of Alberta in the call letters. Hence CKUA.

Later, due to financial handicaps, CKUA was taken over by the Alberta Government Telephones, who now operate it according to the original educational and service concept.

Over the years, CKUA has aired many now famous personalities. Among them were Richard Macdonald, currently director of the Dominion Drama Festival; Sydney Lancaster; Fred Diehl; Arthur Hiller, currently producing TV drama in the US; Bob Goulet, star of CBC *Showtime*.

Twice the CBC has rejected the station's application for a commercial licence, although would-be sponsors have constantly asked to participate in some of the programs.

CKUA has built up what it claims to be the most extensive foreign language program series of any single station in Canada.

It started with *The Old Country Melody Show*, which featured songs from the British Isles. This has now been expanded to include German, Ukrainian, Polish and Scandinavian programs.

Largely as a result of airing these, it is not uncommon for requests to come in from remote areas in Europe as well as points in the Far North of Canada.

The low frequency of CKUA 580 kcs at 500 watts, is given as the explanation for this strong penetrative power.

CSC Cites CBC Cameraman

HERBERT S. ALPERT, president of the Canadian Society of Cinematographers, has announced the appointment of CBC film cameraman Stan Clinton to the Society.

Organized last year as a Canadian counterpart to the American and British Societies, the CSC now lists 34 members. Mr. Clinton, who recently returned from Europe, where he was on location for the CBC-TV program *Close-up*, was the first film cameraman hired by the CBC when TV began in Canada. He came to this country in 1951 after working for some years in England.

Movies Promote TV Awards

CANADIAN AND AMERICAN movie exhibitors are both expected to get behind the promotion for the TV coverage of the Academy Awards on March 26. Apparently there was some objection on the ground that the more the TV show was plugged, the less theatre audiences there would be on that night. The objection was put down with the argument, as stated by a leading exhibitor, that "we should use 'Oscar Night' as a business-building promotion for theatres. The more attention we can focus on the Awards, the more people will think of movie-going."

Van Grant's

Technicolumn

THE MANUFACTURING and commercial activities of Philips companies in Canada, and their auxiliary services, are now incorporated in one firm, Philips Electronics Industries Ltd. They were formerly the Canadian Radio Manufacturing Corporation Ltd. The change in name became effective January 1.

Philips Industries Ltd., Rogers Electronic Tubes and Components Division and the Industrial and Medical Equipment Division, will be the company's three marketing divisions.

The first division will handle sales of Philips and Rogers Majestic radio, television and high-fidelity products and sales of Philips lighting equipment, Philishave electric shavers and Philips tape recorders.

The second will market Rogers radio and television receiver tubes, Rogers television picture tubes, Philips transmitting and special purpose tubes and Philips radio, television and electronic components.

Medical and industrial X-ray equipment, control and research instruments, and electronic products used by the aviation and other industries will be marketed by the third division.

Manufacturing operations of the company and the commercial activities and auxiliary services of its divisions will continue without interruption as the new arrangement goes into effect.

R. Messier, board chairman, also announced the appointment of D.C.F. van Eendenburg as president of Philips Electronics Industries Ltd. Eendenburg joined Philips in England in 1935 and came to Canada last year after managing Philips operations in the Philippines. He had held other positions with Philips in Holland, Norway, France and Finland.

A NEW HEAVY duty recording tape degausser, that erases up to 1-inch tapes without the need for winding, can handle up to 10-inch spools, and is said to even improve the quality of new tapes, has been developed by Aerovox Canada Ltd.

The operation is speedy and simple. Demagnetization is accomplished by placing the tape in an alternating current magnetic field and slowly reducing the field strength to zero. The spool is rotated slowly three or four times until every portion has been exposed to the field. With spools wider than ½ inch, after one operation the spool is turned over and the operation repeated.

Known as the type 710, the new degausser is made of heavy gauge steel, finished in baked gray enamel, and weighs 15 pounds. Operating voltage is 110-130 volts, 60 cycles A.C. Current consumption is 10 amps.

WHEN COLOR TELEVISION comes to Canada, TV stations will be able to record programs on magnetic tape. Just developed by RCA, and expected to be produced commercially by the end of 1958, is a color video recorder which will permit broadcasters to record and store programs for later use and no reprocessing is needed.



RETAIL SALES

Are you

GETTING YOUR SHARE

of the

\$33,000,000

Retail Sales
and the

\$18,000,000

Industrial Payroll

IN THE B.C. BLOCK

of the

PEACE RIVER

District?

CJDC

DAWSON CREEK, B.C.

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

Advertising And Sales Club

TOP BRASS HEARS EXPERTS ON SALES PROBLEMS AND THEIR SOLUTIONS

By IAN GRANT

SOME OF THE problems facing the broad field of selling and suggestions of how to overcome them were discussed by four leading executives at the 12th annual Sales Management Conference staged by the Advertising & Sales Club of Toronto last week.

The speakers were Charles "Chuck" Lapp, professor of marketing, Washington University; Edward B. Chown, director, marketing services, J. D. Woods & Gordon; Fen K. Doscher, vice-president, marketing, Lily-Tulip Cup Corporation and Andrew J. "Gary" Gariepy, director, Sales Training International, Barre, Mass.

Lapp, whose subject was "Challenges a Sales Manager Must Meet," said the first basic rule for the sales manager is to make a forecast of his plans. To do this he must consider both the external and internal

factors which affect his sales.

"Have specific job descriptions. If it is the salesman in your business who decides to whom, when and how much he will sell, then he is running things.



Charles H. Lapp



Edward B. Chown



Fen K. Doscher



Andrew J. Gariepy

"You sales managers have got to ask the salesman what he is doing and then tell him what he should be doing. Ask the customer what he

wants the salesman to do. Get out and watch him in action and also watch what the competition is doing. Then sit down and analyse this and come up with the right job description.

"Prepare written policies. This allows the salesman to act on his own without asking. It also gives you time to consider the exceptions to the written rule. Make sure your salesmen know who to take orders from.

"Then" Lapp said, "I suggest that you provide for a manpower development program. Decide what kind of man you are looking for. When doing this, these points might be remembered. Abilities, interests, education, age range, personality, marital and financial status, appearance and determination. Then decide what kind of man you are not looking for.

"Make a manpower audit. Decide how many men you need to meet your sales forecast and from what source these can best be recruited. Then allow yourself time to train them.

"When developing your own manpower, go into the background of every man you hire. Make use of scientific methods, and tools for selection and rejection. Use application blanks, conduct interviews under many conditions and ask for reference checks. Don't ask for two or three because every man can get these. Ask for ten or twenty and then go out and check them yourself, privately and at random.

"Make use of credit and character reports, medical examinations and tests. Then send the man out on a practice sale; see how he works. You may not like him but the customer might.

"When you have done all this, compare the ideal description of the man you want with the material you have.

"Give orders that are consistent with previous ones. Make sure you know the selling conditions and above all give your men a chance for self improvement.

"Improve your sales management by a direct cost analysis. Determine the costs affecting your product or service."

WHAT MAKES A PRESIDENT?

Sales managers lack some of the qualifications that every company must have in its chief executive. With this statement, Ed Chown went into the reasons "Why More Sales Managers Don't Become Presidents or Top Executives" in their companies. Chown outlined seven points which he thought would help sales managers to the top.

(1) Be an outstanding sales manager.

Having a good sales record does not make you a good sales manager. You have shortcomings but you will not realize it. "I have asked dozens of men to list the matters they think and worry about most, and here is what I get.

- (a) How to increase sales fast enough.
- (b) Where to find good salesmen.
- (c) Seeing the customers enough.
- (d) How to meet cut price situations.
- (e) Knowing enough about the product or service they sell.

"These points are important, but contrast them with the ten reasons why sales executives fail, given by professor Lapp, namely:

- (a) Not enough direct contact with salesmen.
- (b) Do not keep up with changing trends.
- (c) Fail to delegate authority.
- (d) Too few original ideas.
- (e) Too little time spent on planning.
- (f) Inability to obtain respect of subordinates.
- (g) Too much time spent on routine.
- (h) Unwilling to study and prepare for the job.
- (i) Failure to obtain co-operation of other executives.
- (j) Inability to make quick and sound decisions.

"The difference between the lists boils down to this. Most sales managers are so busy with 'how to sell' problems that they lose sight of the all important 'how to manage' side of their job. The need is for super sales managers not super salesmen."

(2) Have more than a superficial knowledge of the other sections of the business.

"All too many sales managers simply shake their heads when such subjects as standard costs, labor variances, production planning, time standards, overhead allocations are mentioned.

"What to do? Well a good starting point is to read about business subjects other than sales. Reading books, attending a conference or two and asking questions won't make you an expert accountant, engineer or personnel man but it will give you a good working knowledge."

(3) Become profit minded and cost conscious.

"If you want to get down to the business of developing profitable sales instead of just sales for your company and you need cost information, just ask for it. Then show that you can understand it and use it."

(4) Base decisions on facts not opinion.

"Good judgment based on a careful analysis of the facts and figures represents the most important, yet the most difficult, step on the roadway from sales manager to president. It is the place where you can most easily be sidetracked with a nice label tied to you: 'tremendous fellow but not top management material.'"

(5) Understand and accept modern management methods.

"I don't suggest that every sales manager become an expert in scien-



YORKTON, SASKATCHEWAN

SERVING

SASKATCHEWAN

AND

MANITOBA

The "Today in Agriculture" approach makes CJGX the station for Manitoba and Saskatchewan coverage. Our programming provides information, inspires confidence, helps sell your products.



The value of farm produce in Saskatchewan and Manitoba in 1956 was close to 775 million dollars.

FOR GREATER IMPACT

ON THE PRAIRIES

Consult our reps:

Stovin-Byles Ltd.
A. J. Messner & Co., Winnipeg
Young Canadian Ltd., U.S.A.



tific management. I do, however, recommend three simple steps.

(a) Use every opportunity to gain at least a broad understanding of what scientific means and what it can do.

(b) Take the trouble to investigate thoroughly any new management concepts that you think might fit into your company. If they stand up, don't hesitate to try and sell them to the top management.

(c) If top management is the one to introduce some of the new techniques, don't drag your feet; be the first, not the last to get on the band wagon."

(6) **Broaden your base of knowledge.**

"I will leave you with just two suggestions. First, pick out and study one subject, completely new to you, per year. This broadens your knowledge and teaches you to size up and deal with unusual situations and that's something every chief executive must learn to do well.

"Secondly, join some outside organization or take some course that will stimulate your thinking in a new field."

(i) **Gain recognition.**

"There are three ways of doing this. Learn to speak and write well and gain recognition outside your firm."

THERE IS A DIFFERENCE

Fen Doscher, the next speaker on the agenda, dealt with the subject of "Sales Management Versus Marketing Management." He pointed out that the basic difference between the two is that a sales manager is responsible for the direct control of the selling branch of his organization, while the marketing manager is

connected with all the functions in the movement of the product or service from its inception to the consumer.

NOT COST BUT INVESTMENT

Over 1,200 sales managers, salesmen and other executives, representing companies from Halifax to Windsor, returned in the evening to hear Andrew "Gary" Garipey deliver a two hour talk on "The Psychology of Motivation and Creativity", with gestures - lots of them.

On the subject of selling, he outlined his "Pyramid of Success". At the bottom there is attitude. This is the basis of a good salesman, to have the right attitude because "the way you think today is the way you'll be tomorrow."

Further up the pyramid is "the spirit of selling" and higher still is a "good source of product informa-

tion" along with an "understanding of human nature."

Right at the top is the use of new skills and techniques. For instance a salesman should never use the word cost. When selling, refer to a product or service as an investment.

"You will find that an objection is a bid for further information" he said. "Look on the word selling as explaining."

There are three reasons for failure namely, fear, lack of confidence and lack of courage. By courage I mean the willingness to take a risk.

"Fear can be diluted by knowledge and knowledge builds up self confidence which in turn provides you with courage.

"This boils down to the fact that with work and study, you will motivate yourself and remember, you are not good unless you are getting better."

POINTS OF SALE

In Ontario

CKVR - TV
Channel 3

sells to over

200,000
PEOPLE
URBAN

160,000
Rural-non-Farm

140,000
Rural-Farm

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



Business
Books by
Mail

Book Department
CANADIAN BROADCASTER
54 Wellington St. West Toronto



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



CREACHANS



MONCTON HOSPITAL



LOUNSBURY EXTENSION



CNR SHOPS



L'ASSUMPTION OFFICE BLDG.



HOTEL DIEU, MONCTON



EATON'S MAIL ORDER

more people Listen To because **CKY** offers

Sport

FIVE veteran sports-casters with play-by-play broadcasts of all major sporting events.

CKY, THE sports station.

JACK MEEK
 JACK WELLS
 JIM KIELBACK
 RON MORRIER
 ED McCRAE

News AS it happens, WHERE it happens.

Full newscasts every 30 minutes.

NEWS

Four mobile news cruisers, Studio-on-Wheels, Aircraft.

BILL GROGAN
 FRED WHITING
 JOHN WILLIAMS
 AL DAVIDSON

CKY PORCUPINES

WESTERN TOP TWENTY

Popular, Western Style, Show Tunes, Novelties — all on CKY.

JACK STEWART
 BILL LISKA
 BOB CARLE

MUSIC

CKY's Hit Parade and Western Top Twenty is THE authority in Western Canada. 5,000 copies distributed weekly.

DOUG BURROWS
 BRAD KEENE
 JOE MAURO
 KEITH RUTHERFORD
 DON McTAVISH

Live CKY entertainment on the air daily and in personal appearances nightly.

CKY CARAVAN HAL LONE PINE

CKY MORE!

FEATURES

- 50-A-DAY
- ASK THE PASTOR
- BILLY O'CONNOR
- FRED WARING
- WORTH KNOWING
- CARTOON CARNIVAL
- CASH FOR KIDS
- ROVING MIKE
- VOICE IN THE NIGHT
- JIMMY FIDLER
- CISCO KID
- RUTH PARSONS

- FIRST WITH THE BEST
- FIRST WITH THE MOST
- FIRST IN PUBLIC SERVICE

ARTYLINE

Got a problem? Phone CKY.
Our listeners will solve it
(on Manitoba's most talked about program)



JOHN PIERCE

MAN - ABOUT - MIDNIGHT

Celebrity interviews, music, requests —
2½ hours nightly from CKY's remote
studio in Winnipeg's top night spot.



CKY sets the pace
in *Balanced Programming*
in *Audience Acceptance*
in *Value to the Advertiser*

The Listeners Choice — Manitoba's Voice.



CKY

24 Hours a Day, Every Day — The Station that NEVER signs off.

CFNB Anniversary

THEY RAISED THEIR FAMILY IN THE STUDIO

Thirty-five years ago, on January 12, 1923, Stewart Neill of radio station CFNB, Fredericton, switched on his 10-watt transmitter for the first time.

We asked 37-year-old Jack Fenety, now manager of CFNB, to let us have some details of great days and interesting people in the station's history. This is the account he sent.



Jack Fenety

Jack broke into radio as an announcer at the age of 25, when he left the army after five years' service. That was in September, 1945. From announcer he rose to program director and then to station manager two years ago. He upholds the family traditions of CFNB. His father and Stewart Neill once ran an automotive business together.

YOU CAN'T RAISE a family in a radio station today maybe, but that's what CFNB's founder, J. Stewart Neill, did when the radio bug first hit him early in 1922. Maybe the family didn't get to talk to one another as much as they might have, but father Neill had himself a wonderful time talking to all five Fredericton households who, at that time, owned radio receivers.

Stewart Neill started out with his charming wife, Hannah, two fine children, Betty and Malcolm, and a 10-watt transmitter in the house. As the children grew, so did Stewart Neill's interest in radio and a succession of power increases between 1923 and 1927 clearly showed the handwriting on the wall.

After five years, during which mother and children had spent their time tiptoeing round the house, a full-blown 100-watt transmitter was in use which occupied so much space that there was little room left in which to tiptoe.

In any event, as Mrs. Neill now recalls, the children's toes were getting so calloused it was a difficult job to get shoes on them for the weekly visit to church.

CFNB's first 10-watt transmitter was not a great success. It had a bad hum in it and, being in Stewart Neill's words, "very unsatisfactory from a performance standpoint", an early replacement was indicated. He got some Fredericton engineers together who built him a magnificent 15-watter. Back of all this, Stewart Neill had a plan in mind. His firm sold radio receivers and so to sell more sets he made a quick change to 25 watts, then switched to a hundred watts. Meanwhile the sale of radio receivers climbed steadily.

The old song "Behind the Parlor Door" was tailor-made for the tiptoeing Neills. Broadcasting pioneers can visualize the old gramophone, with a huge microphone stuck in front of it, as the turntable ground out the Victor Red Seal records with

the sparkling and dedicated commentary of Stewart Neill between platters.

His family, on the other side of the parlor door, lived in hushed silence for what started out to be a couple of hours a day. This gradually increased to the point where they communicated in sign language for more hours than they care to remember.

PROSTRATE ANNOUNCER

There was a day when the chief engineer, chief announcer, station manager, president, and whatever else went with the job flaked out at about the midway point in one of his master productions. Only when the family telephone started to ring and the half-dozen radio homes reported the break in the program did the Neill family discover that the head of the house lay prostrate on the floor.

By his side was an open microphone, and they were faced with the task of reviving the failing (or fallen) and, additionally, shutting down the monster that was separating them from husband and father.

The arrival of the family doctor brought forth the information that father Neill had suffered something that was later to become common to all green young radio announcers — a bad case of nerves. Although happy to learn he would live, they secretly retained their doubts as to how long Marconi's great invention would continue to live in their home.

Reminiscing today, CFNB's present general manager, D. Malcolm Neill, remembers best the day Thornton W. Burgess came to the family home and sat before the microphone to spin a skein of famous *Burgess Bed-time Stories* that he and lots of other Fredericton youngsters of that day still remember.

Mrs. Neill recalls all too clearly the family being joined each morning for breakfast by the duty announcer, Doc Daiken.

The impish daughter, Betty, and her fun-loving brother, Malcolm, won the undying gratitude of the operators at the New Brunswick Telephone Company office by taking the home phone off the hook and placing it in front of the family radio receiver. It not only isolated the Neill household from telephone service but when the program was interesting enough, reports have it that service sometimes was very poor all over the city as all the girls at the switchboards plugged in their headsets to listen to radio — the marvel of the age.

Then there were the neighbors and those charter members of the SPCA, who termed CFNB's outdoor broadcasting array a "bird killer". While it may have been a rather odd-looking contraption with a thirty-foot mast atop the house and a sixty-foot mast on the back lawn, joined by a four-strand aerial and counterpoise, if any birds were killed it was probably because they imbibed too freely of garden nectar and crashed into the wires while "flying under the weather".

Meanwhile, Neill was determined to join that rather illustrious band of radio operators who were presenting



TWO PICTURE PAGES FROM CFNB's thirty-five year history book. The late Tommy Burns (top picture), seen operating the turntables, was the engineer who kept things on an even keel. Note the battery chargers at lower right. CFNB shut down each day at 3 pm while the batteries were recharged for the evening run. Mary Grannan (bottom picture), one of the station's greatest finds, returned in 1948 for a special Centennial program when Fredericton celebrated its 100th Anniversary as a City. With her here are the late Mayor R. T. Forbes and J. Stewart Neill (centre).

programs under commercial sponsorship. A pretty persuasive salesman, Stewart Neill perhaps made some kind of broadcast history by selling his first commercial time to the Provincial Government of New Brunswick and the Government of Canada in Ottawa.

HARDWARE LOCATION

It took some persuasive talking to shake the first radio dollars loose from the public Treasuries. Once committed the Federal and Provincial Governments of that day were not only CFNB's first sponsors but, by their actions, were pioneers in the field of farm broadcasting, since the departments concerned were those of Agriculture.

A lot of the fun went out of broadcasting in 1927 when CFNB moved to larger accommodation in

the James S. Neill & Sons, Ltd. Hardware store on Queen Street.

The new location in the Hardware building was far from the soundproof dream of Stewart Neill. The movement of hardware, heavy and light, necessitated some scientific studio engineering to eliminate the multitude of noises common to warehouses, customers, and clerks.

With studio problems overcome, a new transmitter site was selected on the campus of the University of New Brunswick on Maryland Hill, overlooking the city.

But you know the one about best laid plans of mice and men. Stewart Neill and others were on hand for the erection of the 110-foot mast. With them was one of those versatile handy men who estimated that the radio engineer in charge didn't

(Continued on page 18)

35 YEARS to NOW!



J. STEWART NEILL,
 Founder CFNB and President,
 James S. Neill & Sons, Ltd.



D. MALCOLM NEILL,
 General Manager CFNB
 and Vice President,
 James S. Neill & Sons, Ltd.

Each of the 35 candles on our birthday cake represents a year of service to our listeners and sponsors alike. From early pioneer days to the present CFNB has kept pace with progress. Since our Official Opening, January 12th, 1923, "Service to those we serve" has been our aim.

CFNB is "New Brunswick's most listened to station." There is no substitute for experience.

CFNB is owned and operated by James S. Neill & Sons, Ltd., Wholesale and Retail Hardware which, like the station, is a family affair; founded in 1838 and celebrating its 120th Birthday this year!

the Maritimes **FIRST STATION**

New Brunswick's **NO. 1 STATION**

CFNB

REPS: In Canada — ALL-CANADA RADIO FACILITIES. In U.S.A. — WEED & COMPANY

"Just Mary's" history goes back to the early days of 1935

(Continued from page 16)

rightly know how to erect a mast of this great height. So he changed the blocks before the operation began. It's history now that the new mast went up and over.

Shortly after, another was completed and this time erected successfully with the handy man long since gone and far away and the engineer in charge.

"Canada - - Fredericton - - New Brunswick," to give the station its full moniker, advanced its power to 500 watts in 1932, and the following year to 1000 watts daytime and 500 watts after dark. This situation pre-

vailed until November, 1938, when the station went on a full-time 1000-watt basis.

CFNB's next increase in power was in March, 1947, with the advance to a full-time five kilowatt operation.

CFNB started out as, and is to this day, a family affair. Aside from the founder, the station's first announcer was George W. Brown, a successful Fredericton investment broker since retired. His son, George Jr., is CFNB's present retail sales manager.

STATION MAINSTAY

In the late 20's Stewart Neill found in his hardware organization an

ambitious young fellow - - Cleve Stilwell - - who was to become a mainstay of the station and one of the best known radio voices in the Maritime Provinces. Cleve left the station late in 1945 and is today holding sway before the cameras at CHSJ-TV in Saint John.

Cleve took over the post of CFNB chief announcer and program director when Doc Daiken - - who had joined the staff soon after the station's opening - - moved to the greener fields of Toronto. In 1933, the Fredericton DAILY MAIL, a paper which has since ceased publication but which at that time showed no great love toward radio, had this to say about new boy Cleve:

"Mr. Stilwell is a true artist in his chosen line and possesses the enviable artist qualities of wholeheartedness and determination. For over five years he has devoted practically all his time to his work and, at the present time, is working still harder in his ceaseless effort to improve the already splendid service that CFNB is offering its audience".

About this time, the station's busy announcer and program director came up with a new find in the person of Carl "Hap" Watson - a Fredericton boy then attending the University of New Brunswick. "Hap" worked into the picture very well but never really came into his own until Stewart Neill uncovered what he terms to this day his greatest talent discovery - - none other than Mary E. Grannan, now better known

as "Just Mary".

"Just Mary's" history goes back to the early days of 1935 when she and another talented young Fredericton school mar'm, Miss Gertrude Davis, combined to present an Education Week dialogue.

The originality and success of that effort appealed to J. Stewart Neill, who kept the incident in mind for future use. Just under a year later, in January, 1936, on the occasion of the death of King George V, Mary Grannan wrote a biography of the King in the form of a child's story for CFNB's *Birthday Hour*. This so appealed to Mr. Neill that he asked Mary Grannan to present him with more of her novel program ideas.

Two of these were immediately accepted by the station - - *Aggravating Agatha* and the *Musical Scrap Book*. Both went on the air April 21 of that year.

Aggravating Agatha was rib-ticklingly funny and successful right from the start. With a cast of three and some sound effects it is rated to this day in a class by itself in the long program history of the station. Making up the cast were Mrs. Van Smythe played by H. Gertrude Davis, Ignatious Kelly played by Carl Watson, and Agatha Ellen O'Shaughnessy played by Mary E. Grannan.

ANNOUNCERS AND ALL

CFNB, in those days, found the University of New Brunswick a successful source of new announcer material. From the campus came

CONGRATULATIONS CFNB

on 35 years of leadership
in the Maritimes



Technical Products Division

RCA VICTOR COMPANY, LTD.

HALIFAX QUEBEC MONTREAL OTTAWA TORONTO
LONDON WINNIPEG CALGARY VANCOUVER

Congratulations, **CFNB** on
your 35th Anniversary. It has been
a privilege to act as your national
sales representative!



CFNB Fredericton is one of the 28 leading Canadian
radio stations represented by All-Canada.

ALL-CANADA RADIO FACILITIES LTD.

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such replacements as Don Pringle, Barry MacDonald, Art Sutherland, Ev Palmer and John Crosbie.

CFNB spawned some mighty good engineers and again is indebted to UNB as a source of supply. To mention a few from the engineering department, there were Frank McCormack and Tommy Young; Dr. A. Foster Baird, retired Dean of Electrical Engineering; Stan Cassidy, one of New Brunswick's most successful electrical contractors; Don Hoyt, now prominent in the affairs of Canada's National Research Council, and our present Chief Engineer - - Glen Love, who is today the youngest-looking, oldest employee on the station.

A bachelor until 1956, Glen is affectionately known by the staff as "father" and should be a proud papa at about the same time the station celebrates its official 35th birthday.

Among the former newsroom types, Don MacDonald is doing very well, thank you, as General Supervisor of CBC Television News, and little Frankie Segee, who after lengthy service with CBC, is now heading up the Bureau of Industrial Service Ltd., for Young and Rubicam in Toronto.

Of CFNB's one-time air performers Carl Watson has been with NBC in New York for, let's say a long time, and his mail comes addressed Manager, Continuity Acceptance, 30 Rockefeller Plaza, National Broadcasting Company, New York.

Gertrude Davis was a station artist for some time and later was in the forefront in the development of Maritime School Broadcasts presenting her *Playtime* series for a number of years, and only recently retired from active radio work. "Just Mary's" story is too familiar

to require any further telling. Suffice it to say, we're proud of her and her many accomplishments. (Not excluding her *Beaver* award. Ed.)

Don Pringle, after many top announcing posts with CBC in different parts of Canada, is now Director, English Language Broadcasting, United Nations, New York. Ev Palmer, after a brief fling with Norm Botterill, in opening up CFBC in Saint John, made a name for himself in the agency business - - first with Walsh Advertising then McCann-Erickson, and from there to his present position of General Sales Manager, Canadian TPA Films Limited in Toronto.

John Crosbie also left his first love for Agency Row and is today one of the pillars of the J. Walter Thompson Agency.

Barry MacDonald, on leaving CFNB for CBC, has been announcer, station manager and is now Assistant to the Controller of Broadcasting with the CBC in Ottawa.

Art Sutherland, who left the radio game for the army at the outbreak of war, is now assistant to the manager of CP Division, Canadian Westinghouse in Hamilton.

The years have dealt kindly with our pioneer founder. J. Stewart Neill, enjoying good health, is as avid a radio fan as ever. He calls sometimes to criticize, but he still hands out bouquets, too.

In the years since the war, CFNB has done a lot and gone a long way. Old father Neill's son, Malcolm, will soon be ready for that 25-year pin and I kind of hope he'll be around to help pin mine on, too.

With apologies to Pepsodent, I wonder where the years has went, since Neill his first signal sent.

CJOR Expands Live Programming

ENTERTAINMENT NEWS and personalities are featured in a new live show by CJOR-Radio, Vancouver. *The Man Who Comes to Dinner*, starring John Emerson, Vancouver actor and musician. Emerson, who once played the same role in the original stage play, presents a nightly quarter hour at 6:30. He mixes his interviews with visiting artists and personal opinions on shows and people, with his own work at the studio piano.

CJOR recently launched a second talent show, at 3:30 pm, five afternoons a week, with Bob Hay at the organ together with guest vocalists.

For three weeks prior to Christmas a third show was broadcast at 9:30 each morning, featuring carols and other appropriate music played on the large Capitol Theatre organ by Sidney Kelland.

When the station arranged for an all-day session to be broadcast on location from Kelly's Music Store in Vancouver, CJOR program director Vic Waters added a unique twist. Instead of the normal recorded *House of Music* show from 1 to 2 pm, featuring concert music, he engaged a fifteen-piece orchestra to play the show live for that occasion.

CONGRATULATIONS CFNB!

Our best wishes to your management

and staff . . . Keep up the

good work for the next 35 years!

FROM

S.W. Caldwell LTD.

Supplying transcribed programming to CFNB

PIONEER!

CONGRATULATIONS CFNB FREDERICTON

ON YOUR
35 YEARS
OF KNOW HOW

WEED
AND COMPANY

NEW YORK
ATLANTA
BOSTON
CHICAGO
DES MOINES
DETROIT
HOLLYWOOD
SAN FRANCISCO

"CONGRATULATIONS TO CFNB FREDERICTON

on the 35th anniversary of
their fine broadcasting operation"

G. N. MACKENZIE Ltd.

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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

**Here's what our listeners
 are saying**

"It is a pleasure to be able to listen to the music that one hears over your station."

"Do please keep up the good work."

"Congratulations on such a fine selection of music."

"You consistently give us good listening enjoyment."

"'Adventure in Music' is such a delight in the evenings."

"Thank you for all the listening pleasure you give."

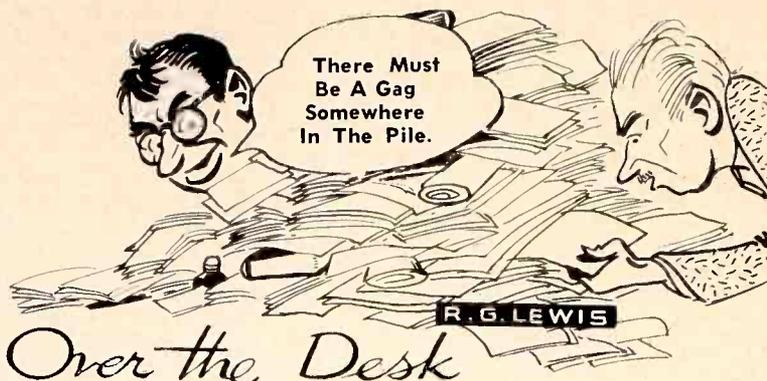
STILL ANOTHER REASON WHY

CKSL

LEADS ALL WAYS

IN

LONDON AND WESTERN ONTARIO



"I JUST CAME BACK from a trip to New York where I saw Lena Horne."

"Jamaica?"
 "No. I was sitting in the nineteenth row."

This is my bon mot for a recent week-end's New York theatre safari with my old friend Gerry.

Between our take-off from Malton air port at noon on Friday and our return to that same point at the same time Monday, we took in two musicals, two plays, a bus tour of Lower Manhattan and a TV program. In our spare time we philosophized, largely about what we used to do when we were young.

To be specific, we kicked off with "Jamaica", where Miss Horne played the lead in an extremely thinly plotted play dealing with quite a number of things, especially love. In the end, everybody, including the male lead, the Mexican dancer Ricardo Montalban, lived happily ever after, but in the meantime - - zowie!

At this juncture I should probably give a detailed report of the snappy dialogue which interspersed the music and dances, but for the life of me, I can't remember a word of it. I just phoned Gerry to see if he could fill me in, but he only said: "What dialogue?" Between you and me, the old fellow was pretty taken with it, and all that night, in our twin-bedded single room, he kept muttering: "I wish I was forty! I wish I was forty!" over and over again.

One thing that did register on my mind was the trouble they went to in their efforts to jeer at the British aura that pervades the island colony from which the show got its name. The Governor, bedecked in a gold spangled fancy dress uniform, spoke with the accent you always get from an American who is burlesquing that kind of Englishman. They used a statue of Queen Victoria, to put it mildly, at her very worst, and topped it off with a bird's nest, which started off on top of her head, and, as the story unwound, ended up over her left eye.

It was all good clean fun, and the actors seemed to enjoy it enormously. Personally, I often wonder who our American cousins will aim their barbs at if ever they gain independence from Britain.

FEELING WAS MUTUAL

That was the Friday afternoon part of our program. Saturday morning we prepared for the afternoon, and then proceeded to the Mark Hellinger

Theatre for the real object of the trip, "My Fair Lady". When we came out we hoped that she had enjoyed us, because if she had, the feeling was certainly mutual.

If you have ever doubted the sanity of people who wait months and then pay enormous premiums to see this musical, forget it. It is worth it, every month and every penny.

There isn't very much to be said because everyone knows the late Bernard Shaw's Pygmalion, and who hasn't played the LP of MFL, and played it and played it.

I have two thoughts to hand on and they are these. First, I am going to enjoy my LP more than ever now that I can visualize what is happening on the stage with every number. Second, unlike most musicals, the dialogue was excellent, largely because the words were Shaw's, with very little re-writing I should judge.

In direct contrast to "Jamaica", the story line with MFL is a strong one. I think this improves a musical, however tuneful it may be. But then "Jamaica" had Lena Horne, and you can't have everything - - even in My Fair Lady.

One thing Gerry and I agreed upon was that every number in MFL is something you can hum as you leave the theatre and way into the future. For the life of me, though, I can't remember the tune of anything they sang in "Jamaica." But then Jamaica had Lena Horne - - - oh I mentioned that, didn't I?

STARK AND WONDERFUL

In direct contrast to the music we had been absorbing so far, was our Saturday evening visit to the Helen Hayes Theatre to see Fredric March and Florence Eldridge in "Long Day's Journey into Night." This Eugene O'Neill drama was stark. It depicted an Irish family haunted with alcoholism, tuberculosis and drug addiction. It lasted four full hours and it had but one set throughout its four acts - - a tawdry summer cottage. Yet it was, for me at least, the high spot of the week-end.

Combine the writing of Eugene O'Neill, the acting of Fredric March and his wife, Florence Eldridge, and you have a combination which it would be pretty hard to beat. That is how I feel about it, anyhow.

DAY OF REST

Have you sneered at people who go on sight seeing tours of the town they visit? I have, but this time I tried one. It was Sunday morning, and we picked on Lower Manhattan, includ-

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RICHARD G. LEWIS and FRIENDS

— Photo by George Mellman

ing the Bowery, Wall Street, China Town and the United Nations. The weather was brisk and sunny and so was the disposition of our guide, and I was glad we went.

Sunday afternoon we saw "Compulsion," a dramatic rehash of the Loeb-Leopold murder of 1924, which would have been better if it had never been written or produced or performed.

Sunday night, we got in to see the \$64,000 Challenge. It was interesting to see how they get such an effect of expanse on the screen from such a small area. Equipment gets in the way though, from a studio audience standpoint, and a great deal of neck craning was needed to see what was going on.

It was a good trip. We went to enjoy it and enjoy it we did. I thought it might be worth reading, with one reservation. The opinions expressed are mine - - and Gerry's.

These New York trips are good fun. We chose a week-end to make sure that business (broadcasting business that is) would not rear its head. And it didn't.

One way in which New York seems to differ from everywhere else is that the warmth of the welcome you receive at an eating or drinking spot on Broadway is commensurate with the amount of money you are going to spend RIGHT NOW. I asked several waiters and others how often their customers returned, and their answer was a unanimous "never". In the same spirit, the guide on our bus tour pointed out a fire sale sign on a store which he said had been there - - the sign I mean - - for thirty-five years. "They've never been burned yet," he said - - "only the customers."

SCIENCE FICTION

RECENT DEVELOPMENTS in space travel may prompt TV producers to experiment with "adult" space adventure programs, according to Schwerin Research, which has completed a preliminary study of the field.

Following on the heels of the popular "adult" western, the space adventure program which tries to be adult, immediately runs into difficulty, the study reveals. If it is appealing to science fiction addicts, reckoned to be about one-fifth of the audience, it is too "adult" for popular consumption. Schwerin warns that one of the obstacles to the success of this type of show is scientific terminology which causes loss of interest.

This, says Schwerin's Canadian director, Griffin Thompson, is where it differs from the new look in westerns. "Anybody from Grade Six up can watch an adult western without being confused," he says. "North Americans have been brought up on them and everybody is familiar with the terms. But with the space adventure there is a small part of the audience which insists on more science than fiction, while the rest of the audience finds the show going over its head."

The study indicates that space adventures have only a limited appeal to women and to the middle and older age groups in both sexes.

HONOR "FARMER" RYAN

ONE OF THE final acts performed by The Hon. Louis O. Breithaupt, while he held the office of Lieutenant Governor of Ontario was to bestow a medal on Frank Ryan of CFRA, Ottawa, in recognition of his work in agriculture.

The medal, accompanied by a letter, was received by "Farmer" Ryan, December 31, the final day of office of the Lieutenant Governor.

The letter stated that the silver medal was awarded in the name of the Lieutenant Governor, as the representative of the Queen in recognition of Frank's "tremendous influence and helpfulness in agricultural pursuits, not only in Ottawa but throughout Ontario."

Two of Ryan's special activities in the farm field are his daily program *Farmer's Notebook* and his Sunday program *Valley Notebook*.

G'BYE FOR NOW

AND SPEAKING of awards, there won't be any for me unless I get this off to our friendly printer, so buzz me if you hear anything, won't you?

Manitoba Telegram

RUSH

from CKRC WINNIPEG

Available for sponsorship January 27 . . .

JOHNNY ESAW'S Sports Final

11:10 p.m. DAILY (Mon. thru Fri.)

Conducted by Sports Director Johnny Esaw, the ten minute 11:10 p.m. Sportscast is a complete round-up of the latest sports scores and news — preceding the feature 11 p.m. news and weather. This well known western sports announcer has built a large following with his play-by-play broadcasts of major sporting attractions and his enlightening habit of calling long distance to anywhere to obtain a first hand sports interview. For further information contact:

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is "johnny
on the
sport"



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BROADCASTING TO ALL OF Manitoba
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90% SALES BOOST
In Last Five Years!

This Rate of Growth is
Over Twice the Estimated
Rate for British Columbia
as a Whole During the
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Is the only Radio Station
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Opinion

WHAT PRICE THE CBC? ADMIRAL SAYS \$100 MILLION

A SUGGESTION THAT the CBC should be sold for \$100 million is made in the latest issue of **ADMIRAL NEWS DIGEST**, published by Canadian Admiral Corporation. Pointing out that wide publicity has been given recently to a report that a group of private broadcasters were prepared to offer \$50 million for the CBC, the editorial says:—

"In our humble and considered opinion, it is worth quite a lot more than \$50,000,000 and we wouldn't want to see it sold to a group of private businessmen for one nickel less than its real worth at the present time. However, we frankly admit in the same breath that we think it would be an excellent idea to sell the CBC . . . if the price is right. We respectfully submit, therefore, that if any group of well-heeled, experienced Canadian broadcasters are willing to put up an offer of \$100,000,000 for the CBC in its entirety, then this should be given very serious thought by the government . . . and perhaps put to a vote of the stockholders (you and I) without delay.

"We seriously doubt that anyone has as yet given due consideration to the current market value of this vast Canadian empire of 36 radio and TV broadcasting stations, five networks and thousands of employees . . . with two million viewers and nearly four million listeners . . . we call the CBC. Yet south of our

country it is a common enough occurrence to hear that major TV or radio stations have been sold at fabulous prices, and it is a mere six and a half years since a major TV and radio network was sold outright in the US."

Explaining its evaluation of the CBC, the **DIGEST** editorial goes on to show that in the US large sums of money have been involved in the sales of TV and radio stations.

US PRICE TAGS ARE HIGH

Among the examples supplied is that of three TV stations, with their associated radio stations, in Minneapolis, Indianapolis and Grand Rapids which were sold for \$16 million last year. Three years ago, one TV station and a radio station in Pittsburgh were sold for \$9,500,000. Pittsburgh has 633,000 homes and three commercial TV stations. In New York last year one radio station was sold for \$5,165,000.

"With some idea of the current market values of our broadcasting properties by US standards," the editorial continues, "let's live a little and make up an itemized bill of sale for the CBC."

The **DIGEST** makes these assessments in arriving at a sale price of \$100 million.

\$40 million for CBLT, Toronto, CBMT and CBFT, Montreal, their associated AM and FM radio stations and production facilities.

\$15 million for CBUT, Vancouver and CBWT, Winnipeg, and their associated AM and FM radio stations.

\$10 million for CBOT and CBOFT, Ottawa, CBHT, Halifax and associated AM and FM radio stations.

\$30 million for the English and French TV networks plus two English and one French radio networks, associated equipment, property, personnel and goodwill.

\$5 million for 8 major market radio stations, including three satellites, in St. John's, Sackville, Windsor, Regina, Edmonton, Sydney, Chicoutimi and Quebec City.

Undoubtedly, the editorial goes on to say, financial experts could pick a lot of holes in these evaluations. Net worth, volume, gross profit, net profit and potential are the main factors in determining the value of any business property. But the CBC is a non-profit organization with a government charter. Its sales potential is tremendous because the TV advertising medium is booming and

radio isn't suffering too much either. Of course, present broadcasting regulations wouldn't permit a deal like this where ownership of the entire system could pass into the hands of one company.

GAIN MUCH — LOSE LITTLE

"This, of course, is the best argument for not selling the CBC. No Canadian wants to see this much power and influence over domestic communications fall into the hands of one man or one group of men . . . no matter what their intentions might be, but if competitive networks and TV stations existed or were permitted, that argument might not hold water any longer. Under these circumstances, we'd be of the opinion that the public would have much to gain and little to lose by selling the CBC to private businessmen, with the understanding that it will no longer enjoy any monopoly in television broadcasting or network operation."

CJON STARTS SECOND FOLK SONG LP



SEEN REHEARSING in preparation for the cutting of their second LP album, is the 24 man section of the CJON Glee Club.

THE CJON GLEE CLUB, under the direction of Ignatius Rumboldt, began rehearsals recently for the cutting of their second LP record, featuring the folk music of Newfoundland.

CJON record crews spent four months recording folk music in various towns throughout the province. Brought back to St. John's, the music was edited by Rumboldt, CJON's musical director, and fifteen selections were chosen.

Some of the selections will be recorded using only the male voices of the Glee Club. Others will include the full 60 voices. The Glee Club is made up of local talent and singers from regional US bases.

CJON intends to make this a full project totalling ten LP records which will contain all the folk music of Newfoundland.

The first LP was recorded last August. Copies were sent to all major radio and TV stations in Canada. Put on sale in St. John's stores, the first pressings were sold within two weeks and an additional order had to be placed with RCA Victor in Toronto.

Say You Saw It
in the
BROADCASTER

Pepys
ON
TELEVISION

CKMI-TV Quebec City serves approximately 100,000 TV homes. Your Stovin-Byles representative can offer you announcement availabilities on CKMI-TV with a cost per thousand as low as \$1.00. Consult any of our **FOUR OFFICES** across Canada.

STOVIN-BYLES Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing

KVOS-TV CHAT-TV CJBR-TV CKMI-TV CKCW-TV	Vancouver-Victoria Medicine Hat Rimouski Quebec City Moncton	CJON-TV CJOX-TV ZBM-TV CMQ	St. John's Nfld. Argentina Bermuda Television Network, Cuba
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G. N. MACKENZIE LIMITED HAS the SHOWS

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

NOW...TV COMES TO NORTHWESTERN QUEBEC!



CKRN-TV Rouyn-Noranda Channel 4 RADIO NORD-T.V. BEGAN TELECASTING CHRISTMAS DAY... DECEMBER 25th.

Over 50,000 potential homes—Under the guidance of Mr. D. A. (Bobby) Gourd, CKRN-TV gives this vast and vital area a new and powerful medium of entertainment and information.

Average Family Income a Whopping \$6,000—With copper production, asbestos mining and other new mining developments, coupled with ever-increasing pulp and paper manufacturing, the Rouyn-Noranda area is one of the wealthiest markets in all Canada.

French and English programs—Local and Network—CKRN-TV will carry French basic network and supplementary CBC English network programs. (The population covered is 69% French-speaking.)

Covers Rouyn-Noranda, Val d'Or, La Sarre, Amos—(and all of the Kirkland Lake and Abitibi districts in Ontario as well). This is the productive center of the fast-growing Quebec mining region.

Call Hardy for full information on these leading stations.

QUEBEC

CKRN-TV Rouyn-Noranda

CHLT-TV Sherbrooke

CFTM-TV Three Rivers

CFCM-TV Quebec City

CKRS-TV Jonquiere

CKBL-TV Matane

ONTARIO

CKCO-TV Kitchener

JOS. A. **HARDY** & CO. LTD.
Toronto EM. 3-9433 Montreal PL. 1101



Educational TV

CBC EXPERIMENTS WITH NURSERY SCHOOL

ON THE TWENTY-FIRST of this month the CBC embarked on a new experiment in television in the form of a series of fifteen minute shows called *Nursery School Time*.

The series was planned by the CBC School Broadcasts Department, assisted by the nursery school associations, the kindergarten associations, the Institute of Child Study at the University of Toronto and the Canadian Home and School and Parent-Teacher Federation.

Purpose of the experimental programs is to encourage child-participation during each show and to motivate creative activity at its conclusion. While fun and enjoyment will be stressed, the series is basically educational in nature and is intended to assist in the eventual transition of the child from the atmosphere of the home to that of the school.

The programs are on three times a week, Tuesday, Wednesday and

Thursday. The topics covered range anywhere from Indians to airplanes. On the first day the program consists of a story about the particular subject. The second day introduces songs about the subject and the last day illustrates some activities, also connected with the topic, that they can practice in their own homes.

The programs will be originating from Toronto and Winnipeg on alternate weeks. Teachers are Teddy Forman in Toronto and Shirley Knight in Winnipeg.

The experimental series will run for 13 weeks at the end of which the CBC hopes to determine whether the show should be continued. It will run on all stations of the CBC English network except CJCB-TV, Sydney and CFQC-TV, Saskatoon. Saskatoon has a show of their own which would conflict with that of the CBC.

TRY GRADE SCHOOLS TOO

Meanwhile in Halifax, the CBC is conducting another television experiment over CBHT, in the form of a series of nine lessons being telecast to most of the city grade schools.

This test was arranged by the Halifax School Board, the Nova Scotia Department of Education and the CBC's School Broadcast Department to determine whether a regular classroom teacher can teach a subject on a continuing basis on television. Also it will test the "master-teacher" method of presentation, by which a large number of classes can benefit from one instructor using every sort of visual aid needed to give the most effective lesson.

Nine separate lessons are being transmitted to grades four, six and eight each Monday, Wednesday and Friday at 2.30 pm. The first of these started January 13. Fourth graders are being taught science, sixth graders social studies and eighth graders mathematics.

To evaluate the experiment, questionnaires will be distributed to the schools watching the telecast and at the conclusion of the series both teachers and students will list their reactions to the test.

Church Runs Newfoundland Station

THE VOICE OF Wesley Radio in St. John's, Newfoundland, is believed to be the most unusual radio station in Canada.

It is the only station owned and operated by a church; it is financed entirely by goodwill offerings, radio auctions and home delivery of turkey teas; and it is manned by a volunteer staff.

VOWR was launched in 1924 by Reverend J. G. Joyce of Verdun, Quebec, who wanted to overcome the ill-health and poor weather that prevented people from attending the Wesley United Church.

Many people in those days listened to the 50-watt transmitter with ear phones. Their radio was a crystal, a cat's whisker and a coil of wire wrapped around a cardboard cylinder.

Today, an enthusiastic group of men manage the station which puts out 1,000 watts. Sunday is the most popular listening day when church services of all denominations are broadcast in turn.

Following the services, residents of Harbor Grace may learn that a certain patient is making good progress in hospital following an operation, or that Uncle Tom of Burin is up and about again. Last year VOWR handled eleven-thousand hospital reports for outport residents, many of whom have no other means of communication with St. John's.

Other special features include broadcasts of hospital graduating exercises; college speeches and debates; children's programs; hymns and music.

VOWR made history five-years after it was opened. A tidal wave ripped over the Burin Peninsula and the radio station then was the only means of communication from St. John's.

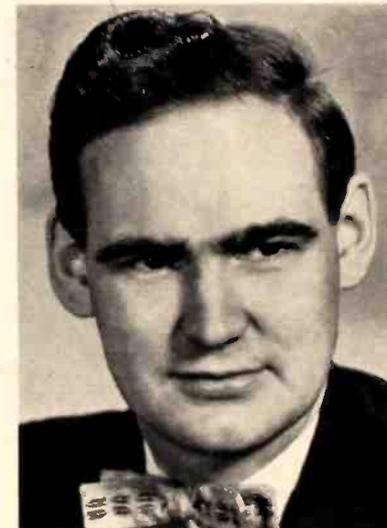
People

ORILLIA NAMES BROADCASTER ITS MAN OF THE YEAR

RADIO BROADCASTER Pete McGarvey of CFOR, Orillia, Ontario has been named the town's 1957 Man of the Year for his work in making the Brewery Bay home of the late Stephen Leacock, the well known writer and humorist, the property of the town.

The purchase, restoration and development of the property by the local parks committee will make Orillia world-known as the home of one of Canada's best known literary and historic sites.

Orillians can thank Pete McGarvey for all this. An alderman, member of the parks committee and chairman of the Stephen Leacock Memorial committee, Pete went through long negotiations with lawyers, owners, potential purchasers and advisers. He also encountered misunderstanding from some of his fellow councillors. But in the end he convinced them that they had to buy this property to better the community.



PETE MCGARVEY

Pete is also working with a committee on the development of a Stephen Leacock Memorial Theatre, patterned along the lines of the Stratford Festival Theatre. Serving on the committee for this project are: John Drainie, chairman, Barry Morse, Jimmy Hozak, Dora Clark and Bill Freedman. They have applied to the Canada Council for a grant to aid in the venture.

Toronto born, Pete has worked at CFOR for 12 years and is now the production and program director. At the age of 30 he is serving his sixth year as alderman and has headed the polls four times and run second twice. He has worked on the Leacock campaign since 1954 and is now trying to secure a government grant towards the cost of further renovation work on the property.

CHAB Wins Safety Award

CHICAGO'S NATIONAL Safety Council recently made one of its awards to CHAB-Radio, Moose Jaw. The award was for exceptional community service in support of Saskatchewan's Farm Safety Week last July.

CHAB general manager Sid Boyling accepted the award on behalf of the station.

REQUIRED

Top Flight RADIO TIME SALESMAN

for Ontario Radio Station

Apply E. N. Gregory Radio Station CKLY 249 Kent Street West Lindsay, Ontario

SALES REPRESENTATIVE (MALE)

For Radio time selling with a large organization. This position will prove interesting and challenging to an applicant 25-40 with university degree or equivalent and experience in presentation to agencies and retailers. 5 day week, all employee benefits. Salary range \$5,140. - \$6,520.

Apply Box A353

Canadian Broadcaster 54 Wellington Street West Toronto, Ontario

HAVE YOU THE EXPERIENCE?

CANADA'S FIRST STATION is accepting auditions for

ANNOUNCERS

These qualifications will receive first consideration:

- 3 or more years experience.
- All-round: News - D.J. - Personality shows.
- Willing to advance in the industry through application in many aspects of radio.

SEND DETAILS AND TAPE TO: HAL GIBSON

CFCF-MONTREAL

JUNIOR ANNOUNCER OPERATOR

Some experience necessary.

Wanted for Ontario Radio Station

Apply E. N. Gregory Radio Station CKLY 249 Kent Street West Lindsay, Ontario



UNACCUSTOMED AS I AM

There is no need for the introducer to bore the audience with a long talk, because the speaker will.

. . .

OH DRY THOSE TEARS

Bob Buss couldn't see the point in Ken Chisholm's gag about the guy who ran out onto the 50 yard line during the Grey Cup game, waved a gun at the crowd and yelled "Stick 'em up". But, as Ken explained, no westerner laughs at any mention of the Grey Cup this year.

. . .

AUDREY STRIKES BACK

Then there's the elevator girl who came back at the question "don't the ups and downs of this job bother you?", with a fast jab - - "No sir; only the jerks".

. . .

ADAGE DEPT.

Do it tomorrow. You've made enough mistakes for today.

. . .

PAN MAIL

Sir: None of us is perfect, but you overdo it.
—Uno Hoo.

. . .

NOTE TO MANAGEMENT

One way to keep down expenses is to make frequent checks on your own swindle sheet.

. . .

FUTURE FRUSTRATIONS

It may only take three days to the moon, but it takes almost three days, first, to get to the air port.

—Groucho Marx
("You Bet Your Life").

. . .

KINDLY KOMMENT

Sir: New format noted. I like the red on the outside. When are you going to get it read on the inside?

—Tonstant Weader.

. . .

ACCENTUATE THE POSITIVE

Wouldn't a logical solution to the national health plan be to pay out benefits to people who stick on the job?

for the first time . . .

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

. . . at lowest cost!

now **50,000** watts!

Radio British Columbia

CKWX

Vancouver

Reps: Canada — All Canada Radio Facilities Ltd.

Reps: United States — Weed and Company

SIGHT & SOUND

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



Compiled by
Ian Grant

Television

DRACKETT, makers of Drano and Windex, has bought an alternate week of sponsorship of *Premiere Performance* to start on January 24. All markets carrying the program will be used with the exception of the Maritimes where there is little distribution.

Whitehall Pharmaceutical (Canada) Ltd. has bought the other half and started sponsorship on January 17. Both of these accounts are handled by Young & Rubicam Ltd., with George Berthon the accountant on Drackett and John Bull on Whitehall.

Radio

THE CIRCULATION promotion of THE STAR WEEKLY is now being handled by Cockfield, Brown & Co. Ltd. On January 21 they started a heavy spot radio campaign on a national basis to run for 15 weeks. Another 15-week flight is scheduled for the fall.

CANADIAN OIL, through Vickers & Benson Ltd., have booked a five week radio campaign on most Ontario stations to start February 28. They will use spots at peak periods during the day.

BECAUSE OF GROWING criticism of some quiz-type radio programs, Canada Packers Ltd. is

withdrawing its sponsorship of the quiz shows, *Who Am I* and *It's My Living*. The company's advertising manager, John V. Dampsy, said the withdrawal would become effective at the earliest convenient date.

In a letter to the managers of the stations carrying the shows Dampsy stated that when CP began sponsorship of quiz programs several years ago, it did so confident that these shows offered listeners a service, but now they think that to carry these programs is not in the company's best interests.

Meanwhile starting on February 3 Canada Packers, through Cockfield, Brown & Co. Ltd., will be co-sponsoring *I Love Lucy* on the full network for Margene, Domestic and Maple Leaf Meats.

Harold F. Ritchie, through MacLaren Advertising, is already on the show.

TRUSHAY AND BUFFERIN, both products of Bristoy-Myers Co. of Canada Ltd., started a radio campaign on a total of 20 stations January 20. Trushay is on 14 national stations and Bufferin on 6 in Ontario and Quebec. Juliette is featured in the commercials for both products. The agency is Ronalds Advertising Ltd.

Agencies

SHWAYDER BROS. Inc., makers of Samsonite luggage and folding furniture have appointed Cockfield,

Brown & Co. Ltd., to handle their Canadian advertising.

Shwayder Bros. recently built a million dollar plant in Stratford for the production of Samsonite, Streamlite and Ultralite lines of men's and women's luggage to be marketed in Canada.

FUTURE ADVERTISING for Mum Cream Deodorant and Sal Hepatica, products of Bristol-Myers of Canada, will be handled by the Toronto office of Vickers and Benson. Frank Thomas is the account executive.

The other B-M products, Ipana, Bufferin, Ban Deodorant, Vitalis, Trushay, Mum Mist and Minute-Rub, will continue to be handled by Ronalds Advertising Agency.

People

FREMANTLE OF CANADA, exclusive Canadian representative for NBC Television films recently announced the appointment of three national sales executives. They are:

J. Henri Tremblay of Montreal, who will cover both English and French markets in Quebec and the Maritime provinces. He was formerly with Publicité - Services Ltée. in Montreal.

George B. Prokos, of Toronto, who will maintain contacts with agencies, clients and stations in the Ontario area. He was formerly with the Association of Canadian Advertisers.

Adair C. Knight of Winnipeg, who will cover the prairie provinces and BC. He was previously a salesman with CJOB-Radio, Winnipeg.

RUSSELL FURSE has been appointed general manager of CHEK-TV, Victoria. He entered the television business at its commercial

conception after World War 2, becoming co-founder and vice-president of the Academy of Television Arts and Sciences. He left CBS to establish a television consultant firm which he continues to head in addition to his other business commitments.

DON HANNANT is now in charge of television production in the Radio-TV department at McKim Advertising Ltd., Toronto. He was formerly network operations manager at Granada TV in England.

DICK RING, former account executive at McConnell Eastman & Co. Ltd., is now at Bradley, Venning & Hilton in the same capacity.

AFTER MANY YEARS of executive experience in the radio and agency field, Ernie H. Smith has taken over the position of sales promotion and research director at Radio Time Sales Ltd., Montreal. He was most recently radio and television supervisor at Harold F. Stanfield Ltd. in that city.

BILL HANNAH, who for the past 12 years has been an executive member of the planning boards for Imperial Tobacco, Molson's Brewery Ltd., CIL and TCA at the Montreal office of Cockfield, Brown & Co. Ltd., has been appointed media director at that agency's Vancouver office. He will supervise the purchase of magazine and newspaper space and radio and television time.

Shows

ALEX BARRIS, columnist of the Toronto TELEGRAM, returned to television January 22 with *Barris Beat*. For the time being it will run on CBLT from 11.30 to 12.30 at night every other week on a sustaining basis. Also on the show will be Gloria Lambert and Jack Duffy, who starred in last year's shows. Among newcomers is dancer and comedienne Maggie St. Clair.

Besides making the show more informal *Barris Beat* will provide an outlet for new and upcoming talent.

THE LATEST from Caldwell's is the sale of CBS-TV film series *Amos 'n' Andy* to CFCR-TV, Kamloops. . . . CKBI-TV, Prince Albert, scheduled to start operations on January 22 has bought a package of TV film shows which include, *Liberace*, *Frankie Laine*, *Confidential File*, *Conrad Nagel Theatre* and *Annie Oakley*.

MORE POWER COVERAGE LISTENERS

NOW 5000 watts

The station that means more business for you

CIKOV
QUEBEC CITY

Representatives
Toronto - Montreal
Interprovincial
Broadcast Sales Ltd.

In U.S.A.
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CHOV
DEMBROKE

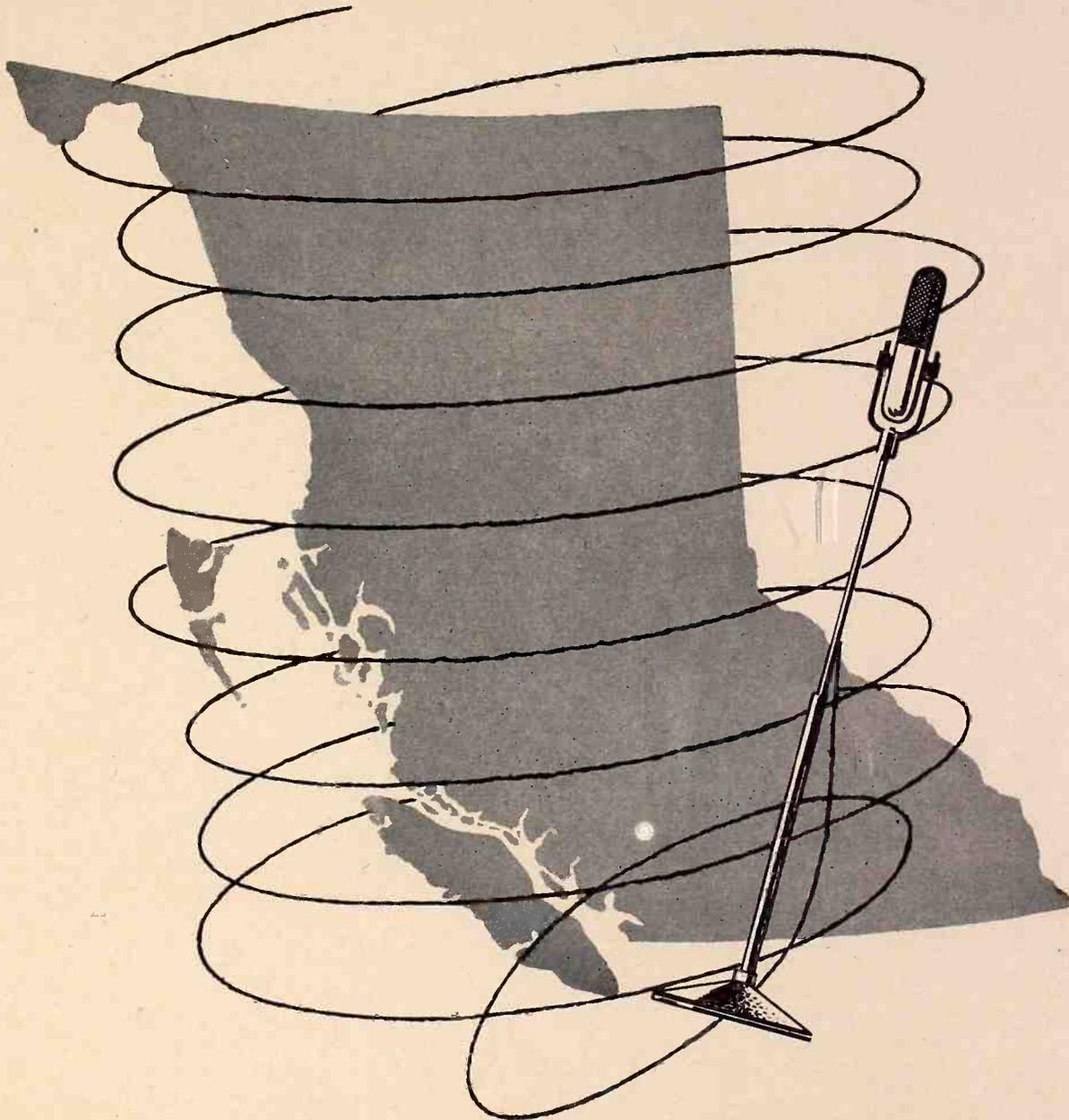
THE **Buy Sells**

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

Selling in B.C.?



ONLY ONE MEDIUM GIVES YOU MASS AUDIENCE

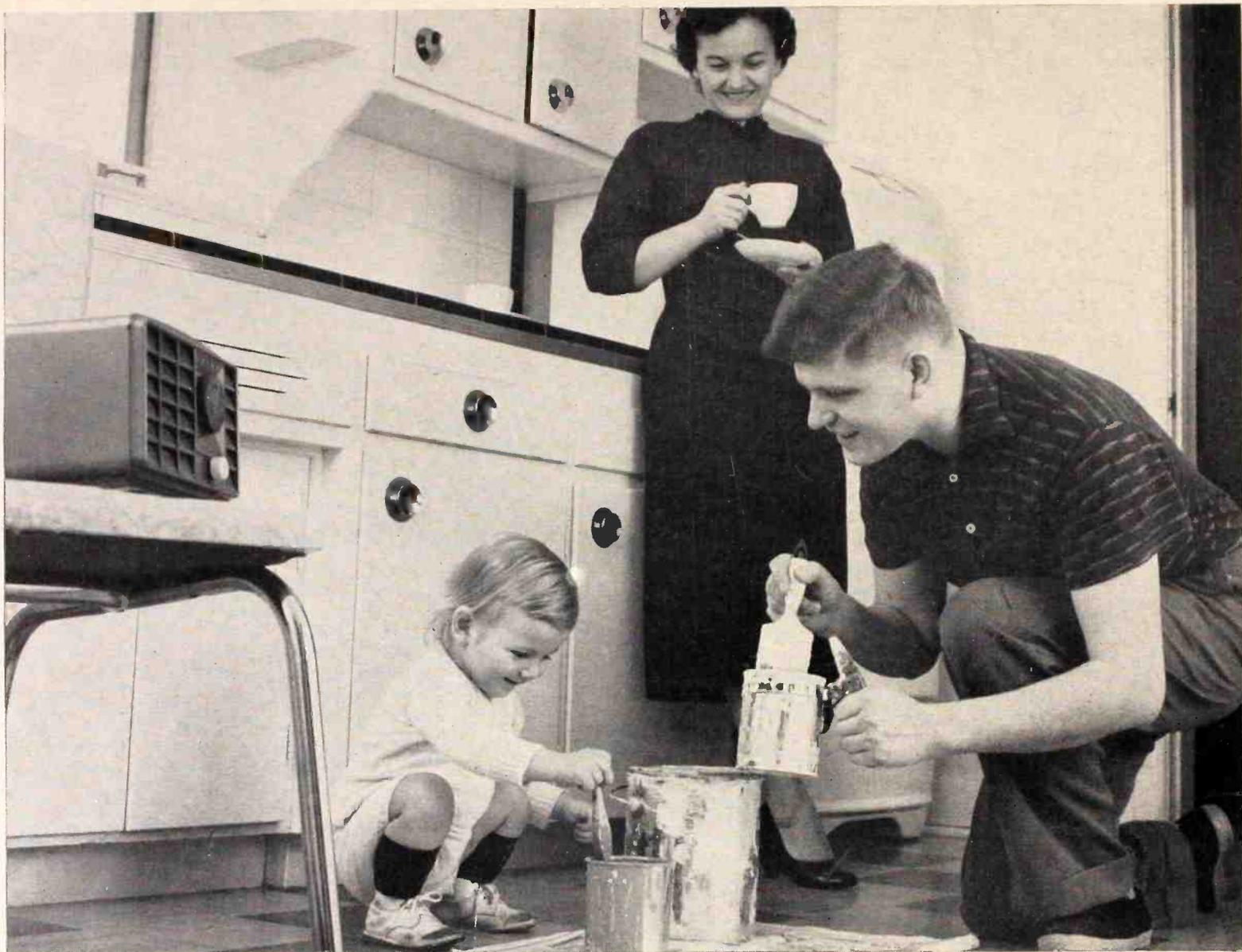
Compare these total daily circulations:

RADIO - - - - -	1,712,065
Daily Newspapers - - - - -	435,796
Magazines (Weekly and Monthly) -	492,053
Weekly Newspapers - - - - -	201,925

To sell the whopping, 1¼ billion dollar B.C. market—radio is your most effective, penetrating and economical medium.

"Wherever you go there's radio"

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



7.00 p.m.—and Toronto instrument-maker Jerry Skala has finished painting the last wall in the kitchen . . . cheered on by his wife Rose, and CFRB's good music, of course!

Meet the Skalas of Etobicoke

(they'd make grand friends . . . or customers)

Not even Jerry Skala knows the total amount he has spent for do-it-yourself supplies. What *is* known is that the 1,194,800 families* in CFRB's listening area spend more than \$4½ billion* annually for *all* retail goods. It's Canada's richest market.

Only CFRB combines these essentials: listening audience, price, ratings, experience, and programming capable

of effective selling. The advantages CFRB offers advertisers are unique.

Ask a CFRB representative today to explain how *you* can get the most sales . . . in Canada's richest market . . . at the lowest cost.

** compiled from Sales Management's Survey of Buying Power, Canadian Edition, May, 1957.*

CFRB TORONTO
1010 ON YOUR DIAL
50,000 WATTS



ONTARIO'S FAMILY STATION

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