



STARRING IN THE TITLE ROLE of the all-Canadian "Timmy's Easter Parade," on radio and TV coast to coast March 30, to spark the Easter Seal Campaign, here is Timmy, (David Crocker) making a mute appeal to his fellow Canadians to help the Crippled Children.

Canadian
BROADCASTER

Vol. 17, No. 6

TORONTO

March, 27th, 1958

- DIEFENBAKER WILL END CBC RULE 10
- PRELUDE TO BEAVERS 24



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

**RADIO'S LISTENING
AUDIENCE IS
GROWING**

In 1957 a grand total of *721,674 Radio Sets were sold — an increase of *1.7% over the previous year. This is the third straight year of increases in Radio Set Sales.

*1,000,000 Canadian homes (*26% of total homes) are listening to two or more Radios. *1,138,000 Canadian homes have at least one car equipped with a Radio — that's *45% of all homes with cars.

In home and out of home Radio gives coverage that is not equalled by the other major media.

Reach everyone with Radio.

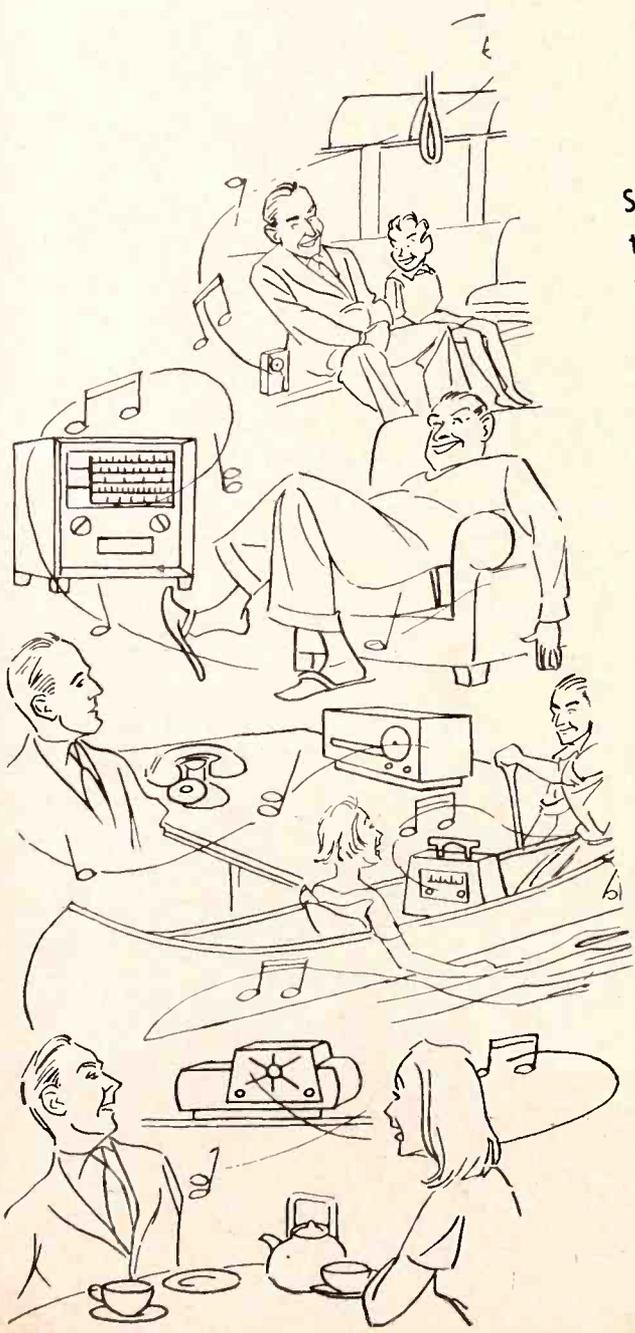
*DBS



Radio Division

Suite 404, 200 St. Clair Ave. West, Toronto 7
Phone WA. 2-0502

BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Radio and Television Broadcasters.



Music

MAY FORCE NETS OUT OF MUSIC BIZ

A PARADE OF song writers, composers and music educators converged on Washington during the past month to testify before a US Senate subcommittee which is considering legislation to force radio and television broadcasters to get out of the music publishing and recording business.

The musicians' complaint is that rock 'n roll and other teenage-slanted popular music is being promoted at the expense of classics and other "adult" music. Moreover, they claim, the broadcasters are engaged in a conspiracy to discriminate against music by the American Society of Composers, Authors and Publishers.

The companies chiefly under fire are NBC and its record affiliate, RCA Victor; CBS and its subsidiary, Columbia Records; and Broadcast Music Incorporated, whose output is controlled by the networks. BMI, in reply to charges of discrimination, said it provided competition where ASCAP once had a monopoly.

Lead-off spokesman for the musicians was Oscar Hammerstein II, co-author of Oklahoma and South Pacific. He said the networks were forcing the public to listen to music controlled by them.

CATERING TO PRE-SHAVERS

In Kansas City, Mr. Hammerstein found support from an unexpected source, band leader Mitch Miller, who is also head of the popular

music division at Columbia Records.

Miller told the First Annual Disc Jockey Convention that too many record shows were being pointed toward the pre-shave crowd. They had abdicated, he said, "to the corner record shop; to the eight to 14-year-olds; to the pre-shave crowd that makes up 12 per cent of the American population and zero per cent of its buying power - - once you eliminate pony tail ribbons, popsicles and peanut brittle."

The convention seemed to favor at least reducing rock 'n roll programming, but many felt that it had its place - - and a few were strongly in favor of it.

One speaker, Jack Lacey of WINS-Radio, New York, said: "I believe in audience ratings and I believe in the music surveys. Of course, there should not be strictly one type of music, but the rated songs sell. They are what the public demands, and we give it to them."

Phil Stone of CHUM-Radio, Toronto, commenting on audience ratings, said his station's had jumped when it switched from carefully selected LP album records to the "top fifty tunes." However, he said, "top-fifty programming became a monotony to many mature listeners, and as a result, in the past months we have again tokenly integrated LP music. Our ratings have held; our listeners are given a balanced sound."

Newfoundland IS A GROWING Radio MARKET



Modern Cafeteria Service in St. John's largest Department Store.

NEWFOUNDLAND NOTEBOOK

Every Week-end, the population of St. John's goes UP from 80,000 to 120,000 or more! Shoppers like these flock in to do a week's purchasing at a time, and stores stay open late to accommodate them. They go home with bulging shopping bags, for the average Newfoundland family is the largest in Canada - 5.1 per household. They know all about prices and "Week End Specials" before they leave home - they listen to CJON - and St. John's has the HIGHEST Sets-in-Use Percentage of ANY CITY IN CANADA.

Recently the Acting Premier of Newfoundland made this statement, which was seconded by the Leader of the Opposition and the Speaker of the House: "Without Radio here in Newfoundland, it would be impossible to reach the majority of our people."

MORE PEOPLE - - MORE SALES

A CITY AND SUBURBAN AREA, showing an increase of 5,000 to 55,000, is a market worth considering by advertisers interested in cashing in on prosperity.

Ask our reps about the phenomenal growth of the Algoma area, served by

CJIC-Radio

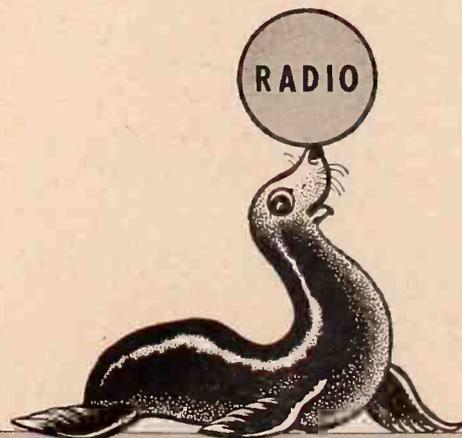
Sault Ste. Marie's Pioneer Station

Check BBM and E-H for CJIC's remarkable picture in this important market.

Now giving complete coverage of the entire Algoma area with its new frequency of

1050 Kcs

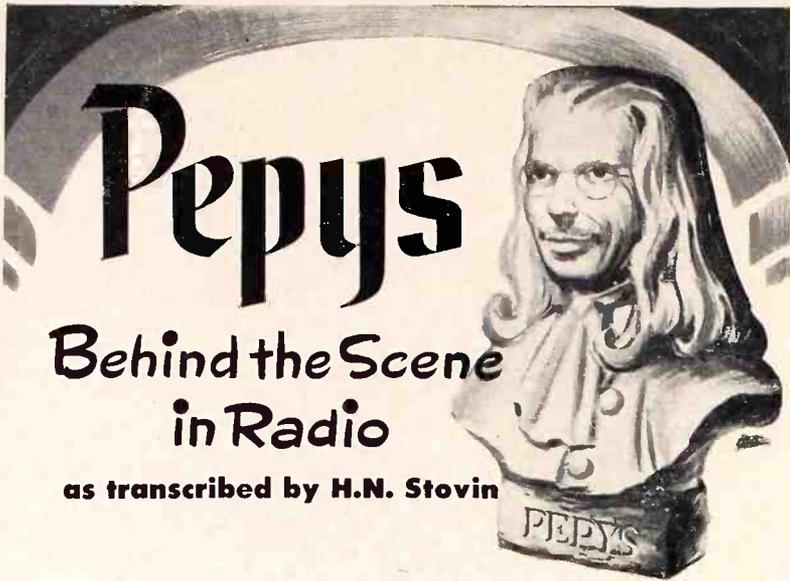
LORRIE POTTS IN CANADA • ED DEVNEY IN THE U.S.



Represented in CANADA by STOVIN-BYLES LTD.

CJON RADIO - NEWFOUNDLAND

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



This day to my apothecary's shop for a jar of Vaseline, which I have used for many a scrape and sore — and indeed nothing better, too, for keeping saws and chisels free from rust. While there, did spy my old and good friend, John D. Wilson, who does direct the Sales and Advertising of Chesebrough-Pond's (Canada) Limited, and repaired with him to the coffee-house. Did compliment him on the new venture by that Company in becoming the joint sponsor of the popular Jack Kane Show over the C.B.C. Television network, and did inquire if this meant they were forsaking their old love — Radio. Whereon he did laugh and tell me that TV would be an important *extension* of the Company's advertising, but by no means a replacement of its time-tried, time-proven Radio methods ● ● ● Much gratified, but indeed did expect no less from a Company which has used Radio for over 20 years, and did sponsor the famous "John and Judy" drama series, which old-timers like Pepys still recognize as a noteworthy milestone toward wooing audiences and winning sales ● ● ● Today, as for years past, Pond's do, in strong schedules of 1-minute Radio Spots in 12 months of the year, and some Programs, support such of their well-known beauty products as Cold Cream, Vanishing Cream, Dry Skin Cream, Angel Face Pressed Powder, and Angel Skin Hand Lotion, which "stops chapping before it starts". Pepys did offer the small whimsy that he hoped it did not keep the chaps away entirely; and was at once reminded that on the contrary, Pond's went after the men with many good products for their own use — such as Vaseline Hair Tonic, Wonder-Foam Shampoo and Valcream; besides Petroleum Jelly and Pertussin Cough Syrup for the whole family ● ● ● "All these", said Mr. Wilson, "are growing in volume, and it is our belief that Radio has played a very important part in our sales growth over the years".



STOVIN-BYLES Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

<p>Radio Stations</p> <p>CJOR Vancouver CFPR Prince Rupert CKLN Nelson CKXL Calgary CJNB North Battleford CKOM Saskatoon CJGX Yorkton CKY Winnipeg CJRL Kenora CJBC Toronto CFOS Owen Sound</p>	<p>CJBQ Belleville CKLC Kingston CFJR Brackville CKSF Cornwall CHOV Pembroke CJMS Montreal CKCW Moncton CJON St. John's, Nfld. ZBM Bermuda ZNS Nassau CMQ Cuba</p>	<p>Television Stations</p> <p>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</p>
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Dept. of Transport

POWER CEILINGS ARE LIFTED

THE DEPARTMENT of Transport is now prepared to consider applications for power boosts for regional and local radio stations in Canada.

Under existing regulations, regional stations are limited to a maximum power of 5,000 watts and local stations to 250 watts. Stations permitted to operate in excess of 5,000 watts are known as "clear channel" stations.

The Department of Transport announcement said that the reason for the move is that "with the rapid growth of metropolitan areas, the existing power ceilings (of regional and local stations) no longer were adequate to provide the proper service in many places."

This step is the direct result of many years of campaigning on the part of Wilbur B. Smith, Superintendent, Radio and Regulations Engineering, Department of Transport, to get the necessary change made in the North American Regional Broadcasting Agreement (NARBA); by means of which powers and frequencies are controlled in both Canada and the United States.

Engineers point out that all stations will not be able to take advantage of this move, because geographical and other special conditions will make it impossible for them to boost their power without creating interference. This will apply particularly in the case of stations located in the more congested areas. But the change

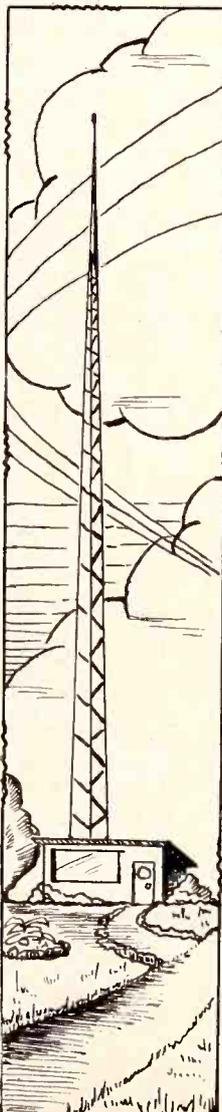
will be welcomed, especially by the smaller stations, in cases where a power boost is technically possible. In the past, when these stations have been faced with the need for a power increase, they have had to consider a six figure investment in surveying for a new frequency, buying a new transmitter site, erecting new towers with the necessarily complicated and greatly expanded antenna arrays, besides installing a new transmitter.

With the power ceiling lifted, they may be able to continue operations on the same frequency up to the maximum power of 50 kilowatts. In some cases they may be able to use the same towers on the same site with modifications to provide adequate protection, at a cost which may be as low as \$20,000.00.

Most authorities feel that the trend will be towards increases, where possible, of from 250 watts to 1,000 watts for the local stations and from 5,000 watts to 10,000 watts for the regionals.

The Department's statement does not say to what extent power boosts will be permitted, but it is understood unofficially that permission will be granted so long as the new power does not create interference with other stations.

Stations contemplating these power boosts will make application through the Department of Transport and the CBC in the usual manner.



THE MAGIC TOWER

(A Fairy Tale of Facts)

Many years ago, there was a small town nestled in a lovely valley beside a beautiful river.

The town people, and the people in the valley, worked together happily and the whole valley prospered. And because it prospered more people came to the town and it grew and grew.

There were happy times and sad times in the valley. The wars were sad times but they brought many men and their families to a big soldier's camp near the town in the valley. And the camp, too, grew and grew until today there is only one bigger in all the land.

Then more men, very wise men, came to the lovely valley and near our town built strange buildings to study what they called the atom. And their wives came and their children too, and another town grew.

And in this time, a magic tower grew in our town, soaring toward the sky and from it came words and music for all the people in all the towns in all the valley to hear.

And so, the magic tower which the people called CHOV became a part of the valley and its town.

And the people came to heed the words from the magic tower because they told of news at home, and in other lands, and of products and services they could buy, and they were happy. And those who told of their products and services by the magic tower SOLD HAPPILY EVER AFTER.

(No wonder! The valley market had a \$91,000,000 net buying income.)

CHOV

Radio Pembroke — 1000 watts

Canadian BROADCASTER

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 IAN GRANT (News)
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RADIO • TELEVISION • ADVERTISING

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1
EMPIRE 3-5075

Printed by Age Publications Limited.



Vol. 17, No. 6

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

March 27th, 1958

Plus Marks The Spot

An astonishingly large number of Liberal candidates is going to be more than justified next week in blaming the Conservatives for their state of unemployment .

Yes, we are as certain as that about the March 31 voting, and the reason for our confidence is a simple one.

This election campaign has been fought by each of the two major parties in a way which can be very clearly defined. It has been a case of Diefenbaker for the positive and Pearson for the negative. In addition to this, the Liberals have countered Conservative promises, which consistently echo the demands made by the PC's when they were in opposition, with undertakings to outmatch the Conservatives by promising the things the Conservatives are promising, even though they steadfastly refused to do them when they were in power themselves.

In the field closest to us, the field of broadcasting, Mr. Diefenbaker has intimated that second television stations will be made possible in due course. Immediately on the heels of this statement, a Liberal cabinet minister made the oracular announcement that the time is now ripe for second television stations.

While they were in office, the Liberals could only spare \$46 a month for old age pensioners. Then Mr. Diefenbaker raised it to \$55 and now the Liberals are promising even more.

The Liberals have consistently refused to reduce taxes since the war. They sneered when the Conservatives suggested from the opposition benches, early in 1957, that they could be reduced by several hundred million. Then, when the PC's gained power,

they did this and the Liberals promptly proclaimed that they should be reduced by \$400,000,000 more.

The Liberals invoked their "tight money policy" to reduce the volume of construction as an anti-inflation device. Then the Conservatives poured \$300,000,000 into new housing and reduced the NHA down payment requirement to 10%. Now the Liberals are promising even greater latitude.

As soon as the Conservatives negotiated tax realignments with the provinces, the Liberals, who have consistently disregarded this need, have set out to outbid them.

The Liberals perpetually by-passed problems concerned with Maritime power development and Prairie irrigation, until the Conservatives gave such matters their first consideration. Now the Liberals have done a faceabout, and have become deeply solicitous for these previously neglected areas.

And so on, and so on and so on.

In his short stay in office, Mr. Diefenbaker and his government made it amply clear that he takes his promises seriously. An examination of the debates while he was leader of the opposition discloses an accurate forecast not only of his campaign promises, but of legislation he actually introduced while he was in power.

The people of Canada have a clear choice in front of them. This choice lies between the consistency of the Conservatives and the fickleness of the Liberals. They have a choice of recording their vote either for the positive or for the negative.

What do you say?

News Briefs

FORMER LIBERAL Fisheries Minister James Sinclair has echoed a statement by Revenue Minister George Nowlan that the time has nearly arrived for the federal government to permit competing television stations in Canadian cities.

Government policy, set up under the former Liberal administration, limited each city to one station on the ground that there should be stations in smaller cities before the larger centres had two or more.

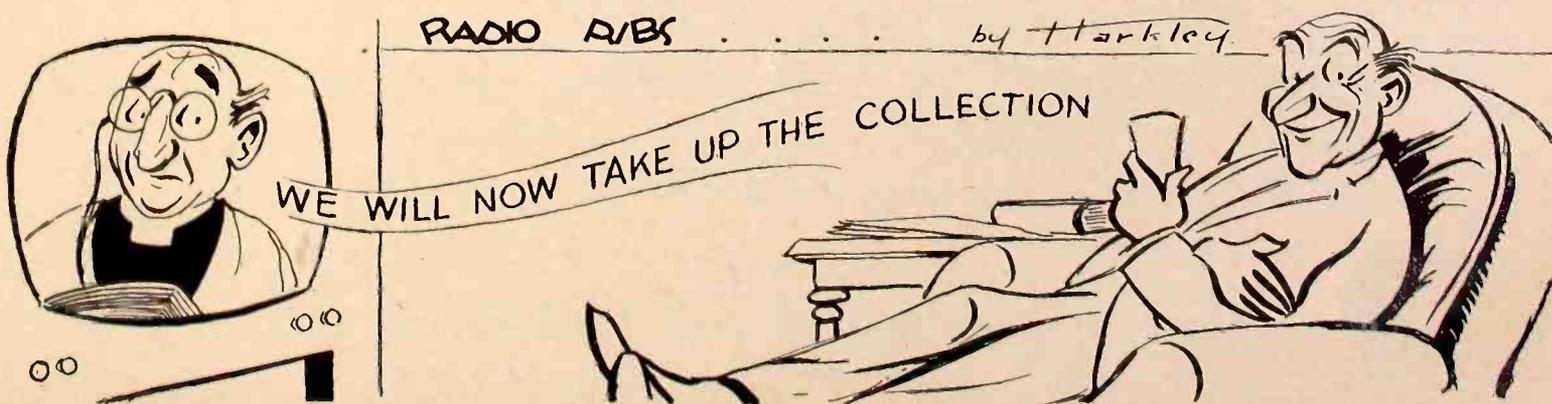
In Halifax three weeks ago, Revenue Minister Nowlan told a radio audience that competing television stations would be permitted in the near future in various centres. He said it was only a matter of amending the existing act, but that the step would require Parliament's approval.

In Ottawa last week, Mr. Sinclair said that if his party was elected, a Liberal government would also relax the regulations to permit TV competition.

"MARKETING . . . THE Golden Key" will be the theme of the 10th Annual Convention of the Federation of Canadian Advertising and Sales Clubs, being held May 30, 31, June 1, at Britannia Hotel, Huntsville, Ontario.

Acting as hosts will be the three Toronto clubs — The Women's Advertising Club, The Advertising & Sales Club, and the Young Men's Advertising & Sales Club. L. G. "Bud" Harris is General Convention Chairman.

THE ATLANTIC Association of Broadcasters meets at Amherst, N.S., April 20-22.



Radio

MUSIC AND NEWS IS AN EXACTING FORMAT

THE FIRST CONCEPT to remember is that CKBB will henceforth be programmed for listeners - - not for the pleasure of the announcing staff or management . . ."

This dictum, leading off a tersely-worded two-page memo circulated last summer to the staff of CKBB-Radio in Barrie, Ont., sets the whole tone of the program policy Ralph Snelgrove calls "the new sound in radio."

To the casual skeptic, what hits the air might easily be brushed off as "just music, news and sports - - the easy way out."

But there is nothing easy about CKBB's programming, and a lot more to it than simply "music, news and sports." The technique, and within three months the ratings indicated it was a successful one, was to pare down and eliminate anything which did not have direct, proven listener appeal. It just so happened that when the editing job was finished, the only elements left were carefully selected popular music, brief but frequent news bulletins, brief sports summaries - - and public service programs stripped of all their verbiage.

IT MAY NOT BE YOUR CHOICE

"The first thing a station operator has to get through his head," says Ralph, "is that he isn't programming for himself or his wife. His concern is to find out, first, who is listening at a particular time; second, what the specific listener wants to hear; and third, the smoothest way to present it."

By following this formula, CKBB shows an over-all improvement in ratings of about 23 per cent, with nighttime ratings up a startling 141 per cent.

HONEST APPROACH TO MUSIC

The idea certainly isn't a new one. "WNEW, an independent Manhattan station, started it nearly 20 years ago," Ralph said. "It got labelled as the music and news format and people were saying it was the salvation of radio broadcasting in TV times. But it was more than that; it was an honest approach to music and talk."

The whole principle is open to various interpretations, but Snelgrove feels this way about it: a station operator may have a personal preference for three hours a day of

Mozart; he may like talks programs on matters of searching social significance - - but if he has come to the conclusion that his listeners are not interested he is not using an "honest approach to music and talk," if this is what he gives them.

The essence of the CKBB formula, evolved after months of consultation with his key men and put into practice August 25, 1957, is the streamlining of music and talk.

To streamline the music, CKBB studied its library, decided it just didn't measure up to the new format, and sold every disc to the public for a total of \$1,300.

"The funny thing is that they would buy the records to play at home, but they wouldn't turn on the radio to listen to them," Ralph said.

Next came the axe on the talk. Item 2 of the memo states:

"All talk is to be kept to an absolute minimum. No talk is permitted that doesn't say something significant."

WORD ECONOMY IS IMPORTANT

This, Snelgrove feels, is an all-important rule. Many Canadian stations have the music-and-news format but it loses its point because the music is snowed under by a blanket of words. Even time signals are streamlined in the CKBB format, and a rigid control is kept on an-

nouncers until they get the automatic habit of word economy.

For instance, no CKBB announcer says, "It's ten minutes after the hour of two pm." He says "It's ten past two."

No announcer finishes a show with "Goodbye," either. *He* may be leaving, but CKBB is still on the air, and under the new formula the retiring announcer must tie in his departure with the arrival of the new man.

No announcer will fill in time with comments about his personal life, either. As the memo has it: "If your wife is pregnant, it's your business, and your listeners will learn of it at the proper time through proper channels."

Music is chosen by the station's program committee, and broken down into five categories:

1. The top fifty records.
2. A selection of the top fifty tunes played by artists other than the stars.
3. Standards, starting with 200, with nominations auditioned each week to eventually bring up the Standard List to about 500 discs.
4. Western music. About 50 selections, all of them instrumental.
5. A selected list for special periods; classical and semi-classical.

THE AUDIENCE CHANGES

The program committee's study of ratings and their own surveys have

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway

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3rd TV MARKET

With over 120 Cities, Towns and Villages

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CHANNEL 5 • PRINCE ALBERT

100,000 Watts • Antenna Height 875 Feet
(Above Average Terrain)

Ask your "All-Canada" Man about the "Cost-per-Thousand"

PHONE

ALL-CANADA RADIO and TELEVISION LTD.

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

It's the rare script that can't be cut

convinced them that they have periods when adults determine the choice of fare and when teenagers determine it; there are also definite periods calling for bouncy music and definite periods calling for standard fare.

Not only is the music categorized, but so are the adult and teenage listening times. "A" time is adult; "B" time is the younger audience. The period from 4 to 5:30 pm, for instance, is considered "B" time and during that period only music from categories 1 and 2 can be played. In the early morning period, an "A" time, the music is bouncy. By 9:30 or 10 am, the period is still "A" time, but the music has moved into Category 3, CKBB's Standard List.

"But while the music has softened up," Ralph says, "we still keep at the announcer to keep his talk down to a minimum. If he has no announcement to make between records, the chatter is restricted to eight seconds. We feel that each announcer should write out in long-hand what he's going to say between records, to avoid repetition and to give him some security in knowing what he is going to say. However, the procedure isn't compulsory as long as the announcer keeps to the station policy. If he gets wordy the program director jumps him."

Insofar as straight talks shows are concerned, the news bulletins are the longest items on the air. Reports of provincial agricultural reps, which used to get 15 minutes, now get three minutes. "We take a blue pencil to

the script if it's too long," says Ralph. "It's the rare script that can't include all the facts inside three minutes."

On CKBB's *Homemaker Show*, which uses a male and female announcer, policy dictates that a record will be played if telephone conversations with listeners exceed two minutes.

What has been the overall effect of this staccato format on the listener?

"The change was made August 25, 1957," Ralph said. "We had had an audience measurement done in the preceding May, and we had another done in November. Our 7-9 am period showed an increase of 41 per cent, 9 to 11 am was up 12 per cent, and 11 am - 4 pm was up five per cent - - and our nighttime audience, when we program strictly for the younger listener, went up 141 per cent."

Seek High River Licence

A GROUP OF CALGARY businessmen, are reported to be "well along" in their long-range plans to establish a radio and television station at High River, 40 miles south of Calgary, to compete with "both the Lethbridge and Calgary advertising markets."

The CALGARY HERALD says application for a radio licence will likely be made soon, and that once obtained, the station would begin broadcasting 24 hours a day in about four months. The TV application would be made once the radio permit is approved.



Ralph Hart

*Vice-President and
Director of Radio and Television
Spitzer & Mills Limited
Advertising Agency
finds Peterborough
an excellent test market*

Mr. Hart says: "We have found Peterborough to be a good test market — both from the standpoint of size of market and relative freedom from influence by 'outside' media. The Peterborough market has been selected many times for tests of copy and media strategy for our clients."

The most effective way to sell this "ideal test market" is via broadcast media.

DON'T BE AN "OFFICE ERROR"!

The pretty young gal who does the woman's program on a top-notch Western station wrote a revealing letter to us the other day. She wrote:

"Dear Sirs — It has been brought to my attention that the script 'Listen Ladies' has, through an office error, been cancelled. Would you please reinstate my subscription, and if possible send through the ones that were missed because of this. I find it an excellent service and use just about all of it."

So look, boss, if you're cutting costs around your broadcasting station, don't start on "Listen Ladies" . . . unless you want to be tabbed as an office error!

Instead, give the gals who put woman-interest in your schedule a break. Subscribe, now, to "Listen Ladies" — the script service that brings phone calls, fan mail, ratings — and sponsors.

"Listen Ladies" costs you only \$3 per month. All the bigger, better stations subscribe . . . at least ALMOST all of them. How's about making it unanimous?

WALTER A. DALES, Radioscripts
270 FORT STREET, WINNIPEG 1, MAN.

CHEX^{TV}
Peterborough

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

CHEX^{RADIO}
Peterborough

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

TWO MORE OF THE EFFECTIVE "NORTHERN GROUP"

BBM

QUALITATIVE SURVEYS ARE AVAILABLE IF USERS WILL FOOT THE BILL

by BRIAN SWARBRICK
CB Staff Writer

GENERAL APPROVAL of the work of the Bureau of Broadcast Measurement in quantitative audience surveys, and keen queries on the prospects of qualitative measurement were the dominant points in a lively meeting of members of BBM in Toronto's King Edward Hotel, March 13.

Representatives of sponsors, agencies, stations and station reps were given the floor for nearly two hours to air their questions, complaints and suggestions. Chairman of the meeting was BBM Executive Vice President C. C. (Bud) Hoffman,

assisted by their Director of Research and Development, Wilf Hudson.

The following points emerged:

- 1. Most users are happy with the accuracy and honesty of BBM's quantitative surveys.
- 2. Some would like a degree of qualitative reporting, ranging from figures on the income of respondents to their abilities to properly fill out a ballot.
- 3. BBM can provide qualitative surveys if members can agree on what they want and are willing to pay for it.

- 4. The cost of such surveys could be astronomical - - as high, Hoffman said, as \$10 millions. He qualified this statement by saying that no attempt had been made for an exact figure, but that the cost of adopting all of the measurement recommendations of CARF's BAM report could range between \$2.5 millions and \$10 millions.

- 5. Present surveys are being taken too literally; i.e., an audience rating of two per cent is being accepted as exactly double the rating of a station showing one per cent. At this low figure, Wilf Hudson pointed out, both ratings are estimates - - too inconclusive to be accepted precisely.

- 6. Some of this problem could be eliminated by intelligent use of the table of errors at the front of each survey report.

- 7. Thought is being given to country-wide classes on how to use the reports.

- 8. A common misconception is that a larger sample size must be used in, say, Toronto, than in Truro. Repeated examples by Hudson and speakers from the floor showed that conclusions reached on the basis of 100

returns varied little when the returns were multiplied by even 10 times. The statistical accuracy remains constant whether the 100 returns come from a hamlet or a metropolis.

- 9. There was general agreement that flaws and shortcomings still existed in the BBM service, and the assurance was given by Hoffman and Hudson that BBM is constantly striving to solve these problems.

INCREASING THE RETURNS

This last point kicked off the question and answer period, when Andy McDermott of Radio and Television Sales Inc., who represents VOXM, St. John's brought up the difficulty in getting back ballots from Newfoundlanders. He complained that while VOXM had a poor rating in a particular time spot according to BBM, this station had 1,351 telegrams from entrants in a contest aired in this same timespot. He produced his proof that the station had a better rating than BBM had shown - - 1,351 actual telegrams wedged into a suitcase!

Hoffman agreed that Newfoundland returns were slow and said a Newfoundland PO box was now being used to encourage respondents.

BIGGER AND BETTER BALLOTS

This discussion raised suggestions on improving the ballot form. These included:

1. Making it bigger. Some people found the small type hard to read. This suggestion was taken under consideration.
2. Making up separate ballots, one English-language, the other French-language, on the grounds that some potential respondents were irritated by the double printing. This was rejected in principle on the grounds that it was impossible to tell, as Hoffman put it, "that a man named MacDonald is going to necessarily be English-speaking. It happens in French-speaking areas that people with English names sometimes speak only French, and vice versa."
3. Re-wording of the section dealing with "out of home" use of radios. Some people, it was suggested, might not realize this meant portable and car-radio use. This suggestion was accepted.

HOW MANY BALLOTS?

Lyman Potts of CKSL, London, presented about a dozen points for consideration, most of which had already been the subject of correspondence with BBM. Among them was the suggestion that the number of ballots returned in a survey should be mentioned on the survey report. He said that if the report is apparently based on 400 returns, and in fact only 236 ballots were returned, the calculations would be inaccurate.

Hudson said that while BBM is prepared to quote numbers of ballots returned, the figures were not in-

C K X

BRANDON

NOW 5000 WATTS!

SERVING

WESTERN
MANITOBA

and

EASTERN
SASKATCHEWAN

FROM "THE WHEAT CITY"

Figures Don't Lie!

More than 500 local sponsors sell with CJSP regularly! A good local salesman is a HOT salesman for national products! Join over 100 national sponsors who are proving that fact on CJSP every week.



The Right Approach... to the Sun Parlor

CANADA'S 7th MAJOR MARKET

Contact: Radio & Television Sales - Toronto & Montreal

"... but its going to be expensive"

accurate. He reiterated that it was a statistical fact, as remarkable as it may seem, that beyond a certain point - - about 100 returns - - the size of the sample does not greatly affect the accuracy of the conclusions.

Hudson also pointed out that there was a danger in publishing figures on returns. Non-statisticians could easily draw inaccurate conclusions.

Muriel Murray of Walsh Advertising suggested that Hudson illustrate some of the mathematics involved in reaching conclusions on ratings. Hudson, using a blackboard, obliged with the equation of the standard deviations and the resulting error at varying probability levels.

He went on to point out that it was a statistical fact that to reduce error by one half, it would be necessary to increase sample size by four times; to reduce it to one third, nine times the original sample was necessary; and a reduction to one quarter the original error demanded 16 times the original sample size.

QUALITY COMES HIGH

Qualitative surveying was brought up repeatedly by members of the audience, and Hoffman replied that various aspects of it - - particularly in the light of the CARF-BAM report - - were under consideration.

"But it's going to be expensive," he said. "One man tells me that unless there are some clarifications in the BAM report, we could con-

ceivably be forced to use a quarter of a million homes as a sample. If so, we could possibly be spending two and a half million dollars just paying the families to keep their diaries." Mr. Hoffman said it was his understanding that there were some clarifications coming up.

CARF Chairman Adrian T. Gamble, speaking briefly on qualitative surveys, said: "It is not impossible to give you any kind of survey you like - - as long as you're willing to pay for it."

BBM has sent its comments on the BAM report to CARF, pointing out the need for clarity in that section of the report dealing with sampling sizes. At the same time the BBM letter emphasizes the desire of both organizations - - whose directors come from the same source - - to co-operate in bringing about the type of survey which would satisfy the needs of all concerned.

Mr. Gamble told THE BROADCASTER that the BAM committee is aware that misinterpretation of certain sections of the report might lead one to feel that its implementation would be excessively expensive.

"But," he said, "our specifications and criteria are to be considered as a suggested guide and not an inflexible rule. In those cases where it would be excessively expensive in view of the results, to measure up to our specifications and criteria, some modified system would be worked out."

For "BANG-UP" Sales . . .



"Rise 'n' Shine" with Bill Hicks

With "Stirring" Results . . .

Buy Radio 600 CFQC

the station that reaches ALL of the largest trading area in Saskatchewan

CONTACT OUR REPS

Radio Reps - Canada
Young Canadian Ltd. - USA



THE RADIO HUB OF SASKATCHEWAN

Last Fall Radio Representatives supplied advertising agencies and advertisers with File Boxes containing information relative to radio stations and statistical data on the markets they serve. From time to time, we have supplied additional data like revised coverage maps pertaining to station's power increases, etc., in an effort to make the File Box of even greater value by keeping the information up to date. Changing personnel and programming at the station level, combined with fluctuating economic conditions sometimes change the face of a station and the community it serves, that keeping pace with such changes becomes a problem.

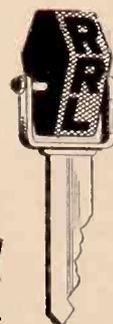
With this in mind we are currently in the process of up-dating all information in the File Box. This data will be released within the next few weeks.

Suggestions for improving this service are always welcome.

A Dependable National Sales Representation Organization Selling and Representing Responsible Canadian Radio Stations

Radio Representatives Limited

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TORONTO

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SELLS while it PLAYS!

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The "NEW"

CJMS

Serving
The **LARGEST CITY**
IN **CANADA**

24 Hours **EVERY** Day
5000 Watts Day and Night

The "NEW"

CJMS

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Where everything is
"NEW"
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The "NEW"

CJMS

The "NEW" Sound
in **MONTREAL** is
On The Move

In Montreal Dial:
Johnny Naden,
Manager, CJMS, UN. 1-3456.
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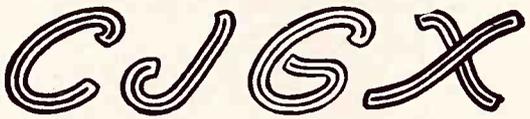
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YORKTON, SASKATCHEWAN



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SASKATCHEWAN
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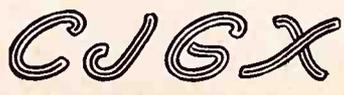


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Young Canadian Ltd., U.S.A.



Did you know that . . .

CKLN Nelson, B.C.

reaches a total of 4,134*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

"...there's always some comical thing"

Guthro, "and we try to be prepared for it. For example, during the re-creation of one event on the screen, the film broke, and moderator Fred Davis went on with the show, not realizing what had happened. Since then we have had a phone installed from the studio floor to the control room. Fred also has a small receiver under his desk so that he can see what is actually going out on the air."

Speaking for the panel, Gordon Sinclair said there is always some comical thing happening. One he remembered, was when the panel was using the kind of microphone that hangs around your neck. The one that female panelist Toby Robins was using, broke and disappeared down the front of her dress!

THE REASON WHY

The question why Young & Rubicam, the controlling agency, picked *Front Page Challenge* to do a job for Lever Brothers, the sponsor, was answered by Bob Lee, the agency liaison man.

"From watching the US networks we realized that there were a number of low cost quiz shows that were getting a good percentage of the audience. In view of this, a quiz show seemed a logical idea and besides that, the CBC was not carrying any commercially sponsored quiz program. Another factor", said Bob, "was that prior to this Lever Brothers had used musical comedy that was not particularly successful."

When asked how they know how *Front Page Challenge*, which costs

between seven and nine thousand dollars weekly, is doing a job for them, a Lever Brothers spokesman had this to say:

"The only way to measure whether television is doing a job for us is to test it. For example, we can put a 10 cent special on Breeze and advertise it on *Challenge* alone. Then if the results are good you have two choices. One is that the television did a selling job and the other is that nobody else had a special on the store shelves at that time."

He also thinks that the high measure of identification created by the fact that they alone sponsor two complete half hour shows weekly, *Challenge* and *Tugboat Annie*, produces better results than if they only sponsored half of them.

Front Page Challenge recently made news in the columns of the *TORONTO DAILY STAR*. Gordon Sinclair had said, in his column, that *Challenge* was really riding high according to the Elliott-Haynes ratings.

William Drylie, another columnist for the same paper, wrote that he hoped Sinclair and producer Jim Guthro did not go completely round the bend celebrating because the MacDonald Research ratings, for a certain week, had placed *Challenge* way down on the list of national shows.

Drylie's retraction appeared in the next day's edition after he discovered that for the week that the MacDonald survey was taken *Front Page Challenge* was replaced on the air by the Liberal Convention.

Did you know that . . .

**DURING THE AVERAGE WEEKDAY
BETTER THAN**

9 OUT OF 10*

**CANADIAN TV HOMES
WATCH TELEVISION**

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GO AND GROW WITH

**TELEVISION
CANADA'S NUMBER ONE
SALESMAN**

*BBM - October 1957

CARTB Member Stations

CJON-TV,	St. John's	CFCL-TV,	Timmins
CJOX-TV,	Argentia	CFCJ-TV,	Port Arthur
CFCY-TV,	Charlottetown	CJIC-TV,	Sault Ste. Marie
CHSJ-TV,	Saint John	CKLW-TV,	Windsor
CKCW-TV,	Moncton	CKNX-TV,	Wingham
CKRS-TV,	Jonquiere	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
CKBI-TV,	Prince Albert	CKOS-TV,	Yorkton
		CHAB-TV,	Moose Jaw

Alberta's "Farm Station"

CFCW
Camrose

...now Alberta's 4th market

- 1 Edmonton
- 2 Calgary
- 3 Lethbridge
- 4 CFCW

approx. 24,000 Radio Homes
Fall 1957 BBM Survey

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TV Division

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Phone WA. 2-3684

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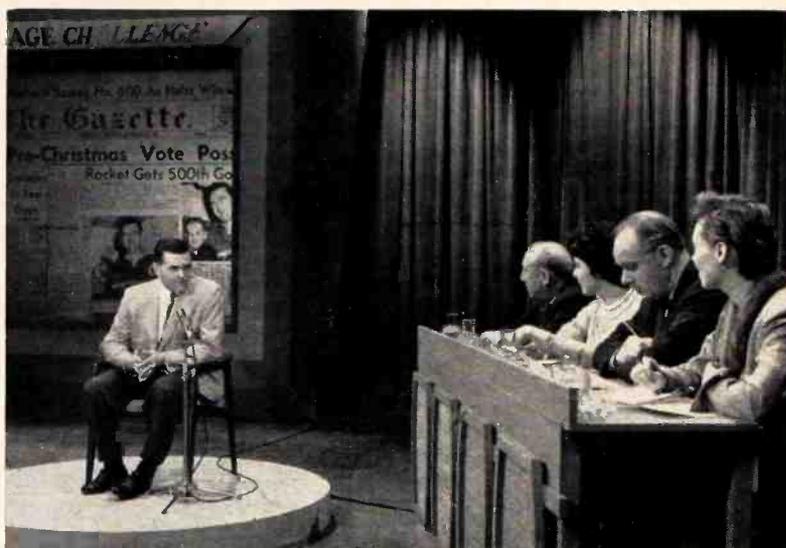
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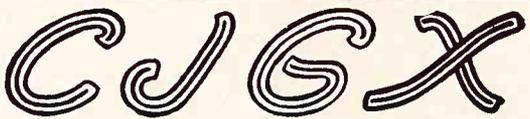
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are made
**WITHIN A 100 MILES
RADIUS OF
YORKTON**



*Excluding Regina and Saskatoon

GREATER IMPACT ON THE PRAIRIES

For Further Market Information on
Western Canada's Farm Station

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



Did you know that . . .

CKLN Nelson, B.C.

reaches a total of 4,134*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

"...there's always some comical thing"

Guthro, "and we try to be prepared for it. For example, during the re-creation of one event on the screen, the film broke, and moderator Fred Davis went on with the show, not realizing what had happened. Since then we have had a phone installed from the studio floor to the control room. Fred also has a small receiver under his desk so that he can see what is actually going out on the air."

Speaking for the panel, Gordon Sinclair said there is always some comical thing happening. One he remembered, was when the panel was using the kind of microphone that hangs around your neck. The one that female panelist Toby Robins was using, broke and disappeared down the front of her dress!

THE REASON WHY

The question why Young & Rubicam, the controlling agency, picked *Front Page Challenge* to do a job for Lever Brothers, the sponsor, was answered by Bob Lee, the agency liaison man.

"From watching the US networks we realized that there were a number of low cost quiz shows that were getting a good percentage of the audience. In view of this, a quiz show seemed a logical idea and besides that, the CBC was not carrying any commercially sponsored quiz program. Another factor", said Bob, "was that prior to this Lever Brothers had used musical comedy that was not particularly successful.

When asked how they know how *Front Page Challenge*, which costs

between seven and nine thousand dollars weekly, is doing a job for them, a Lever Brothers spokesman had this to say:

"The only way to measure whether television is doing a job for us is to test it. For example, we can put a 10 cent special on Breeze and advertise it on *Challenge* alone. Then if the results are good you have two choices. One is that the television did a selling job and the other is that nobody else had a special on the store shelves at that time."

He also thinks that the high measure of identification created by the fact that they alone sponsor two complete half hour shows weekly, *Challenge* and *Tugboat Annie*, produces better results than if they only sponsored half of them.

Front Page Challenge recently made news in the columns of the *TORONTO DAILY STAR*. Gordon Sinclair had said, in his column, that *Challenge* was really riding high according to the Elliott-Haynes ratings.

William Drylie, another columnist for the same paper, wrote that he hoped Sinclair and producer Jim Guthro did not go completely round the bend celebrating because the MacDonald Research ratings, for a certain week, had placed *Challenge* way down on the list of national shows.

Drylie's retraction appeared in the next day's edition after he discovered that for the week that the MacDonald survey was taken *Front Page Challenge* was replaced on the air by the Liberal Convention.

Did you know that . . .

**DURING THE AVERAGE WEEKDAY
BETTER THAN**

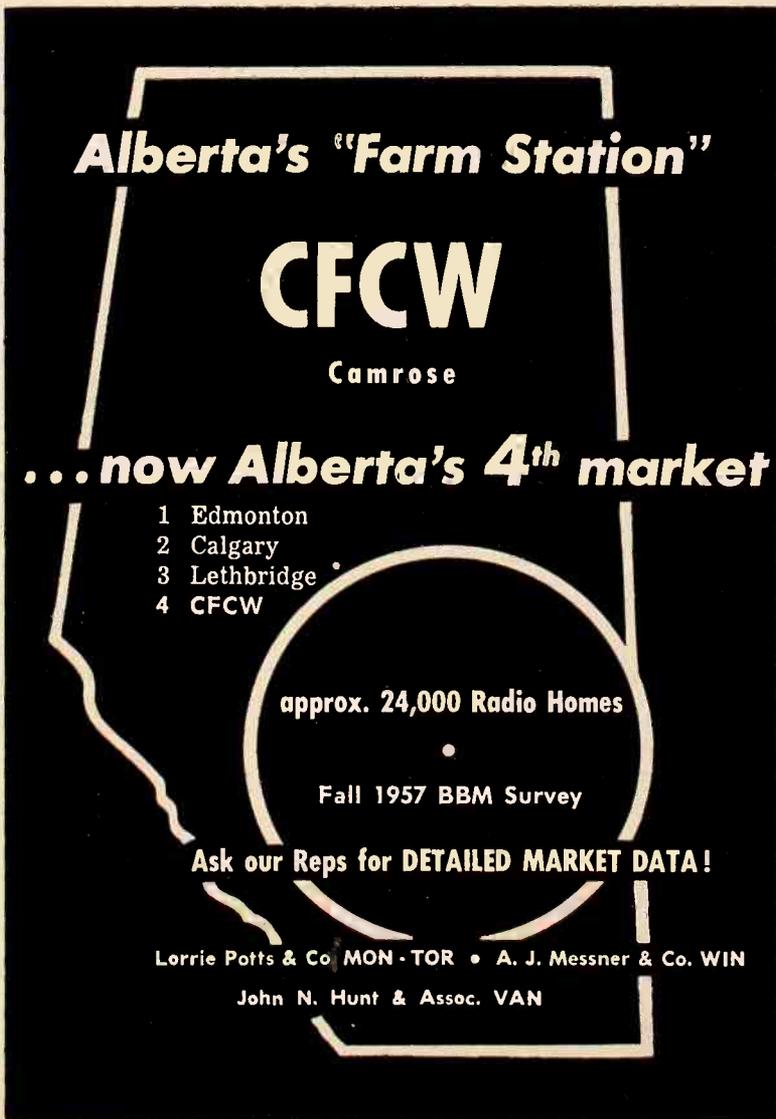
9 OUT OF 10*

**CANADIAN TV HOMES
WATCH TELEVISION**

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

**GO AND GROW WITH
TELEVISION
CANADA'S NUMBER ONE
SALESMAN**

* BBM - October 1957



Alberta's "Farm Station"

CFCW
Camrose

...now Alberta's 4th market

1 Edmonton
2 Calgary
3 Lethbridge
4 CFCW

approx. 24,000 Radio Homes
Fall 1957 BBM Survey

Ask our Reps for DETAILED MARKET DATA!

Lorrie Potts & Co. MON-TOR • A. J. Messner & Co. WIN
John N. Hunt & Assoc. VAN

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
CKBI-TV, Prince Albert	CKOS-TV, Yorkton
	CHAB-TV, Moose Jaw

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.

Okanagan TV

THREE SMALL CITIES MAKE ONE MAJOR MARKET

THREE COMMUNITIES, in the Interior of British Columbia, none of which would have been able to have a TV station of its own for many years to come, if ever, have combined their resources with a station and two satellites, covering the entire area with one operation.

CHBC-TV, the Okanagan Valley, is the offspring of the three radio stations which serve the area. From north to south, they are CJIB, Vernon; CKOV, Kelowna; and CKOK, Penticton. Populations of these three cities and their trading areas are, in round figures respectively, 27,000, 31,000 and 32,000. While none of these areas is large enough to justify a television station of its own, the combined population is 100,000, and the total retail sales figure is around \$100,000,000.

The Okanagan Valley produces 85% of British Columbia's total tree-fruit output and lays claim to being "the greatest fruit-growing area in Canada".



THE BIG TRANSFORMATION from Smith Garage to CHBC-TV is shown in this pair of "before and after" photographs. Even the cars seem to have taken on the New Look which came to the Valley with the advent of CHBC-TV.

Vernon is situated at the north end of Lake Okanagan; Kelowna is half way down; and Penticton is at the south. The Valley runs north and south, between the Cascade Mountains and the Coast Range, extending to the south into the northern part of the State of Washington.

Besides economic reasons, no one television station could hope to cover this \$25,000,000 fruit and vegetable belt, because mountains do strange things to sound and picture waves. They distort the signal, and, however much power is used, they keep them fenced into a very limited range.

SATELLITES ARE THE ANSWER

The answer to this problem was found in the satellite set-up adopted by the broadcasters in the Valley.

CHBC-TV operates its master transmitter from its main studios in Kelowna. In Vernon and Penticton, they have established unattended satellite repeaters which pick up the Kelowna signal from Channel 2 and send it out on Channel 7 out of Vernon and Channel 13 out of Penticton.

These three stations cover virtually the whole Valley, but already, after less than five months on the air, districts outside the stations' fringe areas are casting envious eyes, and at least two of them are doing something about it.

In Revelstoke to the northeast and Beaverdale to the southeast,

Did you know that . . .

CJOC Lethbridge

reaches a total of 72,235* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

"Have you seen the McDonald Survey on

CIFUN

Vancouver's fastest growing station"

Available from our representatives:

NATIONAL BROADCAST SALES LTD., TORONTO, MONTREAL

Initial public response was great

local companies have installed community antennas designed to receive CHBC exclusively. In the case of Beaverdale, the mines, which employ the majority of residents, are bearing the major part of the cost. In Revelstoke, it is a straight commercial enterprise.

The three Okanagan radio stations jointly incorporated the Okanagan Valley Television Company Ltd. They are represented by a board of directors comprised of two from each station. Jim Browne of CKOV, Kelowna is the president, and Mrs. J. W. B. Browne, president of CKOV, is with him on the board. From CJIB, Vernon, are Charles Pitt, vice-president of the TV company and Richard Peters, secretary-treasurer. Maurice Finnerty of CKOK, Penticton is another vice-president and Roy Chapman, from the same station, is managing director of the new company and general manager of the station.

Key people on the staff are Dick Sharp, sales manager (formerly with the PENTICTON HERALD); Stan Lettner, program director (ex-C-FUN, Vancouver); Tom Wyatt, chief engineer (from RCA); Al Johnson, chief announcer (ex-CKWX, Vancouver and CKOC, Hamilton); Norman Williams promotion manager, (formerly C-FUN and KKNW, New Westminster); Russ Richardson, film editor (late of CJOB, Winnipeg and CKOK).

THEY CONVERTED A GARAGE

CHBC got on the air September 21, with top equipment, including one studio camera and the two satellites, for about \$300,000.00. In spite of having ten miles of road to hack out of the rock to the main station and satellites, and about \$30,000 to spend on power lines, they accomplished this by securing economical quarters.

They leased a garage in the centre of Kelowna and renovated it for their offices and studios, including a main studio measuring 45 by 55 feet. Roy Chapman dug up his drafting instruments and drew the plans. Then he did his own contracting, buying the materials and hiring all his labor by the hour.

THREE MARKETS IN ONE

Initial public response was great, as is the case with all new TV stations. At this writing, there are ten thousand sets in the Okanagan Valley. With twenty-five to thirty thousand homes to draw from, they feel that fifteen thousand by the end of 1958 is a conservative estimate.

Many national advertisers see in this set-up a means of covering the three separate markets, which, individually would not be worth bothering about, as one major one.

Merchants in the three cities have responded well too. The obvious objection to say, a Kelowna retailer spending money to cover Vernon and Penticton seems to have evaporated because they now see prospects of expanding their activities into the other two areas. Other stores operate branches or offer delivery service in all three centres and find the three-in-one plan highly economical.

CHBC started life as a supplementary station of the CBC network. It is programming an hour a day of

live shows, which include news, weather, sports, a children's quiz show, a sports panel and western and "pop" musicals.

One interesting reaction to the first months of Okanagan TV is a new spirit of alliance between the three Valley cities. They still battle it out furiously on the ice and the baseball diamond. But, as Roy Chapman puts it: "There seems to be a new feeling of working for the good of the Valley as a whole. This", he points out, "is as it should be, because in the Okanagan, we all live directly or indirectly from the agricultural industry and the tourist trade, and the well-being of an individual community can only stem from the prosperity of the entire Valley."

NBC Criticize FCC

PROPOSED NEW REGULATIONS for American TV network operations might destroy television service as the public now knows it, President Robert W. Sarnoff of NBC told a Federal Communications Commission hearing in Washington recently.

He was criticizing a report of a committee headed by Dean Roscoe L. Barrow of Cincinnati Law School, which spent two years and some \$200,000 in a study of network policies. This study suggested outlawing the "option time system" under which networks have first call on some of the best viewing hours of their affiliates. It also called for a prohibition against networks selecting the lineup of stations for program sponsors, and suggested that networks give up some of the large city stations they now own.

Sarnoff said these suggestions "would seriously impair, and ultimately might destroy the ability of television networks to perform their essential functions."

"These functions are now being performed effectively, in a framework of intense competition among networks and between the network medium and other national media," he said. "They have been the foundation of the miraculous growth of television over the past decade, and they are essential to its development."

"We oppose these recommendations on the ground that they seek to extend government regulation into new areas of business enterprise without need or justification," he said, adding that "government intervention in these fields would involve it in business judgments and responsibilities which are better left to the forces of competition and a free economy."

TV Station In Flin Flon

AN APPLICATION TO PROVIDE Flin Flon, The Pas, Swan River and other Northern Manitoba centres with television has been put before Transport Minister George Hees by G. H. Parker of Toronto. Mr. Parker stated he was president of Northwest Electronic Company, which is still in the formation stage, but which is expected to be based at Flin Flon. A formal application to the CBC is to be made shortly.



super saturation with CK-RADIO

- ★ "Guess the Weight" Contest — 57,889 entries from 737 Saskatchewan centres during 3 week contest duration.
- ★ "Guess the Age" Contest — 196,853 entries from 793 Saskatchewan centres during one month contest duration.

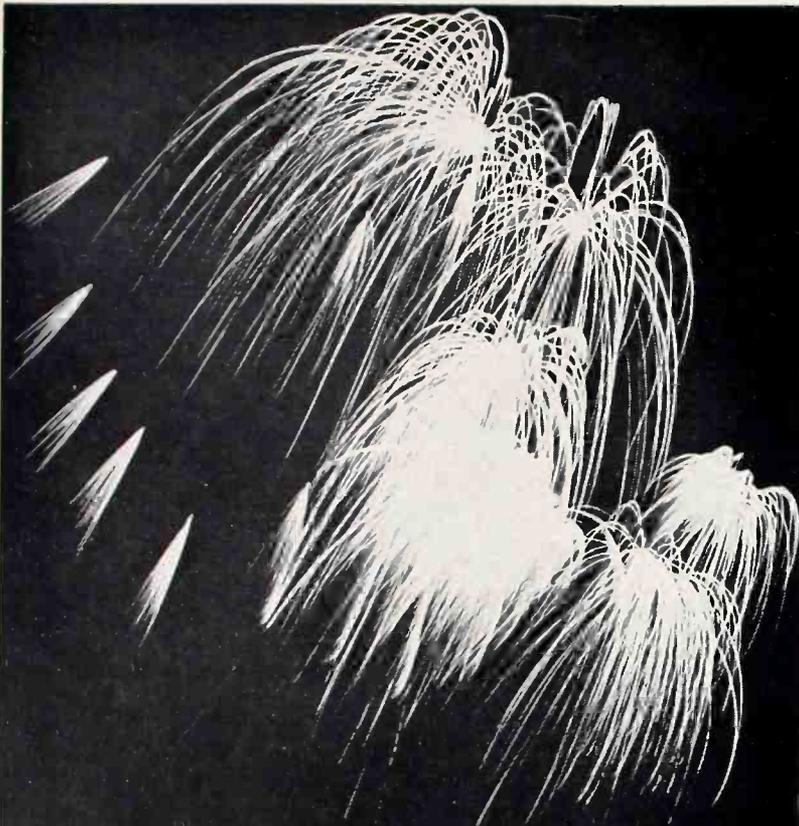
★ Proving CK-Radio has not only the *most listeners in Saskatchewan but has interested captivated listeners too!

*By Actual Survey — B.B.M. — November, 1957



CKCK REGINA

Representatives: All-Canada Radio Facilities



Announcing . . .

GREAT NEW COVERAGE!

CHEX

NOW AT **980** WITH

5000 WATTS

Now at 980 with 5000 watts CHEX radio is a greater market buy than ever before! It offers a new potential coverage of 373,100 listeners — 93,888 homes.*

*1957 SM Survey of Buying Power

CHEX•RADIO

PETERBOROUGH

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



Over the Desk

THE PLACE is the Royal York Hotel, in fact it is all over the Royal York Hotel; the event is the Toronto Press Club's twelfth annual By-Line Ball; the date is April 11. Music will be supplied by Denny Vaughan, who, with his orchestra, will be making his final appearance in Toronto before he moves into the new Queen Elizabeth Hotel in Montreal.

Besides the dance band, attractions will include Paddy Conklin's Midway, with its games of skill and chance for the Steve Brodies.

There will be strolling players for talent devotees.

There will be a gargantuan bar for the thirsty.

There will be saloons, in keeping with this year's (adult) western motif, for the beer drinkers.

You are asked to come disguised as fugitives from *Gunsmoke*, but resourceful Dave MacDonald, who forcibly fed me this propaganda, said that "dudes" will be admitted - - provided they have the price.

The above-mentioned price, incidentally, whether you come in western attire or play it straight, is \$2.50 per person for admission, after which it is up to you, so let your conscience dictate the amount of "small change" you should carry.

All sorts of gimmicks are in the mill, like an electronic computer to help the highly fallible human judges

choose a Miss By-Line 1958, who will be paid off with fame and \$300 as the down payment on a rich husband, as well as a week at Ted Wright's Muskoka lodge, Cleveland's House.

Let me see. What else? Oh yes.

Dave reports that there are dozens of door prizes, including a week-end for two in New York and no questions asked. (This is through the courtesy of Travel House Ltd.) It includes transportation to and from New York by American Air Lines; accommodation at the Waldorf Astoria; tickets for *My Fair Lady* and other top flight shows; a dinner party with someone celebrated; and fifty dollars mad money, presented by the Press Club.

Indications are that there will be newspaper and broadcasting people galore at the ball. The mixed media committee includes George Retzlaff and Steve Douglas from the CBC; June Dennis, this year's president of the Canadian Women's Press Club; and of course our informant, Dave MacDonald of the *GLOBE & MAIL*, who paid off for all this publicity by letting me beat him at one game of crib for two bucks.

And this reminds me of the two young male deer who told an equally young lady ditto that they were out to make a little dough, to which she replied: "I wouldn't mind making a couple of bucks myself."



Photo by John E. Milne

ALL DECKED OUT for the big show are three Press Club members' wives - - left to right - - Joan (Mrs. Dave) MacDonald, Terry (Mrs. Dick) Glunz and Marg (Mrs. Steve) Douglas.

WANT A MAN - - WANT A JOB!
Try a small ad in Canadian Broadcaster

HOW TO PICK YOUR MAN

THERE'S SOMETHING of a man bites dog aura about Jack H. McQuaig, Toronto industrial psychologist, who is making a name for himself appearing before Ad Clubs, Sales Clubs, Chambers of Commerce, national conventions, sales rallies and individual companies in the United States, as the expert on matters of employment from Canada.



Jack McQuaig

Jack does not limit his activities to the States though, as is evidenced by the fact that he is conducting a clinic on "How to Pick Men" in Toronto next month.

This two day meeting will be conducted under the sponsorship of the Ad & Sales Club of Toronto at the Park Plaza Hotel, April 21 and 23. (He says he finds a two day meeting comes off best with a day out in between).

In this meeting, McQuaig says he will be exploring problems connected with "hiring and promoting the right men". He will list specific questions to ask job applicants which reveal the facts. He will explain how to interpret the facts in a man's history which indicate his strengths and weaknesses.

McQuaig's sacred cow is "work potential". "If you hire a man with this quality you save yourself headaches and dollars and head for profits", he says. His formula discloses just this. His presentations at these clinics which occur from twice to four times a month are described by people who attend them as a refresher course in solutions to employment problems.

He has been conducting these sessions for the past seven years, and comes to Toronto from Albuquerque and Memphis.

THE PLAY IS THE THING

AS AN enthusiastic attender of plays, I am not always enraptured over the efforts of Toronto's enterprising Crest Theatre. This is especially a fact when they aim their sights at such arty efforts as *The Cherry Orchard* and *Tamburlaine*.

Currently, however, they are packing the house with *Visit to a Small Planet*, and have had to hold it over for an additional three weeks.

I saw this show, and have been singing its praises ever since. It is true that Barry Morse turned in a superb performance in the leading part, but even the lesser luminaries shone with almost equal brilliance and I think I know the reason.

In a word, it is simply this - - "The play is the thing".

Without a shadow of doubt, from a literary standpoint there have been far finer examples of the playwright's art. But sometimes these more literary plays taking a lot of playing, and let us say because of the time limit on rehearsals that any repertory company has to face, they just don't

get cooked right through.

One of the reasons why *Visit to a Small Planet* is such a success is that although farce is generally acknowledged to be the most difficult kind of show to do, it was at least down to earth in that it spoke everyday language, which was as under-

standable to the actors as it was to the audience.

Aiming high is commendable only so long as it does not project over the audience's heads. Arty gems of literature in drama form bring considerable pleasure to the performers. The only thing is, if anything else is

"the thing" besides the play, it is the audience.

And, speaking of audience, if I have any left after this screed, it's good policy to lower the curtain while they can still take more, so buzz me if you hear anything, won't you?

CHED NUMBER 1

MORE listeners than the next two stations combined

McDONALD RESEARCH LIMITED

EDMONTON METROPOLITAN AREA
(JANUARY 11-17th, 1958)

CHED

10.8

STATION 2

5.6

Average Time
Period Rating
6:00 a.m. - Midnight

STATION 3

4.9

Average Time
Period Rating
6:00 a.m. - Midnight

CHED dominates in 35 of 36 half-hour periods --- 6:00 a.m. to midnight --- with more total households than the next two Edmonton Stations combined.



EDMONTON

10,000 WATTS

REPS.: Stephens & Towndrow Ltd.
Toronto - Montreal
John N. Hunt & Associates
Vancouver

A. J. Messner & Co.
Winnipeg
Forjoe & Co., Inc.
U.S.A.

CLOSING DATE
for
CARTB-ACA ISSUE
(May 8)
is APRIL 21st

25th Birthday

ACA And CAAA Brass Cut The Cake

THE WOMEN'S ADVERTISING Club of Toronto celebrated its 25th birthday with a Silver Anniversary Dinner at the Park Plaza Hotel in Toronto last week with between 300 and 400 members and guests in attendance.

Guest speakers were T. M. Atkinson, president of the Association of Canadian Advertisers, and Elton Johnson, president of the Canadian Association of Advertising Agencies.

From a nucleus of several dozen members in 1933, the Women's Ad Club now boasts a membership of 217, many of them highly placed in the advertising world.

Both speakers dealt with various aspects of Canada's growth and expansion in their addresses. Mr. Johnson, on the subject, "Consumers of Tomorrow," said population statistics show the number of family units in Canada is on the threshold of a tremendous increase. "The demands for new homes, motor cars, appliances, schools, hospitals, and roads will bring about inevitably a new surge of prosperity," he said.

Increased leisure time would give "explosive force to the power of consumption," he added, introducing a "decade of the consumer" which would present the greatest challenge ever to the men and women in advertising and marketing.

Mr. Atkinson, who is the advertising manager of Du Pont, speaking on "Products of Tomorrow" said

Canada was just beginning to experience the benefits of plastic products. The family of polymers was capable of producing an infinite variety of products, and the time was already at hand when man-made materials would revolutionize our living habits.

New products, new packaging processes, new concepts of quality and durability would all make the job

of selling and promotion more complex. The new era, Mr. Atkinson said, "will require promotion people who are well-informed about the characteristics of these new materials. It will also present a challenge to all of us to educate the buying public, to assist them - - through better labelling, through honest and informative advertising - - so that they can select intelligently."

CBC PLANS CANADA-WIDE ELECTION COVERAGE

A NATIONWIDE viewing audience will be able to watch the CBC's election coverage for the first time this year, through recent expansions of the CBC's TV network and the use of US facilities.

The CBC-TV connected network now extends to Calgary and Edmonton in the west and the four Maritime provinces in the east. US facilities will complete the extension to British Columbia.

Both the radio and television service will sweep the country twice each hour, picking up reports from each station in their respective networks.

Radio service will be improved by the setting-up of a reporting team in each province. Only six teams were used last year.

The system to be used is designed to keep the listener informed as to

"who is winning," by party, insofar as national coverage is concerned, and by individual, in the case of local contests. This means statistical data will be kept to a minimum, in favor of "trend analyses" done in Toronto by J. B. McGeachy of the *GLOBE & MAIL*, and Earl Cameron and Lamont Tilden of the CBC. Author Morley Callaghan will do personality sketches on leading political figures.

On TV, Charles Lynch and Blair Fraser will broadcast national trends, Stanley Burke will interview prominent political figures, and Rex Loring will report party standings with charts.

Stations will cut away twice an hour, starting at 6.50 pm EST to report local developments.

When the outcome is known, party leaders will address the whole TV network audience.

CHED Makes Appointments

THE APPOINTMENT OF LEW Roskin as general sales manager and Allan Slight as national sales manager was announced by CHED-Radio, Edmonton earlier this month.

Lew started with CJOC, Lethbridge in 1937. In 1942 he took time out for a three year stretch in the Canadian Army, returning to Lethbridge in 1945. In 1946 he went to CJOB, Winnipeg as program director. From 1947 to 1949 he was with CFRN, Edmonton and from there he went to CJDC, Dawson Creek as manager. In 1955 he joined CFCN, Calgary as assistant manager. Then in November 1956 he went to CHED, Edmonton as retail sales manager.

Al started in radio in 1948 in the news department of CHAB, Moose Jaw. In 1950 he moved to Edmonton with CFRN and in 1952 he moved to CJCA in the same city. He was appointed news director at CHED in 1954 and merchandising director in 1956.

"This Is Ryerson"

THE RADIO-TELEVISION School at Ryerson Institute of Technology in Toronto is staging a half-hour production, "This is Ryerson," over CHCH-TV, Hamilton on April 13. A musical documentary, the show will cover briefly the activities of every school in the Institute. Radio-TV students will handle the technical jobs, leaving most of the before-the-camera duties to students in other courses.



AM
FM
TV

RCA VICTOR... THE ONE COMPANY THAT HAS EVERYTHING FOR EVERY BROADCASTER

Right across Canada, RCA Victor's team of expert engineers is ready to give you the highest quality technical assistance in AM, FM and TV. Here are some of the services provided:

- systems evaluations
- preparation of technical briefs
- execution of proofs of performance
- supervision of installation
- technical advice and assistance on special problems
- emergency service

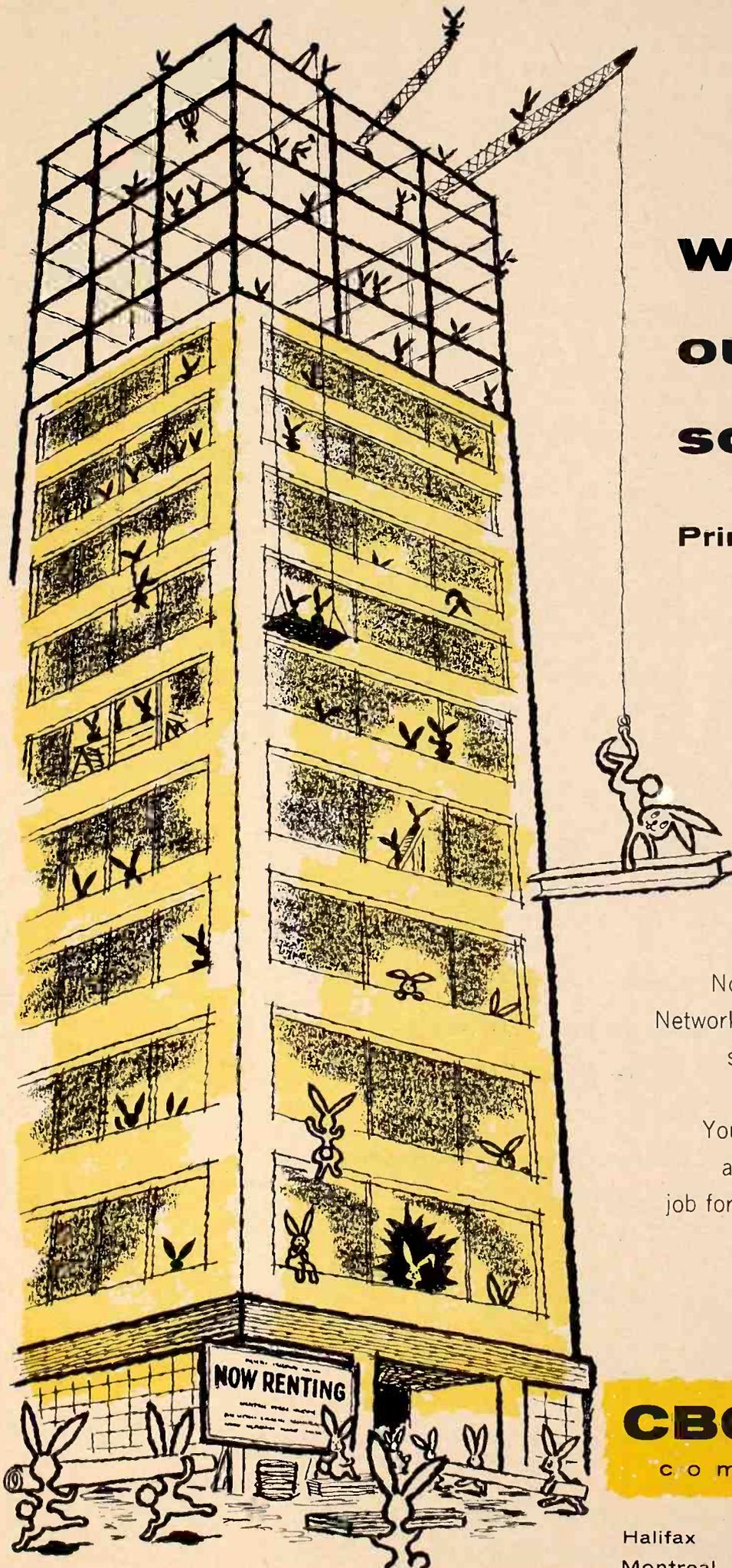
Contact your local RCA Victor Technical Representative, or write:

TECHNICAL PRODUCTS DIVISION



RCA VICTOR COMPANY, LIMITED

HALIFAX • MONTREAL • OTTAWA
TORONTO • CALGARY • VANCOUVER



**We're building
our 58-59
schedule!**

Prime space is going fast!

Now is the time to finalize your plans for Network TV for the 1958-59 season—our scheduling plans are almost complete.

If yours are too, let's talk it over. You'll soon see how Canada's most powerful advertising medium can do the selling job for you. Call or write your nearest CBC office now.

CBC TELEVISION
commercial division

Halifax
Montreal

Ottawa
Toronto

Winnipeg
Vancouver

SHORT WAVES

TV Conference Is Held

MORE THAN 300 broadcasters from around the US gathered at Baltimore's John Hopkins University this month for a conference, operated by the Westinghouse Company, which dealt with educational TV, children's programs, and the handling of news.

The conference was told more than one billion hours of television are watched each week by US children, and that youth's pre-occupation with the medium put a tremendous burden of responsibility on TV stations. The speaker was Professor Robert Goldenson of Hunter College, New York, who said TV was steadily upgrading the tastes of children and was helping to stimulate their curiosity.

"Television," he said, "should not be on the defensive, but should be on the offensive. It is beginning to meet the needs and interests of the child, providing a broader canvas, a richer diet for children," than it did five or six years ago.

Another educator, Dr. Bergen Evans of Northwestern University, who is a well-known author and TV performer himself, said television faces a difficult problem in attempting to put on shows with "a serious intellectual content" and still make them attractive to millions. He said, however, that the public wants educational shows and it wants them intelligently presented, not "sugar-

coated" to disguise the educational content.

In the sessions on news, TV newsmen were advised to make broader use of their technical facilities for on-the-spot coverage. It was pointed out by several speakers that radio had done this successfully with audio remotes, and had increased its ratings as a result.

Film Farm Musical

COCKSHUTT FARM Equipment Ltd. used a filmed half hour musical over 13 rural-market TV stations this month to introduce its new line of tractors. *Cockshutt Charivari*, a fast-moving package of songs, dances and humor with all-Canadian talent will also be shown in Western US rural areas. A color film is available to farm organizations.

Charivari has a strong rural flavor, making it easy to integrate Cockshutt's commercial messages, handled by Joel Aldred.

Among the cast are Barbara Bricker, Don Parrish, Barbara Hamilton, Jack Duffy and the Midge Arthur Dancers, with Art Hallman's Orchestra.

Charivari opened March 15 on CFCY-TV Charlottetown and CKWS-TV Kingston; March 16 on CKVR-TV Barrie; March 17 on CHEX-TV Peterborough, CBWT Winnipeg, CFPL-TV London, CKX-

TV Brandon, and CHAT-TV Medicine Hat; March 18 on CKBI-TV Prince Albert; March 20 on CJFB-TV Swift Current and CKCO-TV Kitchener; March 22 on CHCT-TV Calgary; March 23 on CFQC-TV Saskatoon; and is scheduled for April 7 on CJLH-TV Lethbridge.

CKLB Covers Oslo Hockey

WITH THE CO-OPERATION of 12 private radio stations from Montreal to New Westminster, B.C., radio station CKLB, Oshawa, home station of the Whitby Dunlops, made it possible for listeners across Canada to hear the play-by-play broadcasts, originating from Oslo, Norway, of all the games played by Canada in the World Hockey Tournament, held early this month.

CKLB started the ball rolling by giving Canadian player, John Henderson, 48 tapes, before he left for Oslo, on which to record interviews with players, officials and celebrities. These were returned to the station and broadcast on behalf of the Consumers Gas Company. The name of the interviews was *The Dummies Abroad*.

Then on February 27, Sportscaster Bill McKissock, Station Manager Gord Garrison and Technical Director Bill Marchand left for Oslo to broadcast the last half of every game in the tournament which the Canadians played in.

In the absence of Gord Garrison, Program Manager Fred Oliver took over the station. In view of the costs involved in this venture it was decided to release the broadcasts to other stations out of the Lakeland Broadcasting Company's listening area. As a result they were heard on: CFCF, Montreal; CFRA, Ottawa; CKWS, Kingston; CJOY, Guelph; CJET, Smiths Falls; CHOV, Pembroke; CKPC, Brantford; CKY, Winnipeg; CKNW, New Westminster; CFQC, Saskatoon; CKXL, Calgary and CKRM, Regina.

CFRB sent Wes McKnight and Bill Baker to Oslo to send back McKnight's daily 10-minute broadcast to CFRB and a group of private stations. Foster Hewitt, CKFH, Toronto, did a play-by-play description of the Russia versus Canada game for the CBC.

CBC Appointment

DOUGLAS NIXON HAS BEEN appointed CBC assistant director of radio network planning (English) at Toronto, it has been announced by Ira Dilworth, director for Ontario and English networks. The appointment will take effect in the latter part of May.

Nixon comes from Vancouver where he has been CBC program director for British Columbia for seven years. He will be assisting Eugene Hallman, CBC's director of radio network programming.

We are proud to announce our appointment
as United States Representatives
by the following stations:

C-FUN, Vancouver, British Columbia
CKSF, Cornwall, Ontario
CKCR, Kitchener, Ontario
CKLB, Oshawa, Ontario
CJIC, Sault Ste. Marie, Ontario
CHUM, Toronto, Ontario

DEVNEY

Incorporated

Boston
Chicago

366 Madison Avenue
New York 17, N.Y.

Los Angeles
San Francisco

A NATIONAL SELLING FORCE
GIVING RESPONSIBLE REPRESENTATION FOR RESPONSIBLE AND RESPONSIVE
RADIO AND TELEVISION STATIONS



CAPITAL CAPITAL

Ninety-five per cent of the people of Ottawa, where the only TV is CBC-TV, think that the \$64,000 Question has something to do with the debate on the budget.

. . .

FAMILY STUFF

All problems are relative, and most relatives are problems.

. . .

ONE CONSOLATION

Isn't it easy to make election promises when you know you stand no chance of having an opportunity to keep them?

. . .

STONE THROW

Show me a man who says Sophia Loren doesn't affect him and I'll show you his old age pension.

—Phil Stone

. . .

PUBLIC SERVICE

I know a stock broker who, whenever the market drops a few points, sends his victims a new shirt.

. . .

EMPLOYEE RELATIONS

The station manager's staff worshipped the ground he walked on, probably because they know that one day he would be buried in it.

. . .

OHM SWEET OHM

Then there's the newly-arrived switchboard girl who was so dumb she thought an ohm was an Englishman's castle.

. . .

WESTWARD HO!

With the coming of 3-D TV, it's going to be a mighty big problem getting all those horses in our living rooms.

. . .

MARCH 31st

Vote early and vote often.

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

Agencies

LEO BURNETT CO. of Canada Ltd. recently acquired some additional products of the Campbell Soup Co. Ltd. They are Pork & Beans and V-8 Vegetable Juices, previously handled by Needham, Louis & Brorby; and Franco-American Beef Gravy and Spaghetti, previously with Cockfield, Brown & Co. Ltd.

F. H. HAYHURST CO. LTD. has been appointed to handle the advertising for Gair Company Ltd. This includes all of the four divisions: corrugated boxes, folding cartons, paper specialities and box board. Account executive at Hayhurst is W. H. Richardson. This account was formerly handled by E. W. Reynolds, Ltd.

BROOKS ADVERTISING Ltd. has been named the agency to handle the advertising account of Clover Valley Food Company. The agency is currently planning an advertising campaign which will concentrate on several Clover Valley cheese lines. The campaign is expected to start about mid-April in Toronto area,

with newspapers, TV Guide and radio as media for a four week period.

The account executive is Gordon Allen. The account was formerly with Schneider Cardon Ltd.

A NEW ACCOUNT recently acquired by Albert Jarvis Ltd., is Cherry Hill Cheese. The account executive is Ernie Weaver. Cherry Hill was previously handled by Paul-Phelan Advertising Ltd.

ROBERT OTTO & Co. (Canada) Ltd. recently picked up two new accounts. They are: George W. Endress Co. Ltd., electric blankets and heating pads and Hanksraft (Canada) Ltd., sterilizers and vaporizers. These accounts were formerly held by John McKenny Bingham Ltd. Since the fiscal year of these accounts does not start until September, any advertising plans will not be made until the summer.

People

JAMES FERRES, senior vice-president and managing director of MacLaren Advertising Co. Ltd. announced his resignation at the

annual meeting of the Board of Directors earlier this month. He will however continue as a director of the company.

C. Edmund Brown was appointed vice-president and general manager. He has been with the agency for the past 30 years, much of the time as a senior account executive.

Following the meeting it was announced that Charles J. Chandler, Bill H. Graham, F. Hugh Horler and George G. Sinclair had been appointed to the board. All of the new directors were already vice-presidents. Charles Chandler is manager of the Montreal office; Bill Graham is a senior account executive; Hugh Horler is manager of the radio and television department, and George Sinclair is chairman of the Plans Board.

M. J. MOONEY, previously with Foster Advertising for seven years as a senior account executive, has joined F. H. Hayhurst Co. Ltd. in the same capacity.

ROBERT "MAC" MacGOWAN, formerly commercial manager of CPFA, Port Arthur, has joined CJET, Smiths Falls, as district sales manager.

GARY ZIVOT HAS BEEN elected president of UBC Radio for the 1958-9 university year. Gary is a fourth year commerce student majoring in marketing and advertising.

SY TOROBIN, former vice-president at Schneider Cardon Ltd., has started his own company, Torobin Advertising Ltd., located in Montreal's west end at 310 Victoria Ave. The CARTB has announced the enfranchisement of this agency.

LORRIE POTTS, national sales representative has announced the appointment of Jim Pittis as a sales rep. Previously, Jim spent eight years with DAILY COMMERCIAL NEWS on ad composition and layout.

LEO BURNETT CO. Ltd. has announced the appointment of three vice-presidents to act as a Canadian management. They are: E.

M. Sinclair who has returned from Chicago to manage the Toronto office. E. W. Hudson who will act as account supervisor, and Howard E. Whiting who will be responsible for media and research.

Stations

RADIO STATION CJMS in Montreal is at present busy completing its study of over 15,000 house-to-house calls, made by over two hundred students during the past three months in various sections of Greater Montreal.

Each student called on a certain number of homes and completed a short interview on the listening habits, tastes and other factors concerning radio in Montreal.

The main purpose of this very extensive study is to see if many accepted radio program ideas have any real basic value. When the survey and study have been fully completed, CJMS hopes to publish its findings as a public service to the industry.

ON MARCH 16 French radio station CKAC in Montreal started broadcasting from its new 50,000 watt transmitter located 30 miles west of Montreal at St. Joseph du Lac. The transmitter was designed and manufactured in Canada by the Canadian General Electric Co. Ltd. It was unofficially opened by Cardinal Leger and official opening will take place in June.

Shows

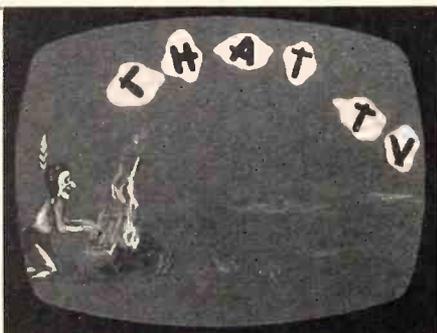
REPORTS FROM G. N. Mackenzie include the sale of the five-minute show Bob & Ray to CJBC, Toronto; CJRH, Richmond Hill; CJSP, Leamington; CFCN, Calgary; CJCA, Edmonton; CKRC, Winnipeg; CKRM, Regina and CJCH, Halifax. In April there will be 260 episodes of the half-hour show *Curtain Time* available to stations.

A NEW STUDIO for the production of television and feature films recently opened in Toronto. This new enterprise will be operated by Toronto International Film Studios Ltd., a recently incorporated company. President is N. A. Taylor, general manager is Emile Harvard, president of Harvard Productions. Vice-president of the new company is David Griesdorf, executive vice-president of International Film Distributors Ltd. and president and general manager of NTA Telefilm (Canada) Ltd.

Toronto International is located at 121 St. Patrick St., Toronto.

WOULD YOU LIKE TO
BUY THE HALF HOUR
BEFORE
ED SULLIVAN ?

We can sell it to you for
as little as \$54.00



HOW ABOUT THE
TWENTY SECOND SPOT
BEFORE
LARRY HENDERSON ?

It's your's for \$16.50
an occasion

WE'RE THE TV
STATION WITH THE
REALISTIC RATECARD
AND
A CAPTIVE MARKET

CALL STOVIN-BYLES OR
WEED FOR THE FACTS



Did you know that . . .

CKYL Peace River
reaches a total of 38,501*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

FORWARD WITH CANADA

Blueprinting the Future...

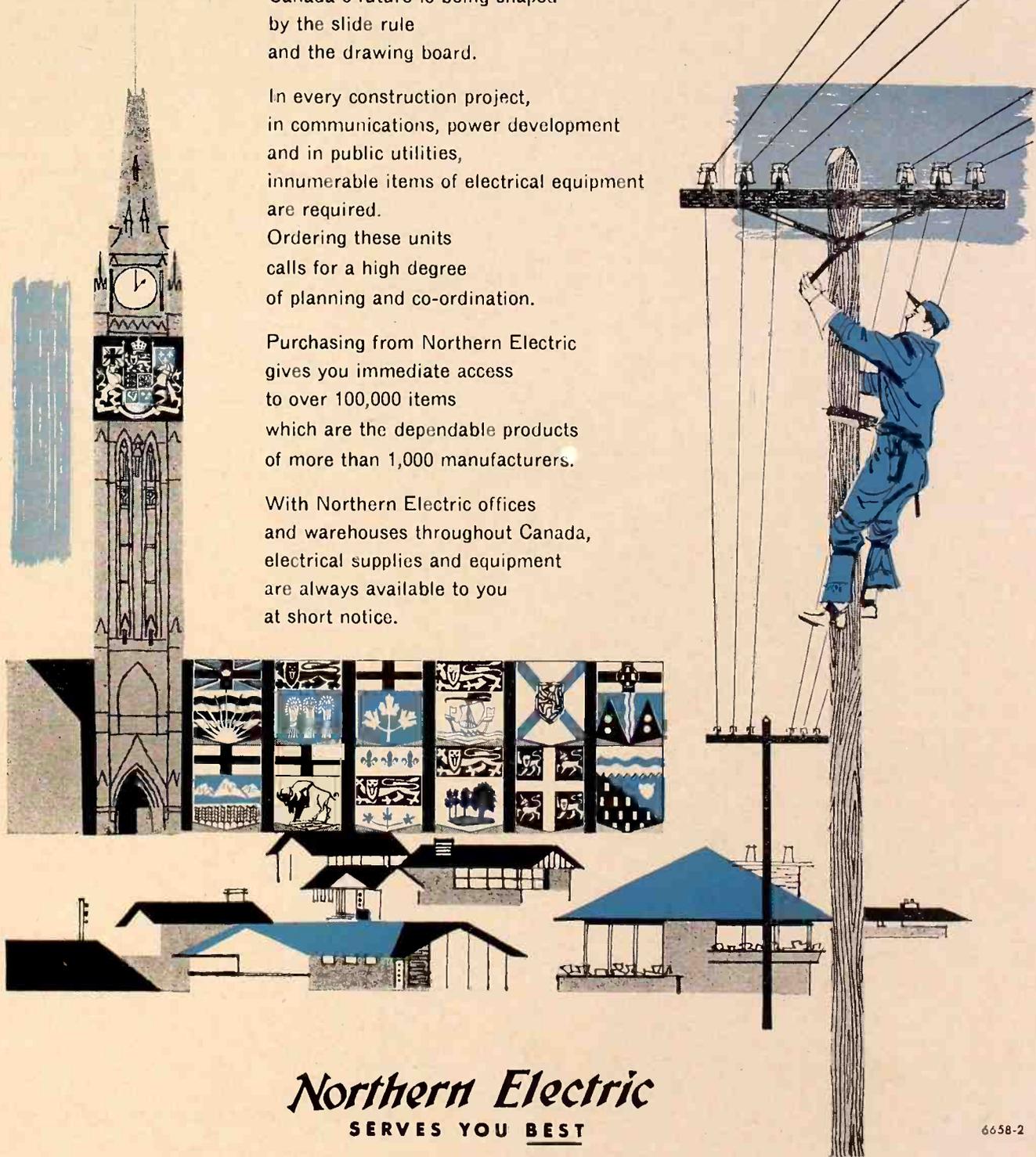
Today, more than ever before, Canada's future is being shaped by the slide rule and the drawing board.

In every construction project, in communications, power development and in public utilities, innumerable items of electrical equipment are required.

Ordering these units calls for a high degree of planning and co-ordination.

Purchasing from Northern Electric gives you immediate access to over 100,000 items which are the dependable products of more than 1,000 manufacturers.

With Northern Electric offices and warehouses throughout Canada, electrical supplies and equipment are always available to you at short notice.



Northern Electric

SERVES YOU BEST

6658-2

PRELUDE to BEAVERS

The remainder of this issue is devoted to "Prelude to Beavers" or, in other words, a selection of stories chosen by our staff from those which appeared in this paper during 1957 and which are reprinted here on the strength of the contributions to radio and television broadcasting they represent.

These stories will be closely studied by our Beaver Awards Committee, which will regard them in the light of nominations, and select from them from three to nine. To the stations involved in these stories the committee chooses, the 1957 Beaver Awards will be presented.

In selecting these "nominations", our staff has concentrated on stories which point up the broadcast medium's power for good. This may mean the good of the community, in terms of education, meeting of emergencies, public information, public health, citizenship and just plain entertainment. There is also the important economic function of promoting the sale of merchandise.

We believe that the nineteen stories are typical of the many public services that are being rendered to people wherever radio and television stations are heard. We regret that more such stories have not been accessible to us, but we hope that "The Beavers" will encourage broadcasters to enhance the fine works they are performing continuously in the public service with a better job of proclaiming their accomplishments and so encouraging others to follow their fine examples.

There are no categories or specifications for Beaver Awards. All Canadian stations — radio or television — are eligible to receive awards for conduct deemed by the judges to reflect distinction on these two kinds of broadcasting. Awards take the form of framed copper plaques.

Miniature reproductions of the awards won by their stations will be presented to individuals who, in the opinion of the judges, are directly involved in the award-winning enterprise.

The committee will be appointed and the final selections made in time for the winners to be announced in our issue of May 8th, which will be dedicated to the Association of Canadian Advertisers and the Canadian Association of Radio and Television Broadcasters during their 1958 Conventions. Presentation of awards will be made in the home territory of each winner, if possible before representative groups of influential business people.

In commending our Beaver Awards project to the industry, the national advertisers and their advertising agencies, we would like to point out that it is designed to enhance the power of radio and television, for the good not only of the industry but of audience and sponsors as well.

Informing the Citizens

BELLEVILLE AIRS COUNCIL MEETINGS



HERE IS THE CITY Government of Belleville at work, with Phil Flagler of CJBQ commenting on and monitoring the proceedings. On the left are Phil Flagler (at mike), Les Digby, William Argue, Douglas Moxam, Claude Tice, Effie McCabe and Charlie Hyde. Centred are Mayor Jane Forrester, city manager Dennis Herring, city clerk Anne Haggerty and Frank Grandame (back to camera). On the right, from left to right are Robertson Collins, G. B. Hyde (standing), John Stock, Ralph Graham, Robert Temple and Donald Whalen.

CITIZENS of Belleville get the opportunity every second Monday evening to hear the problems facing their city council as the regular meetings are aired over CJBQ. A special microphone control board with punch keys was produced for the sessions by the Northern Electric Company at its Belleville plant. This box and the associated equipment requires no monitoring for level.

Station manager Bill Stovin says that the programs have been getting good audiences and very favorable reactions. A letter to the station from Mayor Jane Forrester commends

CJBQ on the service and reads in part: "The public-spirited interest and generosity in making possible such a service is a definite contribution towards informed participation by citizens in the problems of local government".

In addition to microphones for the aldermen, mayor, city manager and clerk, there is a microphone placed for the use of spokesmen for delegations, the city solicitor or other citizens appearing before the council.

Phil Flagler fills in with commentaries from his mike in the council chamber.

— February 21, 1957.

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MOST LOCALS USE CFGP

EVERY BUSINESS in Grande Prairie, Alta., which has opened its doors during the nineteen years that CFGP has been on the air in that community has advertised at one time or another on the station.

An impressive number of sponsors have been with the station continuously since its inception and 85 per cent of the businesses in Grande Prairie are currently using CFGP facilities.

Along with these facts, Jack Soars, assistant manager of the station, claims that "public service has been the watchword at CFGP."

"How else is Mrs. Joe Doakes at Deadwood to know that her husband won't be home tonight as planned?" he asks. "There's no phone within 50 miles of Deadwood. Joe tells Mrs. Joe by radio.

"Mr. and Mrs. Bill Bloke come to town and before they can start back, the car breaks down." Soars continues, "over the radio goes this message: 'To John Soak at Hinton Trail. We won't be home tonight, the car broke down. Please throw the cow over some hay.'"

He points out that there are no daily newspapers in the area and therefore people have to get their news from the station.

Stressing further the necessity of radio in the community, Soars states that "no mother will send her child to school until she has heard CFGP's weather forecast and school bus report. She has to know how to clothe him and whether the bus is running. He has five miles to walk to reach the school bus. Then if a blizzard comes up she listens to the radio for assurance that he is okay and is billeted in town overnight because the bus can't get through.

"Our whole day of broadcasting is in the public interest - - it just has to be," Soars reports.

He points out that the bank clearings in the community of 8,000 are almost a million dollars a week.

"The area is booming like a blowing oil well and people have lots of money," he claims and adds that the station is doing very well, commercially.

"Let the metropolitan stations have their tremendous promotions," Jack writes. "There's an awful lot of satisfaction in really knowing that you are serving people - - that you are truly in the public service."

— January 17, 1957.

**BUSINESS BOOKS
BY MAIL**

Book Department
Canadian Broadcaster

Did you know that . . .

CHUB Nanaimo, B.C.
reaches a total of 73,195*
adult listeners every day

***ELLIOTT-HAYNES**
CIRCULATION REPORTS



NORTHWESTERN UTILITIES LTD.
Your GAS Company

**'COOKS UP' DEALER SALES
ON CFRN - TV**

Mr. J. C. Jefferson, Mgr. New Business Dept., says, "We've just renewed our contract for 'Cooking Magic', a half-hour segment Monday, Wednesday and Friday, on 'What's Cookin'?' featuring Laura Lindsay. This will mark our second consecutive year of sponsorship. Our appliance dealers who use the show on a co-operative basis report very favourably on the show's effectiveness"



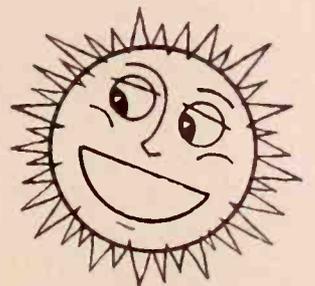
Mr. J. C. Jefferson,



Laura Lindsay on camera with guest Marj Fazackerley, home economist director of Northwestern Utilities.

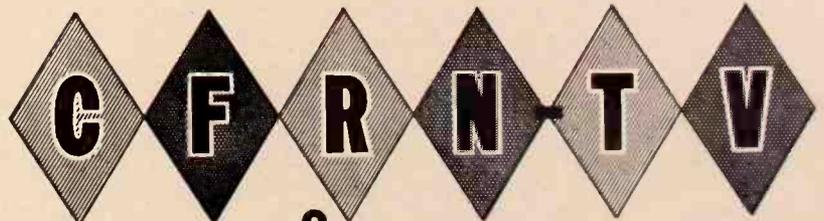
*What's
Cookin'*

Featuring
LAURA LINDSAY
Monday to Friday
3:00 to 4:00 p.m.



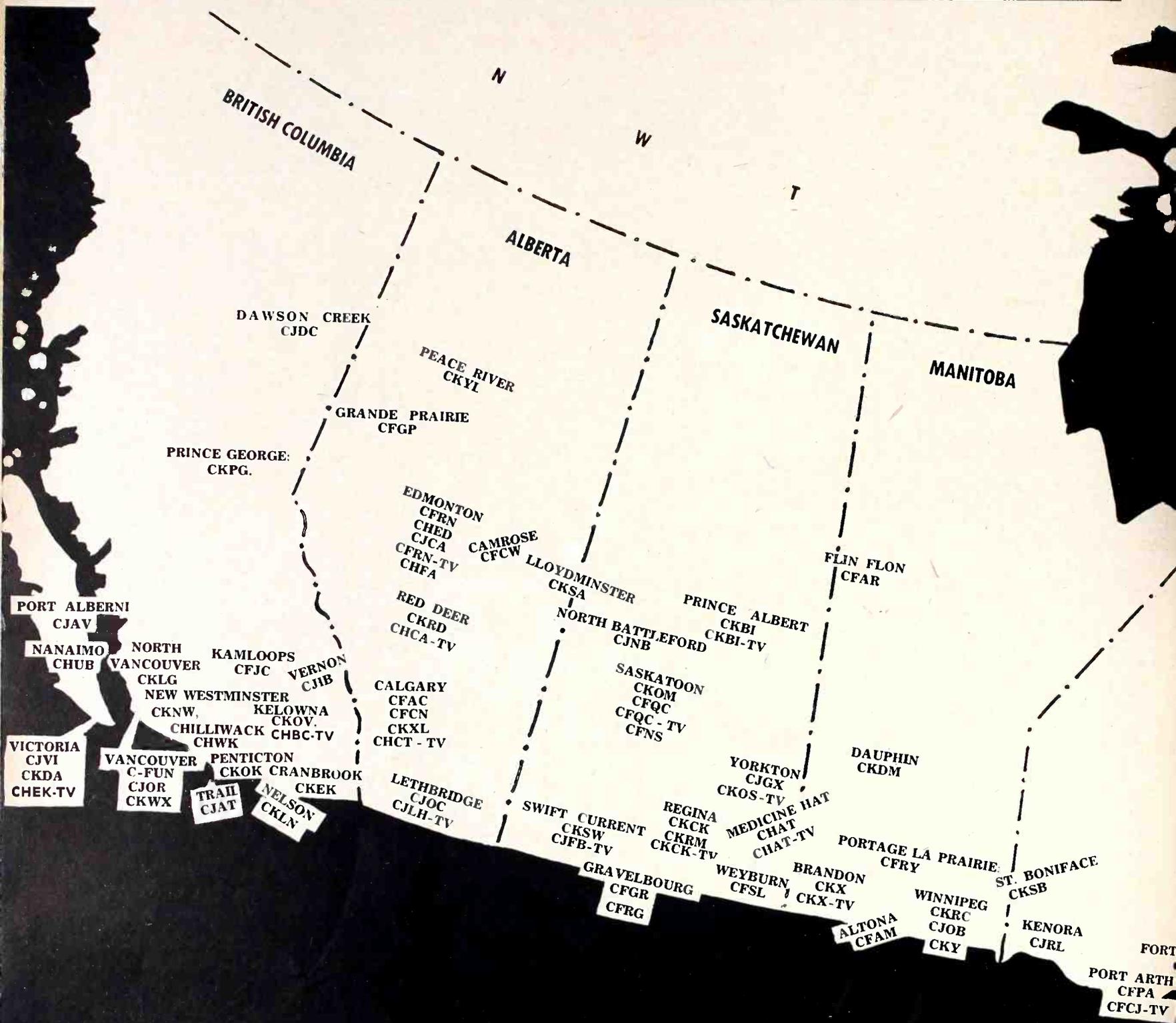
**DAY TIME IS TOP TIME
ON CHANNEL 3 EDMONTON
RESULTS PROVE IT . . . CONCLUSIVELY**

CANADA'S BEST FOR T V TEST



CHANNEL 3 EDMONTON

SEE: Television Representatives Ltd. Canada • Broadcast Sales - Winnipeg
• Young Canadian Ltd. - U.S.A. • Harlan G. Oakes - West Coast, U.S.A.

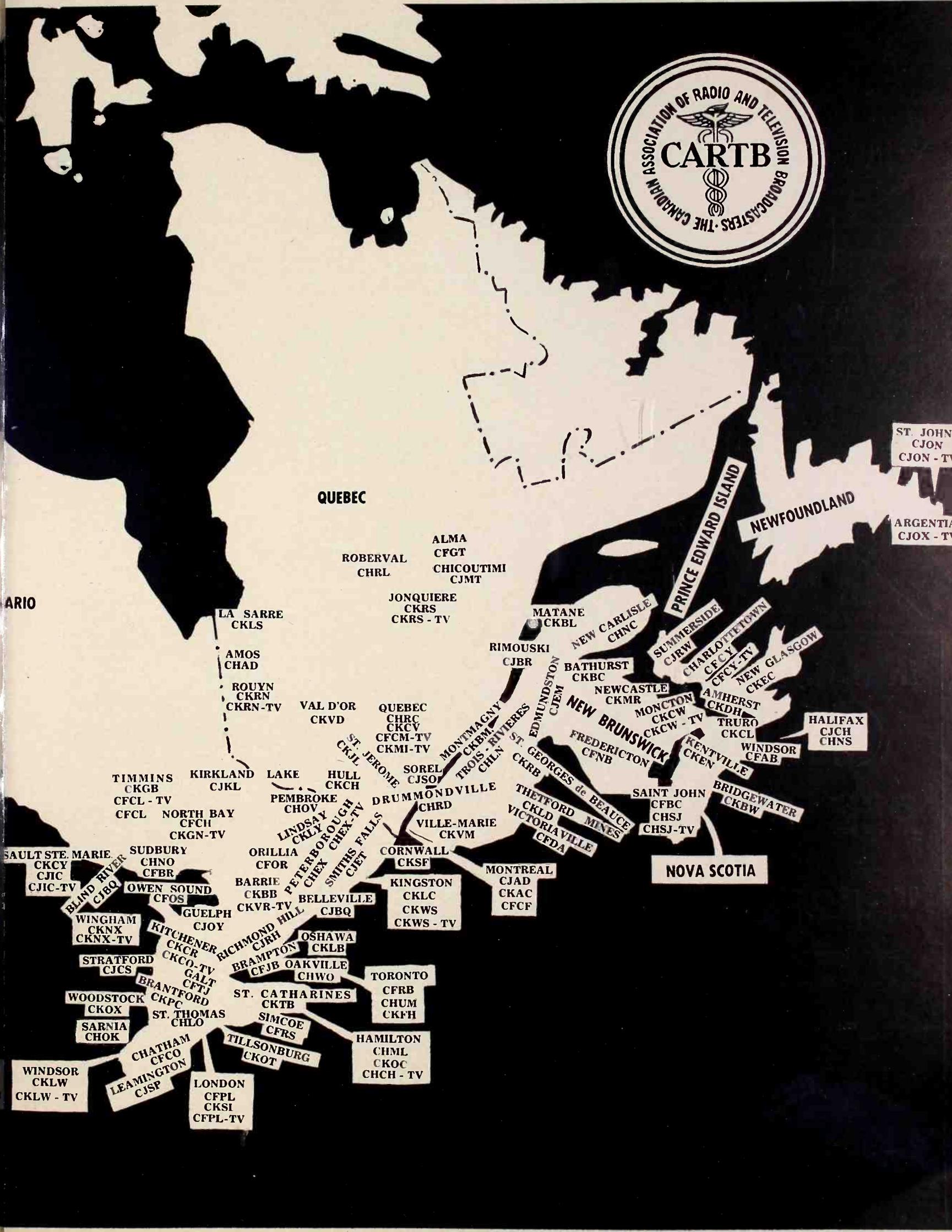


Right Across Canada

The 216 Privately Owned Radio and Television Stations Linked together as Members of THE CARTB

Exist

TO ENTERTAIN—TO SERVE AND TO SELL



QUEBEC

NEWFOUNDLAND

PRINCE EDWARD ISLAND

ST. JOHN'S
CJON - TV

ARGENTIA
CJOX - TV

ROBERVAL
CHRL
ALMA
CFGT
CHICOUTIMI
CJMT

JONQUIERE
CKRS
CKRS - TV

MATANE
CKBL

NEW CARLISLE
CHNC

RIMOUSKI
CJBR

BATHURST
CKBC

SUMMERSIDE
CJRW

CHARLOTTETOWN
CFCY-TV

NEW GLASGOW
CKEC

NEWCASTLE
CKMR

MONCTON
CKCW

AMHERST
CKDH

TRURO
CKCL

HALIFAX
CJCH
CHNS

FREDERICTON
CFNB

KENTVILLE
CKEN

WINDSOR
CFAB

SAINT JOHN
CFBC

CHSJ-TV

BRIDGEWATER
CKBW

THETFORD
CKLD

VICTORIAVILLE
CFDA

ST. GEORGES de BEAUCE
CKRB

MINES

VAL D'OR
CKVD

QUEBEC
CHRC
CKCV
CFCM-TV
CKMI-TV

SOREL
CJSO

ST. JEROME
CKJL

DRUMMONDVILLE
CHRD

VILLE-MARIE
CKVM

LAKESHORE
CKCH

PEMBROKE
CHOV

LINDSAY
CKLY

PETERBOROUGH
CHEX-TV

SMITHS FALLS
CJEF

ORILLIA
CFOR

BARRIE
CKBB

BELLEVILLE
CJBQ

RICHMOND HILL
CJRH

OSHAWA
CKLB

BRAMPTON
CFJB

OAKVILLE
CHWO

TORONTO
CFRB
CHUM
CKFH

ST. CATHARINES
CKTB

SIMCOE
CFRS

HAMILTON
CHML
CKOC
CHCH - TV

TILLSONBURG
CKOT

CHATHAM
CFCO

LEAMINGTON
CJSP

LONDON
CFPL
CKSI
CFPL-TV

WINDSOR
CKLW
CKLW - TV

WINGHAM
CKNX
CKNX-TV

STRATFORD
CJCS

WOODSTOCK
CKOX

SARNIA
CHOK

ST. THOMAS
CHLO

BRANTFORD
CKPC

KITCHENER
CKCR

GUELPH
CJOY

OWEN SOUND
CFOS

SUDBURY
CHNO
CFBR

BLIND RIVER
CJBO

SAULT STE. MARIE
CKCY
CJIC-TV

LA SARRE
CKLS

AMOS
CHAD

ROUYN
CKRN
CKRN-TV

TIMMINS
CKGB
CFCL-TV

KIRKLAND
CJKL

NORTH BAY
CFCH
CKGN-TV

LAKE
CKCH

HULL
CKCH

NEW BRUNSWICK

NOVA SCOTIA

NEWFOUNDLAND

PRINCE EDWARD ISLAND

ST. JOHN'S

ARGENTIA

ROBERVAL

ALMA

JONQUIERE

MATANE

NEW CARLISLE

RIMOUSKI

BATHURST

SUMMERSIDE

CHARLOTTETOWN

NEW GLASGOW

NEWCASTLE

MONCTON

AMHERST

TRURO

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VILLE-MARIE

LAKESHORE

PEMBROKE

LINDSAY

PETERBOROUGH

SMITHS FALLS

ORILLIA

BARRIE

BELLEVILLE

RICHMOND HILL

OSHAWA

BRAMPTON

OAKVILLE

TORONTO

ST. CATHARINES

SIMCOE

HAMILTON

TILLSONBURG

CHATHAM

LEAMINGTON

LONDON

WINDSOR

WINGHAM

STRATFORD

WOODSTOCK

SARNIA

ST. THOMAS

BRANTFORD

KITCHENER

GUELPH

OWEN SOUND

SUDBURY

BLIND RIVER

SAULT STE. MARIE

LA SARRE

AMOS

ROUYN

TIMMINS

KIRKLAND

NORTH BAY

LAKE

HULL

NEW BRUNSWICK

NOVA SCOTIA

NEWFOUNDLAND

PRINCE EDWARD ISLAND

ST. JOHN'S

ARGENTIA

ROBERVAL

ALMA

JONQUIERE

MATANE

NEW CARLISLE

RIMOUSKI

BATHURST

SUMMERSIDE

CHARLOTTETOWN

NEW GLASGOW

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LINDSAY

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TORONTO

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WINDSOR

WINGHAM

STRATFORD

WOODSTOCK

SARNIA

ST. THOMAS

BRANTFORD

KITCHENER

GUELPH

OWEN SOUND

SUDBURY

HALIFAX Tops For INCOMES

HALIFAX is rated as a "STRONG MARKET" in a survey conducted by Sales Management, the outstanding American authority for sales statistics.

This survey shows that the average Halifax family income is 14.6 per cent ABOVE the average for Canada. And the best Radio Station to reach this rich market is CHNS, the daddy of them all . . . for coverage, prestige and results. So take the advice of successful advertisers . . .

NO MATTER WHAT
YARDSTICK YOU
USE . . .

CHNS

is the station to
buy in Metropolitan
HALIFAX



The North calls it "Our Station"

By Dick Lewis

"WITH ONLY 150,000 people to reach, we can't possibly afford to have one single viewer dissatisfied with his or her station." This was the way Conrad Lavigne, builder-owner-operator of CFCL-TV, Timmins, expressed his philosophy, and whether it is that approach or his

pleasing Gallic personality, or a bit of both, it seems to be working out.

Conrad started out with his French language CFCL - Radio in 1952. He added the TV station to his activities in June of last year, after spending the winter as an active member of his own construction gang.

On July 1, 1956, there were sixteen sets in the Timmins area. On November 21, the BBM survey showed 16,000. Today Con claims around 19,000 and guarantees at least 20,000 by the next BBM.

How did he do it? I think the two main requisites were work, and a happy faculty to infect everyone with his own enthusiasm. His staff of fifty-five, with only one from outside the area, work as a closely co-ordinated team. And outside the studios, people from all walks of life talk about CFCL as "our station". I know, because I heard them.

he reads a good many of them, good, bad or indifferent.

He showed me one from the local PTA and it asked him to see if he could do something about getting



Bedtime Slide

the kids to go to bed. Now, at eight o'clock, a slide appears on the screen showing a child sleeping in its crib, and indicating the time. The announcer says: "All right, children, it's time for bed", and that according to reports, makes it official.

Fifty per cent of the people in his area are French-speaking, and Lavigne explained that French people have to be "very bi-lingual" to follow programs and commercials on radio. "In TV, though", he continued, "the picture helps French-speaking people understand quite readily."

They do one or two French programs, although the station is basically English and once received a complaint from an English youngster because he couldn't understand *L'Aigle Noir*, a French-language serial. Conrad suggested on his program that it didn't seem unreasonable to give the French kids just one show in their own language. He was deluged with letters of appreciation from French-speaking parents and children.

Then he heard from an English-speaking woman who watches the *English Plouffe Family* on Thursday evenings. She wondered if he couldn't carry it on Fridays in French -- for the benefit of a neighbor who spoke no English, and also for herself,



President Conrad Lavigne hacked his station out of the rock.

Lavigne only goes on the air once a week, although he is a professional night-club performer of long standing. His program -- a weekly ten minute spot on the nightly *Focus* -- is called *The President's Corner*. He gets literally scores of letters each week -- I picked out one bundle and there were 96 -- and

in B. C.

C J O R PERSONALITIES

ARE

"BEST SELLERS"

(your product is protected against
competitive advertising)

see

Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

C J O R VANCOUVER, B.C.

to help her refresh her high school French.

TV EDITORIALIZING

CFCL-TV carries sixteen hours a week of live programs with one camera, and most of it is sponsored, except for some of the news.

Right now they are in the middle of a campaign for a university for Timmins. Representatives of all social groups appear on the air in a panel each week, and do what they can to stir up local interest in the project.

The angle is that outside of the new Sudbury University, students have to go to Ottawa or Montreal, and many of them cannot afford the distance.

It is station policy to get as many local people on the air as possible. On every sportscast, Gaston Bergeron shows a picture of a local team, and often has them there in person with the captain introducing the players to the viewers. The teams which have appeared in this way make an all-embracing list, including school teams, juniors, seniors, midgets, mercantile, miners, bushmen and others.

FROM FAR AND WIDE

Monday is audition day at CFCL, and an average of thirty local performers show up to try out for the weekly *Meet The Gang*. Half a dozen of them make the grade and they hail from all directions, from Kirkland Lake, which is 85 miles away to 140 mile distant Kapuskasing and intervening points. Once a month a high school from



MARIO LORETTO does his stuff when they need him.

somewhere in Northern Ontario takes over the show for half an hour. The station announcer introduces the school emcee and that's all there is to it.

Anyone is liable to bob up on *Meet The Gang*. Once it was "Carlucci, champion baton twirler of three states", who appeared later on the *Ed Sullivan Show*, *Kraft Varieties* and the *Colgate Comedy Hour*. Then there was Christine Michaels, ten year old pianist from Steinway Hall, New York.

Meet The Gang is sponsored by Ideal Furniture and Hardware. This is a competitor of Lavigne's, who includes in his several interests Vanity Fair Furniture.

FOCUS ON TALENT

News, sports, local talent, interviews, weather and news in French are part of the daily (6-7 p.m.) *Focus*. The program is produced by Program Director Jean DeVilliers, with a background of 14 years in show business and a strong leaning towards live talent.

Each program ends with a feature. Tuesday it's *Sketching with Harold*.

CFCL-TV Art Director Harold Lyon stands at a blackboard for this and hands out hints on drawing. Harold discusses such basic art principles as depth, movement, density and so forth, illustrating his words on the board. Schools send Harold their student's best drawings and he shows them to viewers, adding his own comments. Sometimes they are

paintings or pastels from the Porcupine Art Club. One local art teacher, when she first saw the show, alerted all teachers and principals to watch.

Harold's daily routine is the station's art department where he turns out slides at the rate of about one an hour. Since June 15, he has made 650 slides, and also painted thirty backgrounds ranging from 8 x 10 feet to 10 x 20.

In his free time he does station promotion on the silk screen and wields a mean air brush. He has just designed the station's as yet unnamed "spokesman".

HISTORIAN OF THE NORTH

The Wednesday feature is called *Reminiscing With Mr. Macdonald*, who might be described as the unofficial historian of the North. He reminisces about the old days in the north in a quietly interesting manner, and when he talks about something that happened at the turn of the century you can depend on the answer, because nine chances out of ten he was there and remembers.



G. A. Macdonald

After the show I asked him how young he was. He puffed a moment reflectively on his enormous pipe and said: "Maybe your readers would like it if you told them this way. I started editing a weekly newspaper when I was 18 years old. I was fifty years in the business, twenty-nine of them as editor of the PORCUPINE ADVANCE. I took on a regular radio program when I was 72 and started in TV at 76.

70—LIVE ARTISTS—70

On the community service side, they have free interviews every day for anything from a church bake sale to the Red Cross drive.

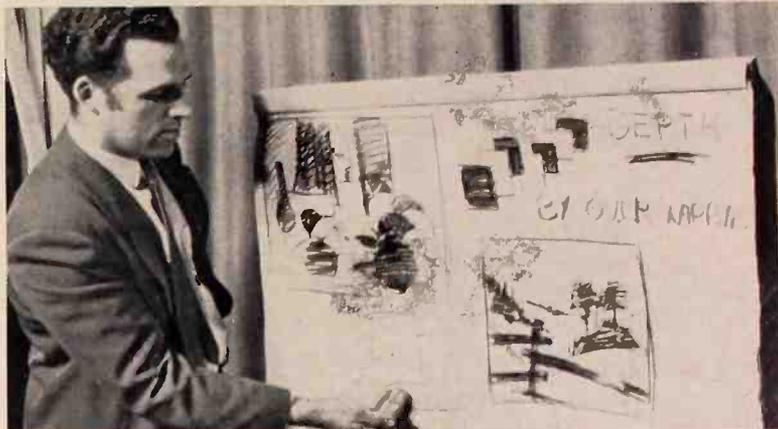
When I arrived they were still cleaning up after a Sunday evening Red Cross impromptu show which ran from ten p.m. until everyone was exhausted at a quarter to three.

It was just a week after the regular Red Cross Blitz and they were several thousand dollars short of their objective, so the station set to make it up for them to the tune of \$3,000, with pledges still being filled.



The piano team of René and Georgette play for the Red Cross. René is general manger by day.

Seventy artists in all turned out to do their stuff.



Harold Lyon at his drawing board.

MASCULINITY A LA MODE

A regular feature on the Timmins station is called *Clark's Trends*. I made my first contact with the program like this. The studio doors swung open and in drove a low-slung scarlet MG which purred up to the general area of the camera, stopped, with a grmph, to let out a man and his dog. The former, a neat-but-not-gaudy fortyish man-about-town stepped onto the set and started to talk in a quiet authoritative way.

It was Reg Clark, owner of an exclusive men's shop - - Clark's Menswear - - in thirty mile distant South Porcupine. He started to talk about clothes, how to wear them, when to wear them and also what to wear for special occasions, and you could sense from the attention he gained from the boys around the studio that he was being listened to far and wide.

Not being sartorially-inclined myself, it probably did not do me any good but I found out how to tie a tie correctly, in accordance with my suit material and particular kind of neck. Hats should be chosen according to the shape of face. What shoes with what pants on what occasions is duck soup the way Reg Clark puts it.

One gag I heard he uses to great effect is to show pictures of well-known personalities around town before and after the Clark treatment.

As for the mechanics of the show, he never mentions prices or quality. Everyone knows you get only the best at Clark's and it is the little extras that count. In point of fact, it must work, because people look at the show - - both the men and their women - - and then, even if they live in Timmins or further, the wife shoots him off to South Porcupine to get properly clothed as only Clark can do it.

SELLING FOOD ON TV

CFCL-TV has two food stores on the air - - Mike's Supermarket and the Red & White Stores, which each have their own programs.

Mike's Supermarket uses *Dollar A Second*, a live quiz, which is now in its fourth month. It is a Sunday night show, designed to keep up store traffic through the generally slack Monday - Wednesday period. Three department heads handle the commercials which consist of a variety of gags, gimmicks and skits.

The Red & White Stores use a live western music show Saturday nights called *Red & White Jamboree*. It's quite a professional crew that does this one, the emcee and fiddler both having worked on *Grand Ol' Opry* out of Chicago in the old pre-TV radio days. Two spots point up

special buys and the third is institutional. Right now they are in the middle of a proof-of-purchase contest for twelve sewing machines.

AUDIENCE RELATIONS

The thing that struck me most was the strong evidence of the intimacy that seems to be maintained between the station and the audience.

Ray Lemay who is program director of the radio station most of the time but doubles each evening in TV weather got a letter from a viewer the other day stating in plain words that he ought to be shot. Lemay didn't say a word but the next day he showed up in a bullet-proof vest armed with two 12-gauge shot guns and an army helmet. He turned straight to the camera and said: "The gentleman who wrote into *The President's Corner* wanting to shoot me had better come prepared because I am waiting for him. The pugilistic viewer was never heard from again, but the mail was terrific and - - if it matters - - all favorable.

On the serious side, the station received a letter dated February 2 from Gilbert L. DesRoches, chief constable of nearby Ansonville. The chief's letter said in part: "... I have found since TV is in operation that my calls concerning juveniles, out after curfew hours, skating on roads, minor disturbances in public places have been reduced by fifty per cent. This I attribute to your TV programs commencing at 5 p.m. ... they watch these programs, do their homework and off to bed. Thus the parents know where their children are and it creates a closer relationship with the family as a whole. Secondly, many homes which were on the verge of breaking up due to various reasons which arise found TV kept both parties at home to view and enjoy their favorite programs and they now enjoy contentment in their own home, thanks to TV ..."

TRIAL AND ERROR

I don't know what it proves, but CFCL-TV, which started from scratch nine months ago, is doubling its national spot and network business on the local front, and set sales are still soaring.

The way Lavigne puts it - - "We had never seen TV, so we made a lot of mistakes at first. But fortunately our viewers had never seen it either." In his car, on the way to the plane after an intriguing day, he said, out of a clear blue sky: "I'm still the best butcher in the north, so we'll always be able to fall back on that." I don't think they'll have to though; do you?

- April 18, 1957.



IN EDMONTON THE INFLUENTIAL* IS RADIO 930 CJCA

Combined EDMONTON & AREA Survey
 ELLIOTT-HAYNES — JANUARY, FEBRUARY, 1958
**Radio "93" CJCA Edmonton*
is FIRST in 76% of 158
 half-hour periods surveyed 9 a.m. to 10 p.m.

	FIRSTS	SECONDS	THIRDS	TIES (for first)
<u>CJCA</u>	110	42	0	6
Station No. 2	42	110	0	6
Station No. 3	0	0	158	0

SEE YOUR
 "ALL-CANADA"
 MAN

**TOTAL COVERAGE
 HOUSEHOLDS**

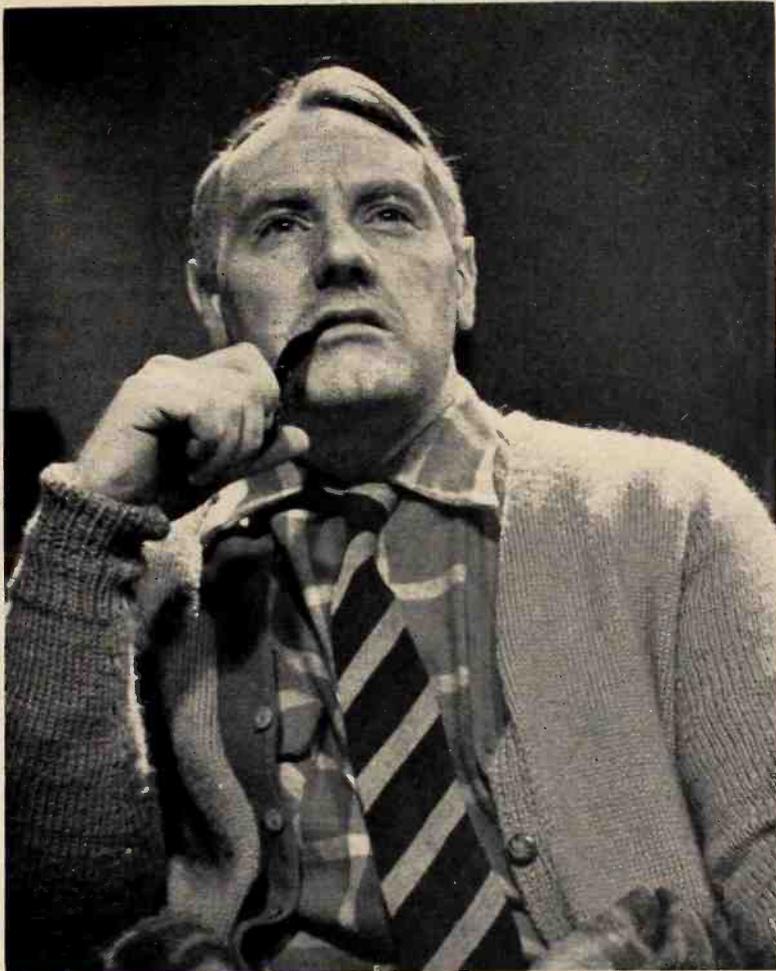
RADIO "93"
CJCA 109,600
 Station No. 2 81,100
 Station No. 3 73,000

B.B.M. - FALL 1957

P.S. — CJCA is FIRST in
 ALL Alberta too!

Live Drama

SPONSOR SEES FIRST OF SERIES --- COMES QUIETLY



PLAYING THE LEAD in CKGN-TV's first live drama, "Desperate Decision," is production manager Bill Hart. This is the play that sparked the Saya Fuel Company to take on a series of thirteen dramas.

FOLLOWING the presentation of their first live drama show, CKGN-TV, North Bay has sold one of the hour-long shows a month for the next thirteen months to a local sponsor.

The first show, done as a one-shot February 17, was called *Desperate Decision*. It was directed by CKGN-TV production manager Bill Hart who also played the male lead along with two other performers.

Camera man Hans Hugo, doing some agile footwork, made the one studio camera do the work of three, with the aid of slide inserts.

To produce the first play, the station used its own staff and several local players in their large studio.

The following day, the Saya Fuel Company of North Bay bought a whole series based on the format of the first show, and the series is now called *Hi Flame Studio Presentation*.

March 31 saw the presentation of the second play, *Mill of the Gods*. It was written by Angus McLellan and directed by Wilf Davidson, both CKGN-TV staff members. Included in the cast of five in the two-act production were Bill Hart and Bill Bennett, also of the station.

The third show, scheduled for last Sunday, April 28, starred announcer Bill Crone. This play, called *Peace, Perfect Peace*, carried a cast of ten, six of them speaking parts, and was written especially for the series by Angus McLellan.

Future presentations will include a half-hour drama called *Never Ride With A Stranger*, based on a new short story by CKGN-TV promotion manager Barry Penhale.

The driving force behind the whole series is Bill Hart. Bill, who was born of theatrical parents, believes that in time it will be possible for CKGN-TV and local actors and actresses to build up their own company.

The sale of the series came about by accident.

The first program was presented as a one-shot sustainer with no thought of a series or sale in mind.

No solicitation was made at all. The sponsor telephoned CKGN-TV the next day and asked if he could purchase a series of that type running over the next thirteen months, and the Playhouse was on its way.

— May 2, 1957.

Potts' SPOT

• There's a new face in our Toronto office, and it belongs to Jim Pittis, who comes into the rep business from the publishing field. Jim, who brings the roster of national sales representatives up to four, started this month, and is currently paying his first calls in radio on the Toronto agencies and advertisers.

• From way out on the west coast, Johnny Hunt reports that the new CKLG, North Vancouver, will be switching over to its new 10 kw transmitter on 730 kcs early this summer. Johnny runs his own rep office in B.C. under Brian S. In the States its Donald Cooke, and in Toronto and Montreal, we need hardly say, Lorrie Potts & Company.

• News of another power increase comes from Wingham, where plans are being finalized for a power boost for CKNX-Radio to 2500 watts, still on 920.

• CJIC-Radio, Sault Ste Marie, is purring all over the Algoma area on its new frequency. Eb Vance reports mail returns which indicate the increase in his coverage area.

• CKPC Brantford's first report from MacDonald Research indicates that the station is reaching more people in the Brantford City Area than all other stations combined.

• NOTE TO TIME BUYERS: Before you buy that spot, check Potts' Spot.

Lorrie

POTTS
and Company

LORRIE POTTS
SCOTTY SHERIDAN
NEIL HENDERSON
JIM PITTIS

1454A 1117
Yonge St. St. Catherine W.
TORONTO MONTREAL
WA. 1-8951 VI. 5-6448

A BEST "SELLER"

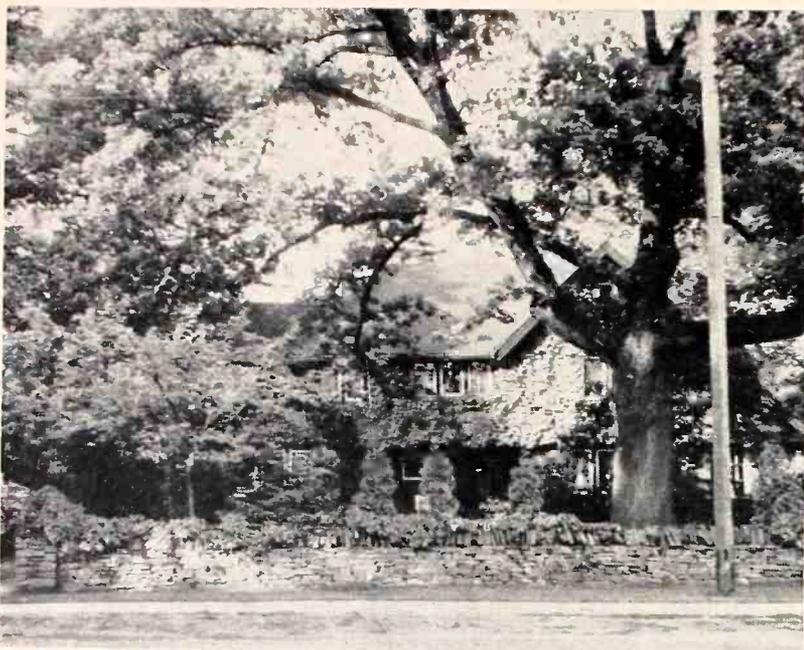
That's us. Day after day, month after month, CFNB is your "Best Seller" in this ever-growing market of big buyers.

Our listeners respect us and what we are doing . . . So, if your product is made for all-family buying, then your advertising belongs on New Brunswick's "Best Seller" station . . .

CFNB

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

SEE: The All-Canada man, or
Weed & Co. in the USA.



CHWO PROGRAMS take a gentle pace in tune with the old and stately homes of Oakville and the sleek and low-slung bungalows of today.

No Crumby Programs

FOR OAKVILLE'S UPPER CRUST

"THIS IS THE White Oaks Station" is a phrase radio station CHWO, Oakville, Ontario never forgets to add when signing on or off the air. For Oakville, with its surrounding communities, is the White Oaks country, and this fact has a great deal to do with shaping the pattern of CHWO programming.

Even before Mazo de la Roche made "White Oaks" famous in her *Jalna* novels, the phrase had always figured prominently in Oakville's aristocratic, tradition-steeped past. When the original gentry settlers purchased the townsite from the Mississauga Indians in 1805, founder Colonel William Chisholm used to ship white oak timber down a 16-mile creek and thence to England for barrel staves and ships.

This White Oaks past, with its somewhat uppity, country-squire flavor and elegance and grace of living, which were characteristic of the first settlers, also typified later arrivals. After the original settlement, the first big wave of newcomers were multimillionaire tycoons (including a few with spanking-new British titles). They moved from nearby Toronto during the Roaring 20's and built park-like, stone-walled estates under the shade of the century-old Willow trees that lined Oakville's Lake Ontario shoreline. CHWO's working president, Howard Caine, points out that this group "has la-de-da tastes, to put it mildly."

The present post World War II decade of prosperity brought a third wave of well-heeled sophisticated newcomers who are currently dotting the lakefront with expensive, daschshund-low ranch bungalows, complete with swimming pools and patios. This group Caine describes as "junior executives types commuting from Toronto's thriving advertising agencies, newspaper offices, broadcasting stations and industrial plants. In any case", he adds, "they just couldn't be more finicky or sophisticated in their program tastes."

To please an elegant, Westchester

County type community like this, CHWO programs inevitably have to avoid much of the sensational, schmaltzy type of fare that goes over in less exacting markets. News editor Cy Young says: "That's why we stick pretty closely to three sure-fire types of programming - (1) editorialized, non-gory newscasts, (2) a constant flow of high-quality, sometimes even high-brow music and (3) fairly intellectual, 'talky' programs on topics like art, books, and theatre chatter."

CHWO programming is kept carefully general and is seldom specifically tailored to either men or women listeners. This means there are no women's show, as such. "Oakville housewives", says Jean Caine, Howard's wife and hostess on three programs a day, "bend a far more attentive ear to world affairs and local events than to household hints. Perhaps that's because so many of them leave domestic worries to their cooks."

With the one exception of a Saturday morning program, *Mainly for Men* (which is so general almost as many women as men listen to it), CHWO provides no special programs for Oakville males - who also share their wives' wide, non-specific range of interest. The station doesn't offer any quiz or variety shows either - not even any how-to shows.

Says Bob McLaughlin, chief announcer "We don't want to sound snooty, but how to fix a broken window sash is a subject most Oakville homeowners will dial away from. We leave things like that to the local carpenter. Our listeners prefer to hear about things that are more than an inch away from their own noses."

RURALS ARE REMEMBERED

McLaughlin feels that interest varies within the community itself, according to social geography. "It's a hard, cold fact", he said, "that CHWO listeners in the well-heeled lakefront area are more interested in Cy Young's news editorials than in

sports news. Further inland, in the more workaday areas like Milton, Bronte and Cooksville, interest increases in sports, decreases in news."

Nevertheless CHWO is careful to give these less sophisticated listeners their fair share of program attention. A highlight of the recent Milton Centennial was Cy Young's interview with a 70-year-old blacksmith, one of the few remaining full-time blacksmiths in Ontario, and the last of a family that has shoed Oakville's horses for four generations.

Also tailored for "average" listening is Curly Slater's twice-a-week binge of western music. Curly also runs the snack bar downstairs. Again with a slightly patronizing eye on what it calls its "minority groups", night-time announcer Garry Ferrier interrupts his Monday-through-Friday stretch of egghead-type programs with a once-a-week hour "devoted to minority groups with special interests like jazz."

For the most part, however, CHWO music runs strictly from hi-fi to hi-brow. In fact "quality music", morning, noon and evening, takes up a bigger chunk of air time than anything else.

Caine feels that the constant flow of serious music is responsible for a large number of listeners, outside CHWO's own bailiwick, who switch their dials to Oakville, including a great number from multi-stationed Toronto. When he first told some radio friends how he planned to start up a station specializing in high-buttoned music, they told him he was crazy, that it "wouldn't go over, and that the old cornball routine of quiz and variety shows, jukebox music and give-away programs was the only sure-fire pattern for success." Grinning complacently, Howard points to his daily mail bags of praise.

NEWS FOR BLUE-BLOODS

CHWO news coverage receives almost as lofty an accent as its music. Cy Young, interviewed across the roar of the Broadcast News teletype

machine that fills the CHWO newsroom, said "I deliver news that interests responsible, thinking people, and only that kind of news. To the best of my ability I ignore everything else."

Cy's principal newscast is *Your World Today*, at dinner time. Usually he begins it with the highlights on world news and ends up with an editorial-type commentary.

Queried on his editorial policies, Cy stressed the fact that he will "avoid no subject regardless of how controversial, as long as the thinking behind the editorializing can be kept non-partisan and objective." Recently he tangled with two powerful oil refineries that have just set up shop in Oakville. Cy loudly opposed their intention of upsetting previously established zoning regulations by building in residential areas.

Whenever there's no big fighting question like the battle of the zones on Cy's horizon, he gets restless and uses his standard store of controversial small-talk to rile listeners into a mood of healthy indignation. One of his pet ways of rubbing salt into community wounds is to twit Oakville about its pro-British bias, comparing the town with Victoria's "long-stocking" community. So seldom does this fail to jack up pressure that Cy is surprised and hurt when he doesn't get a letter threatening to "kick him out of the British Empire".

But not all of Cy's misbehavior over the air is intentional. Like all veteran newscasters he has some radio "fluffs" to his credit. He once excitedly informed listeners that a local hockey player has "scored his third girl in the season."

CAINE'S WIFE IS ABLE

Suave and poised Jean Caine does three programs a day. *Second Cup* (breakfast chatter and music), *Radio Close-Up* (midmorning celebrity interviews) and *Showcase* (afternoon show music and theatre talk-about-town).

Jean's programs usually proceed

"Advertising has to be as brief and unobtrusive as possible"

with a smooth serenity and absence of "goofs". When Mazo de la Roche's autobiography, *Ringin' The Changes* recently came off the press, Jean felt that Oakville's historian was a natural choice for an interview on *Radio Close-Up*, but got turned down. Eventually she consented to have her cousin and lifelong intimate, Caroline Clement, appear on the program. Also present during this memorable Jean Caine interview was Jack Stoddard, sales manager for MacMillan's, her publishers. He told Jean's listeners that the White Oaks novels are responsible for the picture most Europeans have of Canada.

Three times a week Jean's *Radio Close-Up* interviews come transcribed from New York, hosted by Jinx Falkenburg and her husband Tex McCrary. These New York-originating programs interview such celebrities as Laurence Olivier and Joe Louis. On the other two days of the week Jean interviews local personalities from Oakville and vicinity, plays records and discusses topics like the royal family and theatre news.

With all these Jean's goofs are rare. Once though she told her listeners that a Miss Joy Parsons, administrative supervisor of Oakville Memorial Hospital, is "the only non-religious lady hospital administrator in this country." As a result she somewhat upset the "non-religious" Miss Parsons' cousin who happens to be the Bishop of Winnipeg.

WHEEL CHAIR SPORTSCASTER

Johnny Black, a paraplegic who broadcasts CHWO sportscasts from his hospital room, is former rising Oakville athlete, who became paralyzed from the neck down as a



Howard and Jean Caine

result of a football tackle. Every night the station rushes BN teletype releases to Johnny by taxi. However, much of the material for his sportscasts come from local listeners of all kinds who make a habit of phoning him. He talks with them by means of a specially constructed telephone attachment that fits over his shoulder.

However, Johnny is far from being a shut-in. The local Rotary Club has provided him with a special truck and driver permanently at his disposal. He also runs a ticket agency in downtown Oakville.

Another CHWO personality is Garry Ferrier who does the two-hour, sign-off-time *Night Party*, sponsored by Port Credit Motors. It is on *Night Party* that CHWO makes its most significant departure from

its high-brow musical norm. Garry plays what he calls "crazy music and off-beat tapes".

In mock interviews on *Night Party*, Garry assumes strange voices and aliases like "Gilbert Guggenhoffer". Somewhat in the manner of Max ("Rawhide") Ferguson, he pokes fun at personalities in the news, at other programs and at commercial messages. Recently he posed as an "express abstractionalist" and interviewed himself, much of his own audible hilarity, on the subject of the *Prelude To The Afternoon Of a Green Bull Moose*.

When Garry is not spoofing commercials, once in a while he actually delivers one. The phrase "once in a while" can be applied to CHWO's overall policy on commercials. Naturally they would like more, but Caine points out that next to comments from listeners on the station's high-calibre music, they receive most comments about the restraint and infrequency of commercials. "We're still new", Howard mused whimsically, "and the restraint may let up a bit - I hope - - but Oakville people simply wouldn't tolerate being persecuted by radio commercials."

"Advertising has to be as brief and unobtrusive as possible," he said, "but that doesn't mean that we don't believe in giving our sponsor a fair shake. What happens is that many of our local sponsors have the same restraint and discriminating good taste that characterizes the whole community. This means they're often quite content with a brief public-service type announcement."

Of course some CHWO sponsors insist on a full-length commercial, but even these are chaste and free of bombast as possible. Sponsors are beginning to go along with the station's advertising policy. Even the Shell Oil Company, which Cy recently blasted on his editorial on zone regulations, just last month bought a healthy chunk of CHWO air time.

— June 20, 1957.

On Our Cover

CKWS MAKES SCOUTING DOCUMENTARY

WHEN THE Scouts of the Kingston, Ont. district held a two day camp to celebrate "Baden Powell



Year", the fiftieth anniversary of the Boy Scout movement, a mobile unit from CKWS, Kingston, went right along with the boys to record an on-the-spot show.

A total of 150 Scouts from the

Kingston Boy Scout Association took to the woods of Grenville Park in the outskirts of the city at the beginning of May, to put into practice the lessons and skills learned during the winter months.

Announcers Floyd Patterson and Bryan Olney, with operator Ken Peebles, took the CKWS mobile unit right along to be on hand for the event. Some three hours of material was gathered and edited to an hour long documentary called *Scouterama '57*. It consisted of tape recorded interviews, actuality material and descriptive narratives. Highlights of this program included the impressive opening ceremonies which attracted wide interest in the Kingston area, and a visit to the opening night campfire which was attended by some 400 visitors. On Sunday morning a scout's own church service was held in the open air, and more visitors arrived to watch the routine of camp life and the special projects.

At the request of the Eastern Ontario Commissioner of Scouting, a specially prepared recording of *Scouterama '57* was presented to the Kingston Association.

— June 20, 1957.

THE TV STATION
WITH THE
REALISTIC
RATE CARD!



The MOST EXPENSIVE 60 Second spot will cost you just \$22.50. You can buy a Class "A" Half Hour for as little as just \$51.00. And \$6.00 will buy you 8 seconds before 5 p.m.

AND . . .
YOU BUY A
CAPTIVE
MARKET!

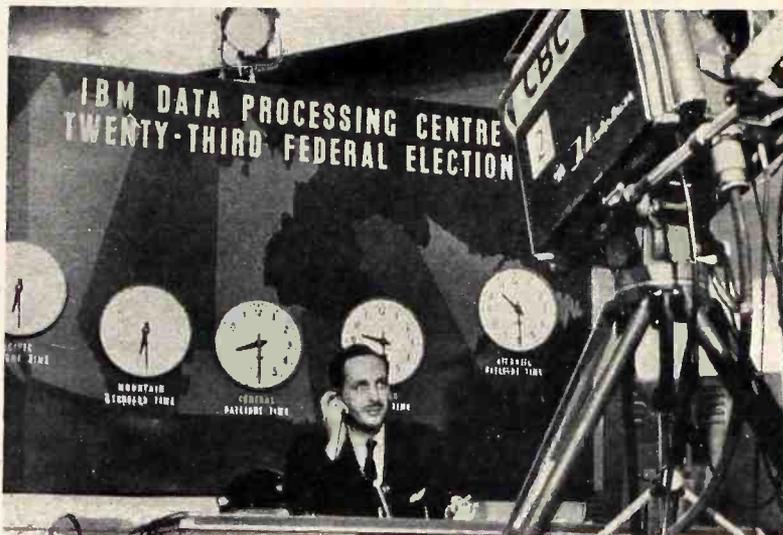


STOVIN-BYLES and WEED have the FULL STORY

CBC WINS PLAUDITS FOR ELECTION COVERAGE

LISTENERS and viewers from St. John's, Nfld., to Vancouver Island, found added excitement in election day this year, thanks to the two five-hour "spectaculars" CBC radio and TV devoted to covering the event.

Election results moment - by - moment sped from The Canadian Press and British United Press wires. On TV, continuous use was made of visual gimmicks like maps, charts and film inserts. Viewers were even able to watch the IBM "Thinking Machine" compute results for Norman DePoe to proclaim gloat-



TRENDS WERE PREDICTED on the IBM Computing Machine from progressive returns by ex-newspaperman Norman DePoe of the CBC, who was brought into the TV act at regular intervals from the IBM plant in Suburban Toronto.

ingly. Commentaries, discussions, analyses and party leader statements left no dull moments between readings of results, and complete coverage was given in both English and French. Pickup points for TV were Toronto, Winnipeg, Ottawa, Quebec, Montreal and Regina. Unlike the 1953 elections which were covered by a radio - television simulcast, special and distinct arrangements were made for each medium.

About two hundred CBC news staffers and outside commentators had a share in The Night. Charles Lynch of the CBC and Blair Fraser, of MACLEAN'S MAGAZINE carried the ball with their comments and flash-backs as it was thrown to them by Bruce Marsh.

On radio, CBC's James M. Minifie, Hamish McGeachy of THE FINANCIAL POST and Paul Fox of the University of Toronto were hard at it interpret-

ing the trends.

CBC International radio beamed the news to such points as Britain, Australia, New Zealand, the West Indies, South America, Europe and Canada's own North West Territories.

In radio, CBC's coverage was made available to all 164 English-language as well as to all 20 French-language stations in Canada. All connected TV stations were offered the CBC service as well. Among the independent radio and TV stations which contributed to the broadcasts were CKCK-TV, Regina, from where PC Leader John Diefenbaker was seen and heard by both TV and radio networks and CFGP, Grande Prairie where Socred Leader Solon Low spoke for both radio and television. In addition, various stations came in on a regional basis.

SUSPENSE WAS KILLING

More than 800 telephone calls poured into the CBC information Bureau in Toronto alone from listeners and viewers, many of whom claimed that the suspense was killing them. One listener reported that he was perspiring so heavily that he had to take a 2 a.m. bath.

At CBC Central in Toronto, radio anchor man Lamont Tilden held fort for seven hours straight, tying in additional results as well as local reckonings. At 2 a.m. with only two or three of the 263 seats uncertain, he called it a day, saying everyone was exhausted.

— June 20, 1957.

Cover the Rich Dairy Producing area of Oxford County by using **CKOX** WOODSTOCK ONTARIO

Lorrie Potts & Co. - Toronto
John N. Hunt - Montreal
Montreal
Vancouver

TWENTY-TWO HOURS OF LIVE PRODUCTIONS WEEKLY FEATURING . . . NEWS, WEATHER, SPORTS, WOMEN'S SHOWS, CHILDREN'S SHOWS, MUSICAL AND QUIZ SHOWS

Oceans of Fun and Talent for Everyone . . . A Live Sales Booster

By popular demand twenty-two hours of live programming is carried every week over CKCW and CKCW-TV.

Widely varied in format these "live" programs are produced especially for the Maritime audience . . . an audience which has been carefully studied and analyzed over past years. These programs give the listeners and viewers the feeling that CKCW and CKCW-TV are their stations. As a result a much larger and more loyal audience has been built for the advertiser who buys the popular "Maritime Stations" CKCW and CKCW-TV.

Lionel's "On the Mike and Camera Personalities" are a complete staff of talented and hardworking individuals. Each has gained a wide acceptance of popularity among all Maritime listeners and viewers.

Yes, you might say our job is two-fold. We serve to establish for our advertisers a very strong market in an ever increasing rich area besides giving our audiences everything they wish through popular demand.

Before buying and without any obligation to you, inquire through us or our local representatives for more complete information on "How I can best sell my products in the Maritime area."

Representatives:

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

CKCW CKCW - TV

MONCTON NEW BRUNSWICK



SPORTS



OVER THE BACK FENCE



THE BUNKHOUSE BOYS



THE STUDIO



LITTLE RED SCHOOL HOUSE



NEWS



WEATHER



PUPPET THEATRE

This way to Montreal



CKLC Kingston

SHOW HARNESSES MISCHIEVOUS KIDS



RON BERTRAND of CKLC, Kingston at the left, and **Al Tyler** of the Kingston YMCA at the right are shown conducting the CKLC-YMCA Teen Announcers Program from the city's Y. In the centre are a group of teenagers who are finding it's fun to learn the art of radio broadcasting.

IN KINGSTON, Ont., teen-agers who want to get into radio are given a chance by CKLC in co-operation with the local YMCA.

This youth assistance program came about when they had a teenage problem and turned to the Y for help.

What started out as a radio programming problem has been turned into a successful public service venture.

When it first went on the air in 1953, the station introduced to the city an audience participation program for teen-agers called *High Time*. For three years the program drew 40 to 50 youngsters into its studios every weekday afternoon to listen to records, win prizes, and give dedications.

In the fall of 1956, CKLC program director John Bermingham and assistant program director Ken Philips got together and decided it was time for a change. Teen-agers were still coming to the studio for the program, but they were beginning to lose interest in just listening to records. They started gathering in small groups in the studio and talking while the show was on the air, and once in a while some had to be put out of the station for misbehavior.

Al Tyler, director of Kingston's YMCA was consulted, and the result was an entirely new daily program called *The CKLC-YMCA Teen Announcers' Program*.

The program is still originated live each day but now it is done direct from the YMCA. Any boy or girl who wants to participate in the show has to register as a "teen announcer" at the YMCA. They are then assigned to do a special feature for the show, such as making a class survey for the record of the week, or deliver a report on teen-age fashions. The show has been running this way ever since and has been flooded with applications.

CKLC announcer Ron Bertrand and Al Tyler of the YMCA are

emcees of the program. Usually four or five teen-agers do their features on the program interspersed with popular music. In the five months the new show has been on the air, over 70 boys and girls have actually been on the air as "teen announcers".

Discipline problems have disappeared as the youngsters take a more active role in producing the program. Both parents and school officials have praised the station for giving the students something constructive to do in after-school hours and for interesting them in the art of public speaking.

At the moment, the show is off the air for the summer, and CKLC is in the process of holding auditions amongst the teen announcers to see who will win the Grand Award for the season. The top boy or girl announcer will have their own program every weekend on CKLC during the summer months and the students are really competing for the honor.

The program itself is set to resume in the fall.

— July 4, 1957.

FIGURES SHOW HOW YOU CAN BOOST YOUR SALES WITH SHOCK!

FROM "SPONSOR", NOV. 2, 1957

What happened when horror came to WABC, New York

	Pre-Horror FRIDAYS Sept. 4-week average Nielsen 11:15 to sign-off		"Dracula" Friday 4 Oct. Trendex 11:15 to sign-off		"Frankenstein" Friday 11 Oct. Trendex 11:15 to sign-off	
	Ratings	Share	Ratings	Share	Ratings	Share
WABC-TV	2.2	6%	10.6	34.3%	10.5	35.5%
WCBS-TV	18.5	52%	14.0	45.5%	8.8	29.7%
WRCA-TV	5.7	16%	5.5	17.9%	7.5	25.4%
WABD	3.4	10%	0.7	2.2%	1.3	4.3%
WOR-TV	1.8	5%	0.5	1.5%	0.2	0.7%
WPIX	2.3	6%	0.9	3.0%	1.5	5.1%
WATV	1.6	5%	-----	-----	0.2	0.7%

Sets in use—30 to 35%

CKMI-TV **5**
CHANNEL

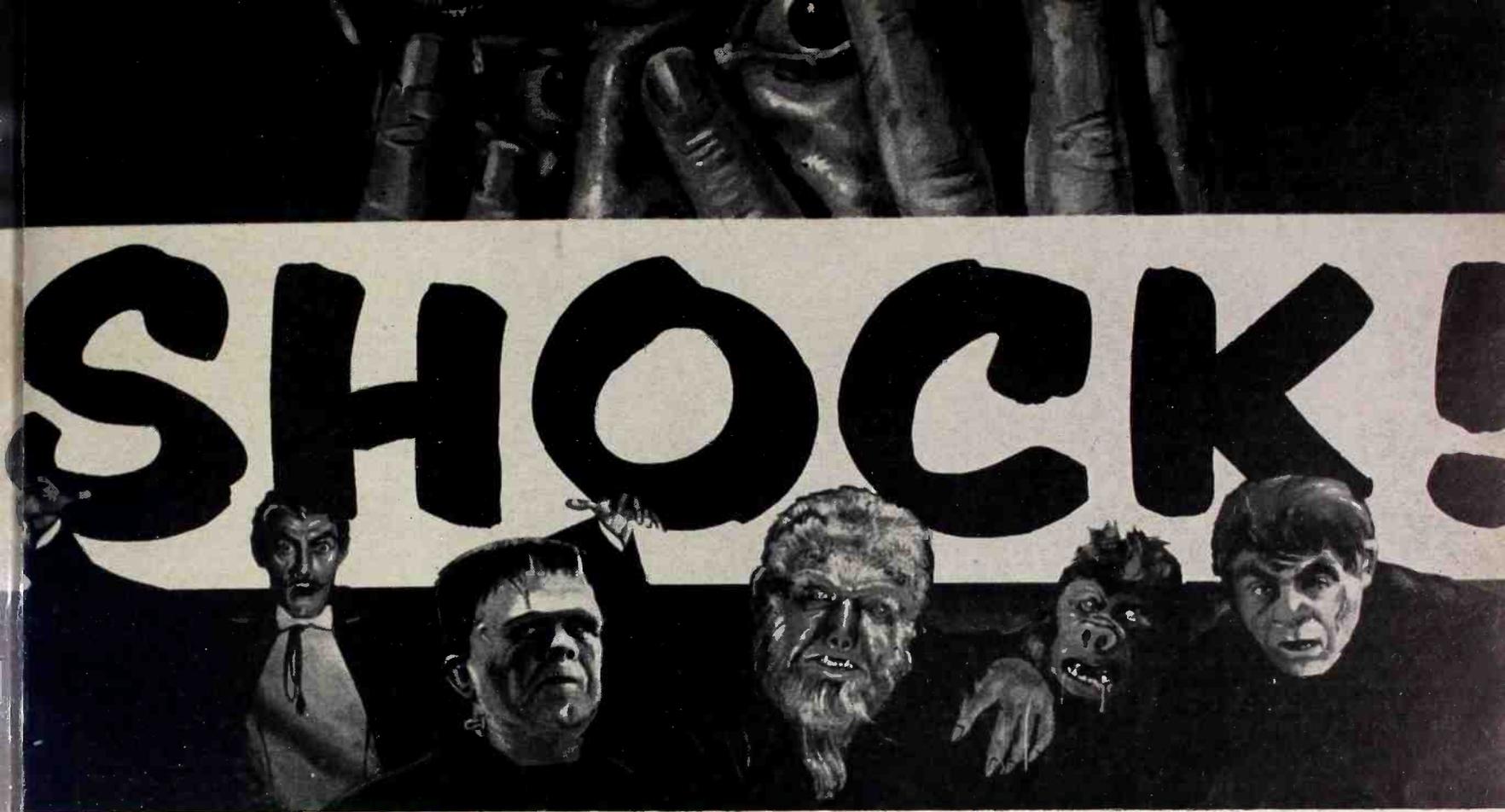
THEY'RE BACK!

BUILDING BIGGEST TV AUDIENCES EVER!

THE BLACK CAT
CALLING DR. DEATH
THE CAT CREEPS
CHINATOWN SQUAD
A DANGEROUS GAME
DRACULA
DRACULA'S DAUGHTER
ENEMY AGENT
FRANKENSTEIN
THE FROZEN GHOST
HORROR ISLAND
THE INVISIBLE MAN
THE LAST WARNING

THE MAD DOCTOR OF
MARKET STREET
THE MAD GHOUL
MAN-MADE MONSTER
THE MUMMY
MURDERS IN THE RUE MORGUE
THE MYSTERY OF MARIE ROGET
NIGHT MONSTER
THE RAVEN
SON OF DRACULA
WEREWOLF OF LONDON
THE WOLF MAN





SHOCK!

**PRESENTS 52 OF UNIVERSAL'S MOST
SPINE-TINGLING, FULL-LENGTH FEATURE FILMS,
ON FIRST-RUN TELEVISION, WEDNESDAYS AT
11.25 P.M. . . WHEN CKMI-TV IS THE ONLY QUEBEC
CITY TV STATION ON THE AIR (123,319 TV HOMES)**

For years, tales of terror, macabre stories of ghouls and ghosts have fascinated millions in every form of entertainment. Now, for the first time, this eerie world of the weird and supernatural comes to television with stunning impact in **SHOCK** — an irresistible attraction of mood programming of feature films.

SHOCK brings your television audience what they have never had before — night after night of thrills and more thrills with the screen's titans of terror — brought to life by stars whose names are synonymous with "horror" film entertainment.

BORIS KARLOFF — BELA LUGOSI — LON CHANEY

plus stars who are box-office favorites wherever motion pictures are seen — Claude Rains, Jane Wyman, Basil Rathbone, Wendy Barrie, Sir Cedric Hardwicke, June Lockhart, Lionel Atwill, Ralph Bellamy, Jean Parker, Brian Donlevy, Paul Lukas, John Carradine, Paul Kelly — AND MANY, MANY MORE TOP-NAME PERFORMERS

IN SPINE-CHILLING FILMS

. . . from stories by masters of terror.

CKMI-TV

THE SHOCK! PACKAGE

Now available for complete or partial sponsorship.

See your STOVIN-BYLES man. In U.S.A.: Weed Television.

CHANNEL

P.O. BOX 1726,
QUEBEC CITY, QUEBEC

WINGHAM TV AND RADIO FOCUS ON FARMERS

FARM VIEWERS in and around Wingham, Ontario, get a barnful of programs over CKNX Radio and TV designed to educate, instruct and inform the farmer; to tell city and town viewers what the farmer does; to sell the farmer the sponsors' products. These programs cover such topics as, up-to-the-minute market information, latest farming methods, editorial comment and opinions on current topics, and farm news and events.

The "farmers" at CKNX are Bob Carbert, farm director, and Rodger Schwass, his assistant. These two produce a nightly 10 minute show called *Focus on the Farm* sponsored by the United Co-operatives of Ontario and the Federation of Agriculture. This program caused some comment at the last TV Sales Seminar, (CB&T Feb. 7).

On Friday nights, from 9 to 9:30 the farm department produces a half-hour show called *Almanac* which normally deals with controversial subjects such as the future of the rural fall fair, fire prevention on the farm; and curtailment of service by the railroads and its effect on the area. Many of these shows take the form of a round table discussion conducted by Bob Carbert, while others are in the form of interview shows.

Every fourth week, the show is directed to Junior Farmer organiza-

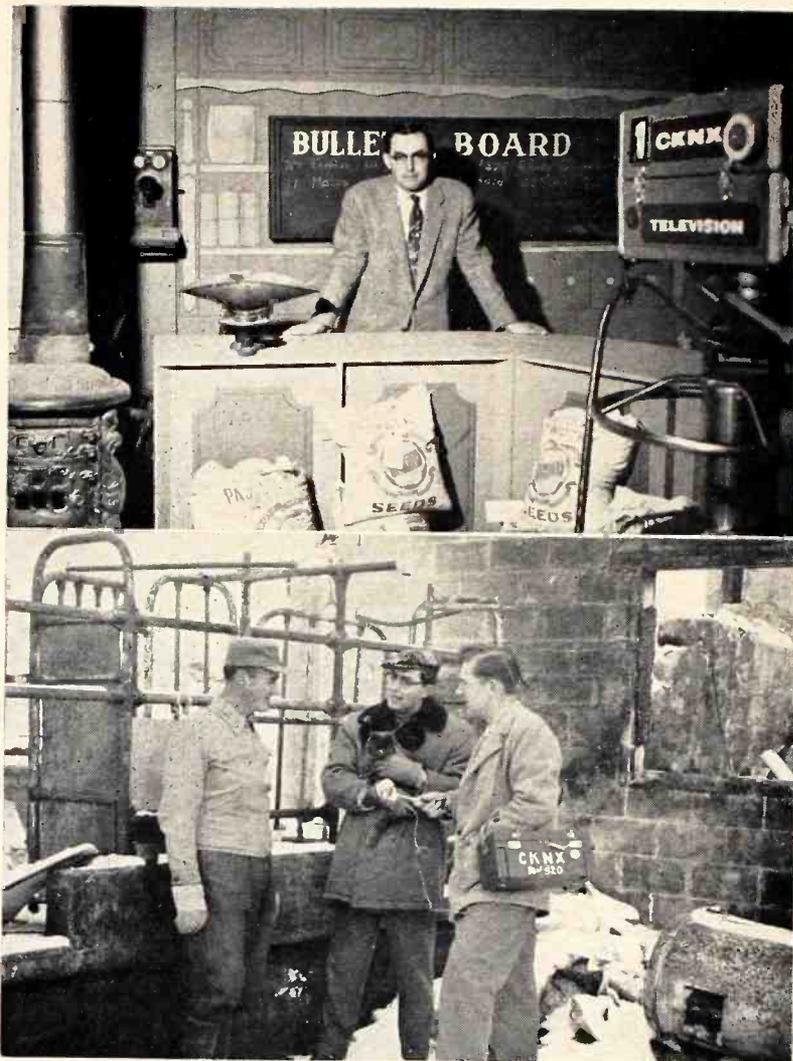
tions and 4-H clubs which make it a regular part of their educational programs to watch the show and discuss it.

On these shows Rodger Schwass presents subjects of particular interest to the young farmer. It may be a live demonstration of beef cattle judging; a demonstration of sheep shearing techniques; a musical program by the Perth County and Huron County junior farmer choirs, a film on bee keeping and many other topics.

FARTHER AND WIDER

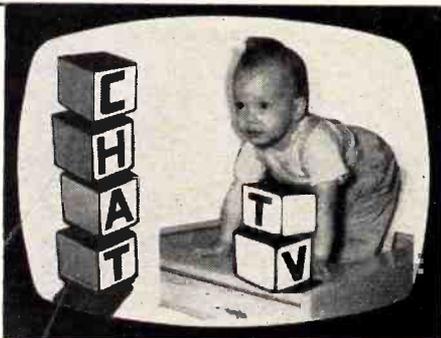
This farm department is widely travelled, and farm people in the area find that they can gather valuable information through the farm broadcasters, who bring back reports on people and methods used elsewhere.

In May of this year Bob Carbert went to Venezuela, as an attendant, with a shipment of 87 head of Holstein cattle which were being exported to farms in that South American Republic. In the course of his trip, Bob shot over 1,000 feet of movie film, which has been used on CKNX-TV and the CBC's *Country Calendar*; 175 colored slides, which are the basis of much of the lecturing and illustrated talks given in the area; also a wide variety of other pictures that have been seen on TV and in several farm and



FARM EDITOR BOB CARBERT on the set of "Focus on the Farm." This 10 minute program which is on TV five nights a week, has been sponsored for 15 months, and renewed, by a joint co-operative enterprise, with the Local Co-ops, Federations of Agriculture, Hog Producers Association, and Co-operative Insurance. Below: Bob Carbert and his assistant Rodger Schwass interview farmer Bill Cruickshank, after a fire destroyed his modern dairy barn.

The Best Buy
In
**CANADIAN
TELEVISION**



You can follow Larry Henderson for nine dollars. Or participate in WRESTLING for 60 seconds for \$22.50. You can have LIVE camera for 60 seconds for \$32.50.

And . . .
**WE'LL GUARANTEE
YOU A
CAPTIVE AUDIENCE**



Check with
STOVIN-BYLES or WEED

daily papers.

Bob's reports have also been heard on the *Esso Farm Reporter* over 18 Ontario radio stations.

While in Venezuela, Bob also toured the city, and spent several days in the interior visiting government projects and inspecting agricultural conditions there.

Shortly after returning to Canada, he went to Washington, D.C. to the Spring meeting of the National Association of Radio and Television Farm Directors, of which he is Canadian chairman. Once more reports from Washington, the Belts-

ville research station in Maryland and other American points have been given via tape and film.

Rodger Schwass is not idle either. He recently embarked on a four week motor trip to Western Canada, California, Texas, and the stockyards and feeding areas of the Midwest States. Armed with tape recorders, still and movie cameras, Rodger is working his way around the country and maintaining a steady schedule of recorded interviews on his home station.

FORTY SHOWS A WEEK

All told this team of farm broadcasters prepares and presents a total of over 40 radio and TV farm shows a week. Other intended trips for the fall include a visit to the World Plowing Matches at Peebles, Ohio in September; the Annual Convention of Farm Broadcasters, the International Livestock Show and the National 4-H Club Congress in Chicago in November.

— August 22, 1957.

Did you know that . . .

CKNW New Westminster reaches a total of 301,188* adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS the SHOWS
MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

Long Play Recordings

CANADA WILL HEAR NFLD FOLK MUSIC



HERE IS THE MEN'S CHOIR in costume rehearsing for the Newfoundland folk song "Lukey's Boat", which is included in the first LP record shortly to be released by RCA.

THE CJON Glee Club, under the direction of Ignatius Rumboldt, CJON's musical director, has just finished making the master cut for a recording of Newfoundland folk music for RCA who are pressing the first in a series of long-play records featuring the Glee Club. They will be issued under their own label.

These records will be distributed all over Canada. On the jackets will be a picture of a typical Newfoundland scene with the story of the Glee Club on the back.

Started as a radio venture, the Glee Club now presents twelve concerts each year over CJON-Radio and CJON-TV. These are un-sponsored and last for an hour and a half. They feature local talent and talent from regional U.S. bases when available.

The concerts are each dedicated to a public service. The first one in the fall will be devoted to the Retarded Children's Campaign. During the program the campaign manager will be interviewed and films of some of the children and their progress under the plan will be shown. The program, appealing to viewers to contribute to the fund, will be used as a kick-off for the whole campaign.

The following concert, the next month, will be dedicated to the Cancer Campaign, the next one to the Canadian National Institute for the Blind, and so on.

Because Newfoundland is now taking on more and more of the characteristics of a Canadian prov-

ince, much of the old folk music is being lost. To prevent this, CJON this year sent out a recording crew to all the outlying areas to record the folk music of the island province.

All profits from the sale of the records will be donated to charity.

— August 22, 1957.

POINTS OF SALE

GOING UP !

CHOK
Sarnia

TORONTO SALES

February 1958
170%
of February 1957

MARCH 1958
(to March 10)
150%
of all March 1957

CJFX
Antigonish

CKBB
Barrie

CJCH
Halifax

CFPA
Port Arthur

CKTB
St. Catharines

CHOK
Sarnia

PAUL MULVIHILL & Co. Ltd.

TORONTO
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EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



GOOD NEWS FROM KINGSTON'S CKLC!



LISTENERS?

EVERY SURVEY SHOWS CKLC WITH MORE LISTENERS IN KINGSTON AREA!

1. BBM TPA SURVEY, FALL '57 No. of time periods in which each station leads.	CKLC	"Stn. B"	Tied
	156	72	24
2. ELLIOTT-HAYNES, JAN. '58 Average % of Daytime Audience.	CKLC	"Stn. B"	Others
	50%	43%	7%
3. MCDONALD RESEARCH TPA, JAN '58 Mon. to Fri. Average No. of time periods in which each station leads.	CKLC	"Stn. B"	Tied
	22	7	7

POWER?

WE'VE INCREASED IT BY 5 TIMES!



NOW 5000 WATTS!

CKLC

CONTACT: **STOVIN-BYLES LTD. (Canada)**
FORJOE & CO. (U.S.A.)

Did you know that . . .

CBUT Vancouver

reaches a total of 407,142* adult viewers every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

The Heart
of the
Growing Market

The Market is really
growing and Healthy
too.

Business is going up.
The structure is
bigger and better.

285.79%

increase in the value
of Building Permits
over the equivalent
period of 1957.

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

Wherever You Go...

CKRC's "WEEKEND" IS HOLIDAY GUIDE

FOR THE WEEKENDING Winnip-
pegger, at the beaches, driving a
car or staying put comfortably at
home, radio station CKRC has built
its entire schedule around a single,
weekend-long format called *Radio
Weekend*.

Beginning Friday at sign-on time,
Radio Weekend opens with special
promotion announcements incorpor-
ating gags, transcribed flashes, gim-
micks and the Red River Valley
theme. Friday noon's weather fore-
casts include reports of conditions at
local beaches and resorts, phoned in
from the various holiday spots. These
reports feature not only information
about accommodation, but on-the-
spot tips about weather as well as
road and traffic conditions. Then, on
Friday night, in-town listeners are
briefed on special events taking
place at home.

On Saturday, the morning weather
reports are directed especially
towards drivers starting out on the
highways. They include further
on - the - spot reports about resort
conditions. Saturday night music is
selected for people entertaining at
home or at the beach.

Sunday mornings feature reports
from fire rangers as to fire hazards
in the woods and finally on Sunday
nights, special CKRC mobile units,
on the highways and in the air,

report traffic conditions for home-
bound drivers.

In addition to reporting traffic
conditions on the weekend, CKRC
devotes the weekday hour from 5 to
6 p.m., when city traffic is heaviest,
to the *Traffic Show* sponsored by
participating BA Oil dealers in Win-
nipeg. Bill Guest reports from the
mobile unit on traffic in various
sections of the city, warning motor-

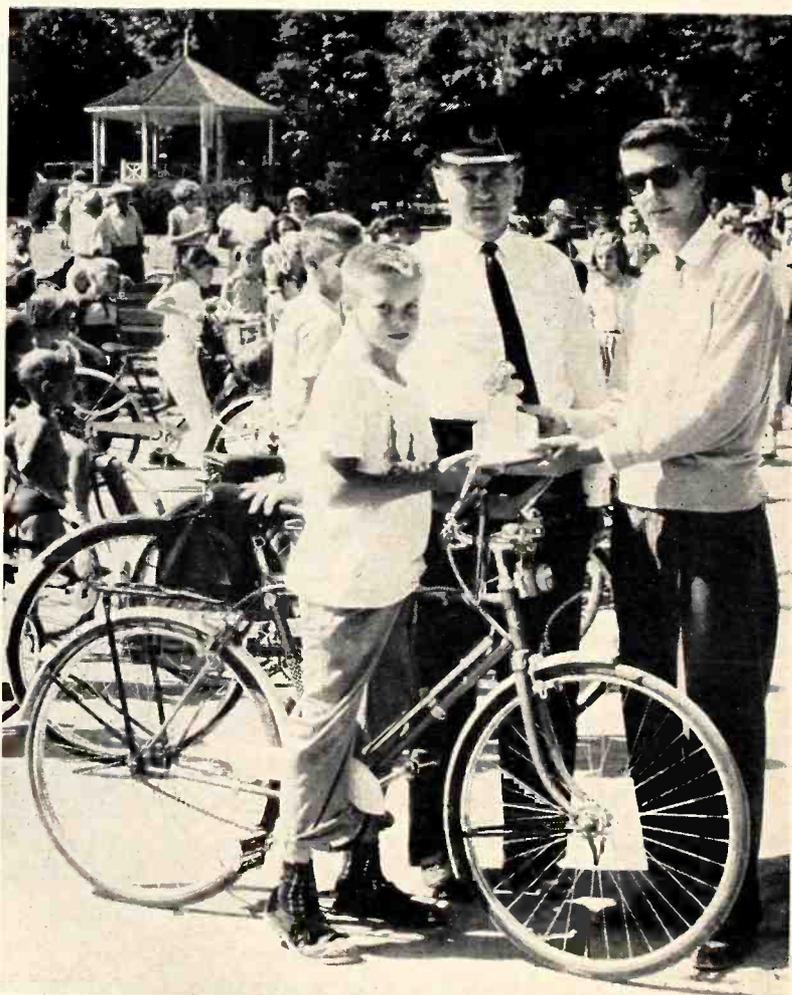
ists of tie-ups, weather and road
conditions.

During the *Traffic Show*, Guest
chats back and forth with George
Knight in the studio, awards prizes
for lucky house numbers chosen and
waves to passing motorists who have
picked up the habit of honking a
greeting to him as they pass the now
familiar CKRC mobile unit on the
road.

—September 5, 1957.

Tots & Teens

SAFETY KEYNOTES KID'S SHOWS



POLICE CHIEF ED TSHIRHART looks on with approval as Jack Ruttle, CKBB's program director, awards the station's trophy to the winner of Barrie's Safe-Riding Rodeo, 12 year old Gary Banting.



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?

The only B.C. station serving the
B.C. - Alberta Peace River Block

CJDC

DAWSON CREEK

B.C.'s CENTENNIAL CITY

RADIO REPS in Toronto and Montreal

JOHN N. HUNT in Vancouver

A. J. MESSNER in Winnipeg

DONALD COOKE in USA

WHEN THE KIDS return to
school each fall, the program
schedule of CKBB, Barrie, along
with those of most other stations,
makes room for programs directed
at district youth.

Starting one week before school
starts, CKBB presents constable Roy
Lacey, of the Barrie Police, with
Tips for Tots and Teens on the topic
of safety to and from school.

This program goes on the air at
8.25 in the morning as a last minute
reminder before the kids leave for
school, and runs on school days
throughout the year.

Each year CKBB promotes Barrie's
Safe Riding Rodeo. Sponsored

jointly with the Barrie Police Depart-
ment, the rodeo tests bicyclists' and
even tricyclists' ability to handle
their vehicles under typical road
conditions. In order to compete the
youngsters must have mechanically
sound bicycles, a safe riding record
and a thorough knowledge of road
rules.

The winner receives the CKBB
safety trophy.

Just For You Young Folks is a
mid-morning program, heard every
Saturday. To help provide material
for the show CKBB visits local parks
taping interviews with park super-
visors and the kids who use them.

—September 19, 1957.

CFJR Brockville

PARENTS SIT IN ON STUDENT BROADCASTS



SOME OF THE SCHOOL PROJECTS broadcast from the Assembly Hall of Brockville Collegiate over CFJR are illustrated here. Top, the Girls' Choir; next, a section of the Glee Club; finally the Annual Variety Show.

THREE TIMES a week over CFJR, Brockville parents of students attending Brockville Collegiate can sit in with their kids and hear about their various school activities in sports, drama, glee club work, orchestral presentations and the big annual variety show.

CFJR carries these programs throughout the school year, direct from the school auditorium, on Mondays, Wednesdays and Fridays from 9 to 9.15. They have a four mike setup at the school and one of the students does the operating under supervision of the station.

This series has been aired over CFJR for the last ten years. It consists of regular presentations by the Collegiate Glee Clubs, Cadet band and orchestra. Each morning one of the pupils handles the scripture reading which is followed by the entire student group singing the Lord's Prayer.

Individual efforts include reports on sports activities by the students, instrumental and vocal offerings, elocution and often humorous readings based on some of the school happenings.

The annual dramatic presentations and school concerts also form a part of these broadcasts and the programs themselves provide a means of conveying items of interest to parents and the general public, forming a close liaison between the home and the school.

— September 19, 1957.

POINTS OF SALE

A FIRST for CANADIAN TELEVISION FRIDAY NIGHTS CKVR - TV Channel 3 runs ROUND the CLOCK with ALL-NIGHT MOVIES

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



IN LONDON

CKSL _____

offers

More News . . . More Music

More Top Personalities . . .

More Merchandising . . . More Promotion

More Service to Advertisers . . .

THAT'S WHY MORE ADVERTISERS PREFER _____



BEAVERS DON'T HAPPEN

unless you keep us posted on what your station is doing to win one.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Roster of BEAVER AWARD WINNERS

1954

for Distinguished
Service in 1953

- CFQC-Radio, Saskatoon
- CHOK-Radio, Sarnia
- CJRW-Radio, Summerside
- CKBB-Radio, Barrie
- CJOC-Radio, Lethbridge
- CKWX-Radio, Vancouver
- CJCA-Radio, Edmonton

1955

- CJOR-Radio, Vancouver
- CKCW-Radio, Moncton
- CJCA-Radio, Edmonton
- CFPL-TV, London
- CFAC-Radio, Calgary
- CFCF-Radio, Montreal

1956

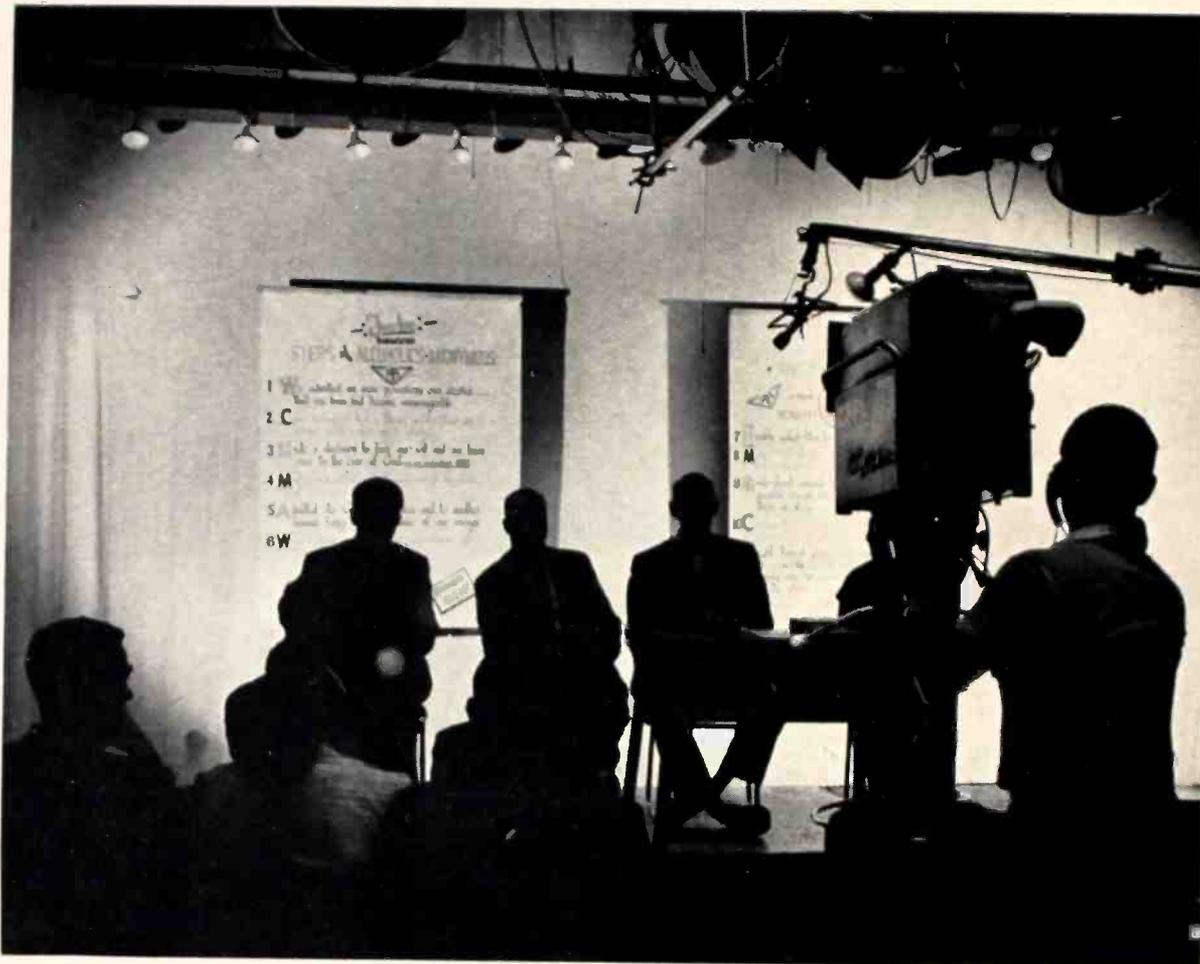
- CKCW-Radio, Moncton
- CKCW-TV, Moncton
- CFRB-Radio, Toronto
- CKBL-Radio, Matane
- CKBW-Radio, Bridgewater
- CJOR-Radio, Vancouver

1957

- CKSO-Radio & TV, Sudbury
- CBC Dominion Network
- CHED-Radio, Edmonton
- CFRB-Radio, Toronto
- CJBQ-Radio, Belleville
- CKCK-TV, Regina
- CHML-Radio, Hamilton
- CFAC-Radio, Calgary

Project With A Purpose

AA PROGRAMS ARE HUMAN AND HELPFUL



WANTA CASH IN
ON OUR
SIX APPEAL?



We'll sell you Western
Movie Participations (6:00
-7:00 p.m.) for \$16.50 for
20 seconds, \$22.50 for 60
seconds, or a 10 minute
LIVE SPORTSCAST for as
little as \$39.75. For \$9.00
you can follow Howdy
Doody.



AND YOU'LL BE
BUYING
A CAPTIVE
AUDIENCE!

STOVIN-BYLES and WEED
have the story



"NOW I KNOW what it is like
to wake up in a jail, flop
house or mercy mission not know-
ing how I got there". The speaker
was an ex-alcoholic appearing on
CFPL-TV London's newest public-
service show *Twelve Steps*, produced
in co-operation with Alcoholics
Anonymous each Sunday evening
at 11.30 pm.

The half-hour is conducted as a
regular AA meeting. Making up the
studio audience are those who seek
help for themselves or for others.
Each evening someone tells of his
own experience in overcoming alco-
holism and then answers questions
from the audience as to how to
overcome their problems.

Emcee of *Twelve Steps* is Rev.
Don Joyce, who has done a great
deal of work with alcoholics and
who conceived the idea for the TV
show. He introduces the show with
a brief interpretation of AA, and
then, at the end, discusses the causes
of alcoholism, inviting those who
need help to write in and ask for AA
assistance.

The identity of those taking part
is concealed by masks. Lighting is
set up behind both audience and
platform speakers so as to obscure
faces. The program's title is based
on the twelve steps forming the
content of the AA creed, each of
which deals with a different aspect
of overcoming alcoholism. Each
program in the series deals with one
of these twelve steps.

MOST REWARDING PROGRAM

After the first program the AA's
got fifteen letters from wives and

husbands requesting help and a
steady stream has been pouring in
since. Here is a typical letter:

"Dear Sirs,

Last evening while waiting
for the Sunday night movie,
your program *The Twelve Steps*
came on. At first we were dis-
appointed but now I can tell
you we're glad.

My husband has always been
a good man but in the last year
or so he has started to drink
heavily. He doesn't go on for
days like some of those men on
the program did but every night
now, he comes home and just
sits and drinks until nothing
pleases him and he argues with
everybody.

He has started to hide the
bottles because he is ashamed
and people have stopped coming
to see us or inviting us over,
because they know he will get
drunk and loud.

After your program last night
we had a good talk and he has
agreed to try AA. Can you tell
us how we can join?"

CFPL feels that *Twelve Steps* "is
one of the most rewarding programs
we have ever carried." Simple, yet
packed with human drama, it is a
natural for late-evening viewing -
a time when alcoholics need help
most. Therefore, every program ends
with the famous AA prayer: "God
grant me the serenity to accept the
things I cannot change, courage to
change the things I can and the
wisdom to know the difference".

— September 19, 1957.



Mr. Manitoba ^{still} says:

IT'S SENSATIONAL

***80.8%**

Increase in Listenership

in

6 MONTHS

NOW Canada's

***7th Most Popular**

1000 watt station

(Including 4 Metropolitan Stations)
(*BBM TPA — Fall 1957)

More Listeners than any Manitoba station outside of Winnipeg

**YOU JUST CAN'T SELL
CENTRAL MANITOBA**

without

CKDM

DAUPHIN

Check these features —

Then check with N.B.S. • Tony Messner • John N. Hunt

Clear Channel • 730 - Non Directional

No Television • No daily newspaper

**24 HOURS A DAY
FROM THE ♥ OF MANITOBA**

CKCO-TV Medical Library

DISPELLING DREAD IS THE FIRST STEP TO HEALING

By BART GARDNER

CB Staff Writer

"THE MAJORITY OF cancer cases can be cured, particularly if detected early."

This was the aim behind a TV program, "Cancer - - Killer No. 2," which was one of a series called *Medical Library*, broadcast Tuesday evenings through the summer over CKCO-TV, Kitchener.

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

Produced by the Wellington County Board of Health, the *Library* was written, arranged and emceed by



Doug Geekie

the county health unit's health educator, Doug Geekie. The health board sent Geekie to New York for training in TV techniques specifically to help him prepare for writing the series.

The *Library's* first installment on July 9 was a general introduction to preventive medicine in which Geekie and local MD, Dr. B. T. Dale, medical officer for the county health unit, explained to viewers how the various parts of the body function. This they illustrated with a plaster torso model named "Oscar" whose removable parts could be detached and held aloft for the viewer to see. Additional illustration was provided by means of charts, films and slides and by pathological and bacteriological specimens.

CANCER CAN BE CURED

Following the introductory program a week later was the second segment of the series, titled "Cancer-Killer No. 2". Says Geekie, "One of the main aims of this program was to get ordinary people to talk or even think about cancer, since for many people this disease still has a stigma attached to it, a sense of shame combined with a panicky, fantastic fear. In the program we stressed the fact that the majority of cancer cases can be cured, particularly if detected early."

Guests on this program were familiar Fergus MD Norman Craig and Dr. Ivan Smith, who is recognized as being one of the top cancer specialists in Canada and the first in this country to use cobalt bomb radiation to treat cancer. In the course of discussing their subject they asked questions like: What is cancer? What causes it? Who gets it? How can it be prevented? The two doctors showed films, taken in actual treatment centres, of cancer treatment by surgery and cobalt radiation.

Following "Cancer-Killer No. 2" was the third program in the series, "Cancer - - Facts and Fallacies". Dr. Smith, again feature guest, was accompanied on the program by Mrs. H. Krug, president of the County Cancer Society and William Walker,

warden of Wellington County. Under Geekie's chairmanship, guests Krug and Walker posed as the average man and woman and asked the most common questions submitted, via note, by the viewing audience.

FIVE TO TEN TONS OF BLOOD

Guest on the *Library's* fourth program, which dealt with the methods

they might have imagined. A sample of the script for this particular program, will serve to illustrate how dramatically the material was presented. Opening the program was an eerie film sequence showing an organ of the body pulsating violently, followed by a close-up of Geekie saying:

"Good evening and welcome to



OSCAR, THE PLASTER DUMMY on CKCO-TV's "Medical Library", turns himself inside-out helping health educator Doug Geekie, the series' emcee and writer, explain to viewers how various parts of the body function. The bottom picture shows Geekie's five-year-old daughter, Susan, showing viewers that receiving immunization shots is not the terrifying ordeal they may have imagined. Injecting the PDT shot into small Susan's arm is Dr. B. T. Dale, medical officer of Wellington County Board of Health.

of preventing heart disease, were local general practitioners Dr. Rex Wyatt of Elmira and Dr. H. Bolley from Guelph. R. B. Freure presented an insurance company's view of heart disease. CKCO announcer Ron Hill stripped to the waist and underwent an electro-cardiograph test for viewers to see that such tests were not the terrible things

Medical Library. What you have been watching is the human heart - - the strongest organ of the body. A pump made of muscle that beats 2 billion, 500 million times during a 70-year life span - - that pumps from 5-10 tons of blood around your body every day. In comparison to your car its horse power is pretty small at 1/240th of one horse power,

but if all of its energy output during a 20-year life span could be applied at once it could pluck the ocean liner Queen Elizabeth 14 feet out of the water. Let's take a look at this pump superb and see what it does and how it does it."

Fifth program in the series was "Eating to Die" on which Dr. M. McCready, director of MacDonald College and Dr. Farmer, Guelph surgeon specialist discussed how Canadians are literally eating their way into their graves but how, if shoppers bought according to nutrition requirements, their shopping bills could be reduced with their waist lines. Rats and guinea pigs used for illustration pulled a Pied Piper stunt and escaped to scramble chaotically around the studio to the discomfiture of cameramen and the amusement of viewers.

THE FIGHT OVER FLUORINE

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

"Fluorine - - Rat Poison or Wonder Chemical?", the seventh program, featured county dental health officer Jarrett; Dr. Nikiforuk, chairman of the research section Faculty of Dentistry, U. of T.; Dr. Robert Grainger, director of dental statistics for Ontario; and Don Williams, chemist at Brantford Water Works. Viewers were taken on a film tour through the water works at Brantford which is the third city in the world which has added Fluorine to its water supply.

PATIENTS ARE INTERVIEWED

"Target - - TB", the eighth program, featured a remote broadcast from Freeport Sanatorium in which Freeport's medical superintendent, Dr. S. J. Hawkins and Geekie show what TB is and how it can be cured and prevented. Freeport Patients themselves appeared on the film and told viewers of the treatment and the drugs they received. Geekie's idea in this was "to show uninformed viewers that a san is less of a death house than a hotel". Patients also discussed the hardest question of all - - what they would do upon leaving the san. EX-TB patients often cannot return to quite as active jobs as they had before entering the san.

"Communicable Disease Control", the ninth program in the series, showed how the great epidemics that used to claim millions of lives are today prevented by sanitation, how diseases like Cholera, for example, that once killed 1/3 of England's population in a matter of months, have been eliminated. Guests Ross Campbell and Jack Grimason, county sanitation officers, showed, with the help of Disney animated film, how disease is transmitted by water, by sewage and by food, especially milk.

"... one of the finest public health projects I have ever witnessed"

Films of actual water and sewage works were shown illustrating how each can be treated to prevent transmission of disease. Pasteurization of milk was also explained with application to the local scene so that the work of area dairy and farm inspectors would be understood.

HARDLY HURT AT ALL

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

More Walt Disney films were shown to illustrate how vaccines behave once they enter the body, producing immunity.

BEYOND EVALUATION

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

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

you would in a whole year's distribution of publications."

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

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

FIRST OF ITS KIND

None of the people involved in bringing the *Medical Library* series into being have underestimated its possible repercussions, nor under-

valued its importance. Promoted by CKCO itself as "the first time any TV station in Canada has done a medical series", the *Library* is described by Geekie as "the first attempt by any board of health in Canada - - local, provincial or federal - - to present a series of this kind."

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

— October 3, 1957.

more people Listen To **CKY** because **CKY** offers MORE!



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



DOUG BURROWS

BRAD KEENE

JOE MAURO



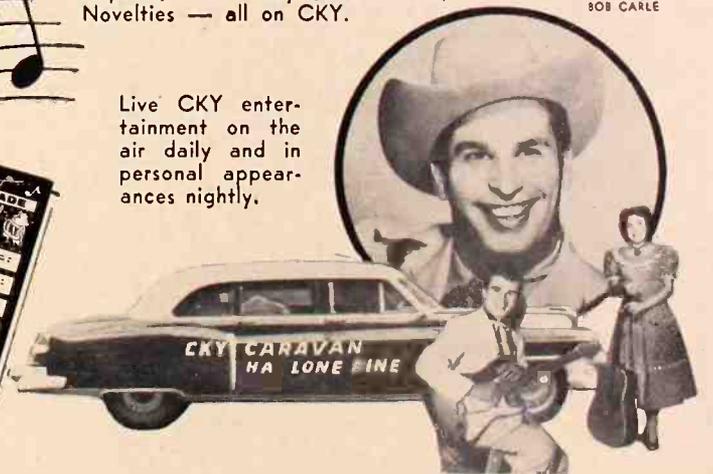
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CKY's Hit Parade and Western Top Twenty is THE authority in Western Canada. 5,000 copies distributed weekly.



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



By every survey, CKY has the LARGEST AUDIENCE of ANY station in Western Canada. Elliott-Haynes Circulation Report, December 1957
Daily Circulation, adults—CKY 303,813

B.B.M. Total Station Coverage, Fall 1957
Households tuned—CKY 131,900



Winnipeg's

CKY

5000 watts 580 KCS.

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WESTERN CANADA'S top Disc Jockeys and the best in Live entertainment.

HAPPY MUSIC 24 hours a day.

MUSIC is only one of MANY CKY attractions.

IT'S AS SIMPLE AS A.B.C.*

In this uniquely isolated Market, which we cover like the Proverbial Tent . . . the One Daily Newspaper that serves this city does Not serve the rural district—because Only A Handful Take The Paper . . . So—if you want your Sales Message to Go Beyond The City Limits—Radio is the Medium to Buy In This Market—the Guys in the print department in your agency will reluctantly admit it—and A.B.C. will Prove It!

* Audit Bureau of Circulation —

CHAT

MEDICINE HAT

1000 Persuasive Watts — Serving
The Complete Medicine Hat Market.

AN ALL-CANADA — WEED STATION

CJGX Yorkton

POWER BOOST EXPANDS FARM SERVICE

CJGX, YORKTON, Saskatchewan, has just finished its "4-H Calf Contest", for which tickets were sold at 25 cents each and the money raised - - \$1,300 - - was presented to 4-H Councils in the CJGX area. The winner a 9-year-old farm boy drove home a purebred Hereford heifer as prize.

This was part of what CJGX calls its "realistic farm radio service". This

tion service, thus providing listeners with direct contact with the Manitoba capital's basic grain, live stock and produce markets.

Week-day early mornings, the station broadcasts *Farm Bulletin Board*; *Saskatchewan Farm Reporter*; and *Saskatchewan and Manitoba Road Report*. Lunchtime every day features *Farm and Home Hour* with news, sports, weather, and seasonal



HERE IS DOUG SHERWIN, CJGX farm director, interviewing Alex Gawdun and friend about his flock of a thousand turkeys.

service which has covered 30 years of broadcasting to Saskatchewan and Manitoba farmers was given great new scope this summer due to the station's recent power boost.

Serving an area which it claims "consistently earns the highest farm cash income on the Prairie Provinces", CJGX aims its entire program schedule at the farm family. Though it boasts that it is able to do so "realistically" by never forgetting "that the farmer wants facts", the station also programs on the theory that farm families "also want entertainment and imaginative reporting of events and trends as they affect them", because "farmers are the same as most people in most ways."

In addition to providing 22 newscasts and four weather roundups daily (covering the complete prairie picture), from its remote studios in Winnipeg, CJGX also airs, Monday through Friday, a market quotation service, a livestock report, a produce market report and a market quota-

farm topics. Dinnertime brings the *4-H Club Reporter*.

ROVING REPORTER

Farm director, Doug Sherwin travels throughout Manitoba and Saskatchewan, visiting farm groups and reporting on their activities, usually with tape-recorded interviews. Doug himself is a young, practical farmer, aware of farm problems and what radio can do to help.

Special events, such as the Yorkton Agricultural and Industrial Exhibition, call for additional CJGX coverage - - five or ten minute reports every hour on the half hour in the case of the Yorkton Exhibition. "The hallmark of approval for such reports", they point out, "is that they are invariably sponsored." Local acceptance is also illustrated by the habit of fair executives of considering it essential that CJGX's farm director attend and report.

The 1,350 4-H Clubs throughout Manitoba and Saskatchewan (with their 21,000 members) have come to be a frequent theme in the station's overall program policy.

Every Sunday evening the *4-Club Reporter* airs reports and ideas from clubs throughout the two provinces. Groups of boys and girls from the clubs often appear on the program, telling the story of their groups' activities. The station itself calls this 4-H service "one of our most important" and thinks of these youngsters as "the farmers of tomorrow."

— October 3, 1957.

Did you know that . . .

CKRD Red Deer

reaches a total of 70,462*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Emergency

MOBILE LEADS SEARCH FOR LOST BOY



SAILORS FROM HMCS NADEN take a breather by the CKDA mobile unit during a search for a missing boy in which Radio Victoria played an important public service role.

AFTER POLICE had failed to find a missing 7-year-old boy in the thickly-wooded area around Saanich, BC, a mobile unit belonging to CKDA, Victoria, was called in to assist searchers.

The boy, Miles Hoffer of Saanich, disappeared one morning last month and an eight-hour routine police search failed to bring him home.

The CKDA mobile unit, with news director Andy Stephen and production manager T. J. Tippy O'Neill, in answer to the call for their aid, began broadcasting progress reports on the search and descriptions of the missing boy shortly after 3 pm. The truck's powerful public address system was used by officials to co-ordinate the activities of the searchers who included members of South Vancouver Island Rangers, Saanich police, RCMP and forty sailors from HMCS Naden.

The truck moved from location to location in the thickly-wooded area, tracking down clues which came in from CKDA listeners tuned in to the emergency broadcast. At 6 pm, in response to radio appeals, five hundred voluntary searchers assembled for a concentrated sweep through the dark woods.

Shortly afterwards, Hoffer was found wandering by a CKDA listener who recognized the lad from broadcast descriptions.

CKDA news room also participated last month in the search for a 3-year-old girl's parents. The news room received a phone call from a beauty parlor in the James Bay area

of Victoria that the little girl had lost her mother. An appeal was broadcast for the parents of the child and within minutes, the Victoria police department phoned CKDA's news room to say that she had been re-claimed.

— December 19, 1957.

LOCAL ACCEPTANCE IS A MUST!

In South Central Ontario CKLB has acceptance, from listeners and merchants alike.

Take advantage of this acceptance by using CKLB for your next ad campaign.

CKLB Serving South-Central Ontario from

OSHAWA

LORRIE POTTS & COMPANY
TORONTO and MONTREAL

JOHN N. HUNT
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JOS. A. MCGILLVRA
U.S.A.

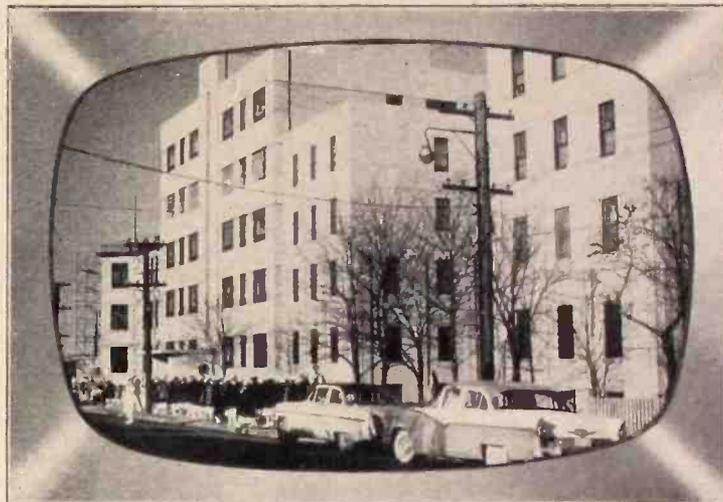
Did you know that . . .

CHWK Chilliwack

reaches a total of 69,881* adult listeners every day

***ELLIOTT-HAYNES**
CIRCULATION REPORTS

THIS IS Newfoundland



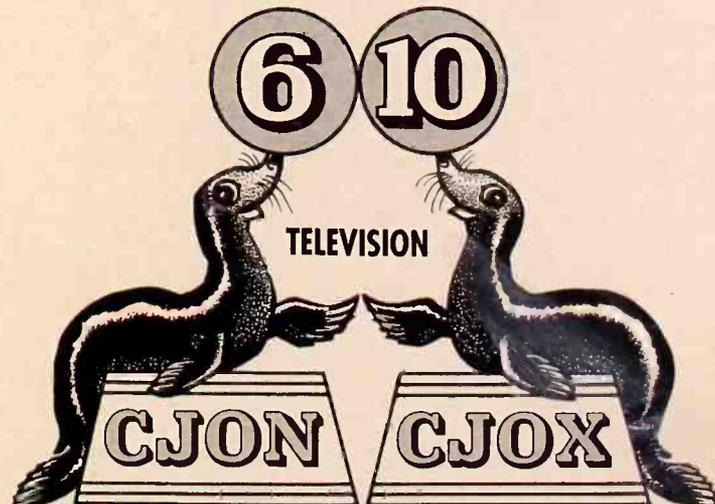
One of 3 major new hospital extensions in five years—indicating part of St. John's building boom.

Local advertisers in Newfoundland have proved for themselves that Radio and Television are the **ONLY** ways of getting blanket coverage of this province. For instance, Bowring Brothers Limited, the largest department store in St. John's, has a daily program on CJON, and they have found by careful study that it brings in *three times* the store traffic as the same amount spent in newspapers. Again, A. E. Hickman & Co. Ltd., the largest Chevrolet dealer east of Montreal, spends \$60,000 on television and radio advertising each year — and has just renewed for another year. Obviously, it pays them dividends.

Per Capita Income in St. John's is now the **THIRD HIGHEST** in Canada.

Newfoundland Income increased 50% in the past 4 years. Over 65% of Newfoundland's total retail purchases are now made within the coverage area of CJON-TV and its satellite station CJOX-TV.

The most *effective* — and *economical* — way of making sales in this large and well-to-do market is through **TELEVISION**. Between CJON-TV and CJOX-TV (you get *both* for the price of *one*) — you reach almost 300,000 Newfoundlanders with your sales-story.



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

ST. JOHN'S NEWFOUNDLAND

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

Radio

Youngsters Themselves Make Teen Shows Click

THE MOST IMPORTANT part of a teenage show, as CHNS-Radio, Halifax, sees it, is its usefulness. Whether this is achieved by entertainment or education, it is almost entirely the result of the interests and talents put into the program by the youngsters themselves.

All through the school year, CHNS carries fourteen shows in which the boys and girls participate. One of these, *IQ Tournament*, has been broadcast since 1945.

In this quiz-type program, teenagers from twenty-nine schools in the Halifax area match their brains in a fast-paced contest of questions and answers. The competition is organized as a play-off, two teams meeting on each program and each broadcasting, incidentally, from a separate studio.

Each team alternately takes its turn at answering four sets of questions designed to test teenage knowledge on subjects ranging from current events to literature and mathematics.

A keen spirit of rivalry has developed among the schools and it is a high honor for a teenager to be chosen to represent his or her school. Interest in the program is evidenced by the capacity studio audiences.

Program sponsor is a leading Halifax milk producer, Farmers' Ltd., who uses the show for his advertising message.



Photos by Harry A. Cochrane

YOUNG WILFRED HATCHER, ONE OF THE CANDIDATES for this year's scholarship on the CHNS, Halifax, program "Your Children Sing", talks to emcee Clive Schaefer. Two such entrants are heard each week. Members of clubs and community organizations (right), making up the specially invited studio audience, listen to another round of "IQ Challenge", a novel panel quiz program. Emcee is John Funston.

YOUR CHILDREN SING

At the conclusion of the competition a banquet is held when the *IQ Tournament* Trophy is awarded to the victorious team. An award is

also made to the teenager who has scored the highest number of individual marks during the Tournament.

IQ Challenge is a half-hour quiz show which grew out of *IQ Tournament*. Sponsored by L. E. Shaw & Co. Ltd. a large brick manufacturing company, it provides an opportunity for the top-scorer of the week on *Tournament* to match his wits with adult panel members who were themselves on the teenage program ten years previously.

Your Children Sing is another example of a CHNS program that features live participation by teenagers. Now in its eleventh consecutive year, *Your Children Sing* is a weekly half-hour sponsored by the Nova Scotia Light and Power Company.

On the program, teenagers gain valuable experience in singing before a live mike, rendering solos, duets and full chorus numbers. In addition to the mixed chorus of seventy voices directed by members of the Music Department, Halifax City

Schools, programs feature teenagers singing in competition for scholarship awards.

Contestants who sing on the program must first pass an audition. On the program each contestant sings two songs - one folk song and one art song chosen either by a private voice teacher or approved by a school music supervisor.

A panel of official judges rates each individual entrant. The first scholarship award is sufficient to cover the tuition fees for one year at any school of music in Nova Scotia. The runner-up receives an award to cover tuition fees for six months.

At the close of each season the sponsor holds a special dinner for the chorus when the scholarship awards and various other presentations take place.

Older than any of these programs, however, is *Uncle Cy's Talent Club*. This talent show for boys and girls of all ages has a successful twenty-five-year-old record on CHNS.

Youngsters with talents of all kinds are acceptable. Tap dancing, singing, reciting and the playing of any musical instruments, all have their turn.

The program is sponsored by W. H. Schwartz & Sons Ltd., a local coffee and spice manufacturer, and is one more example of CHNS's belief that the best way for a teenager to get acquainted with radio broadcasting is to participate in a live studio show.

— December 19, 1957.



these 3 "drum-up" sales in Northern Ontario

To get complete coverage in the rapidly-growing Northern Ontario market, you need all three of the popular Northland radio stations. Each one gives you top listenership in its own captive area. Yet combined, the "Three Bears of Northern Radio" give you the complete Northern Ontario market — over 300,000 listeners every day.

CFCH NORTH BAY **CKGB** TIMMINS **CJCL** KIRKLAND LAKE.

REPS: TORONTO & MONTREAL, NBS • WESTERN CANADA, ALL CANADA • U.S.A., WEED & CO.

Three more of the effective "Northern Group"

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Reports NANAIMO, B.C.
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90% SALES BOOST
In Last Five Years!

This Rate of Growth is
Over Twice the Estimated
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RADIO CHUB
Is the only Radio Station
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Did you know that . . .

CBWT Winnipeg

reaches a total of 281,648*
adult viewers every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

**In the CKCO-TV area
everyone goes home to
watch Noon Time Television**

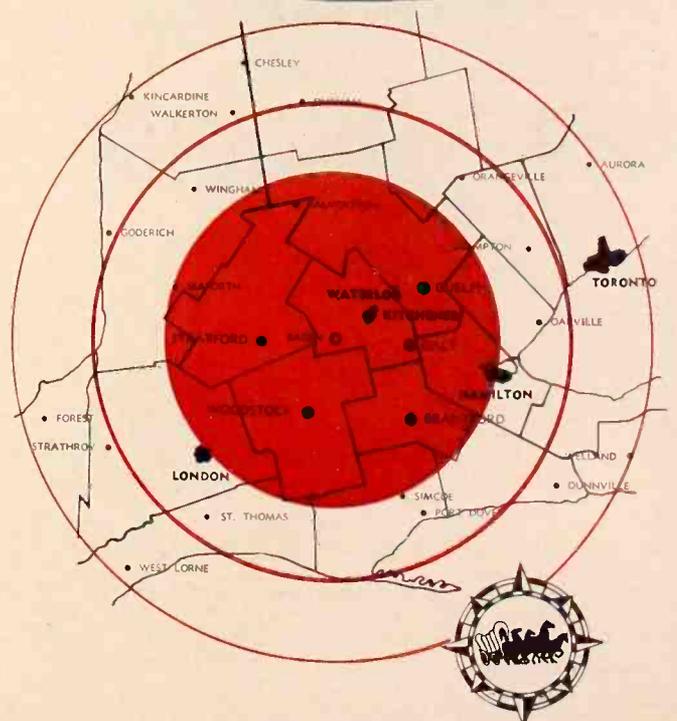


These advertisers know that
Noon-Time Television works
and works effectively.

- BOYER LUMBER
- DUO THERM
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- FLEECY
- KABEL'S MENS WEAR
- KITCHENER PLAZA
- NIAGARA DEEP MASSAGE
- SOFT WATER SUPPLY
- WENDELL MOTORS
- WESTINGHOUSE

CKCO-TV
channel ... 13

KITCHENER



Call Jos. A. Hardy in Toronto or Montreal; Weed Television Corp. in the United States; or John N. Hunt and Associates in Vancouver.

Now 600

Radio and TV

Jingles by Rap!

Some **current** ones

- Alka Seltzer
- A & P Stores
- B-A
- Bick's Pickles
- Chase & Sanborn
- Christie's (various)
- Cities Service
- Colgate's "Veto"
- Dodge
- Globe & Mail
- Heat with OIL
- Hydro Shops
- Ipana
- I.G.A. Stores
- Kitten Sweaters
- Kraft Cheese
- Minard's Liniment
- Moffat-Bendix
- Monarch Flour Mills
- New Jewell Shortening
- Nugget Shoe Polishes
- Old Dutch Products
- Orange Crush
- People's Credit Jewellers
- Plymouth
- Post Cereals (various)
- Rambler
- Saico Food Products
- Salada Tea
- Shell
- Silverwoods (various)
- (E. D.) Smith Jams
- Studebaker
- Sweetheart Soap
- Swift Canadian (various)
- Toastmaster Bread
- Tums
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PHENOMENAL SAVINGS
in TIME & MONEY!

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Public Service

FREE SHOWS MUST BE GOOD SHOWS

WHEN DEALING with public service programs CJOR, Vancouver has adopted the policy that if program material is not first rate then the offer of free air time will be withdrawn. Without this condition CJOR feels that giving air time is the same as throwing it away.

When air time was given free to public service groups, CJOR felt that these groups were treating it in an "easy come, easy go" manner. Meanwhile labor organizations and other groups who bought air time at card rates used every minute of that time efficiently.

It was this fact which prompted CJOR to revise its attitude to public service broadcasts.

CJOR realized that these groups lacked people who possessed ideas on how to make use of broadcast time made available to them. They felt the answer was to furnish the assistance of the station's production staff. In this way, groups would be encouraged to use new techniques and angles to stimulate their thinking, generate pride in their own radio showcase and increase listener appeal.

LACKED APPEAL

A case in point was the local Council of Women's program. Several years ago this group, representing one hundred local organizations, was given air time within the framework

of a commentator's program. During the program the Council broadcast news of teas, social gatherings and resolutions before the government or city for the betterment of the community. They broadcast this news with exactitude but it had no form and lacked listener appeal.

Preparation of the program was taken over from the Council's radio convenor by a member of CJOR's production staff. The scope of the group's activities and interests was reviewed and it was found that the organization was actively interested in everything from child-birth to atomic energy.

It was decided that the best format would be the interview style with the CJOR man, a seasoned interviewer, in the chair. This would serve to relieve the monotony of a one-voice presentation. The program was given, in addition, its own fifteen-minute segment once a week.

Interviewees were selected and suggested by the Council's radio convenor. Some of them were sent back to the Council because they had not prepared themselves for the broadcast and had nothing interesting to say. This policy was tough but paid dividends and the program has now become an adult education feature on CJOR's schedule.

Today the Council under its radio and TV convenor frequently supplies its own interviewer and topics covered have included "The Peaceful use of Atomic Energy", and "Better Housing Development in our City."

While in the case of this Women's Council it was discovered to be a good policy to make public service broadcasts stand on their own, CJOR has found that in other cases the reverse is true.

PERSONALITY BROADCASTERS

For example, one program of club notes and activities of local organiza-

tions that attracted little listenership had been delivered in a ten or fifteen minute segment. It was broken up and the various announcements were distributed to some of CJOR's strong personality broadcasters to use scattered throughout the framework of their own programs.

Under this system the same number of announcements were given without detracting from the appeal of the personality programs on which they were carried.

When the UBC radio society asked for a five-minute daily broadcast of campus and alumni news, the station asked for and was given a feature program making full use of the tape recording and other facilities of the Radio Society.

CJOR told the society "you are students of broadcasting and we must ask you to exercise your knowledge and facilities to the best advantage in this time period." Since then CJOR has offered the society a complete Saturday afternoon to program as they wish. A UBC research team is now planning the broadcast without direction from CJOR.

On another occasion the Vancouver Art Gallery requested time for broadcasting to publicize their place in the community.

Here again the program was intergraded with an established program, this time with in the framework of a semi-classical music show, *House of Music*. Every week the Art Gallery supplies a speaker who talks in a free and easy, almost ad lib fashion on events and exhibits at the gallery.

Through these broadcasts, Vancouverites are discovering that the Art Gallery is not just a home full of dull paintings surrounded by dull people, but rather a place in which to enjoy themselves with its programs of dancing, music appreciation groups, home planning and decorating.

— December 19, 1957.

Did you know that . . .

CBOFT Ottawa

reaches a total of 152,902*
adult viewers every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

C K B W

Whether you're Tory or Whig
or lean Left or Right
you still have to use

CKBW

That is if you want to reach the
Prosperous South Shore of
Nova Scotia

Serving the Wealthy South Shore

RADIO REPS in CANADA
DONALD COOKE in the USA

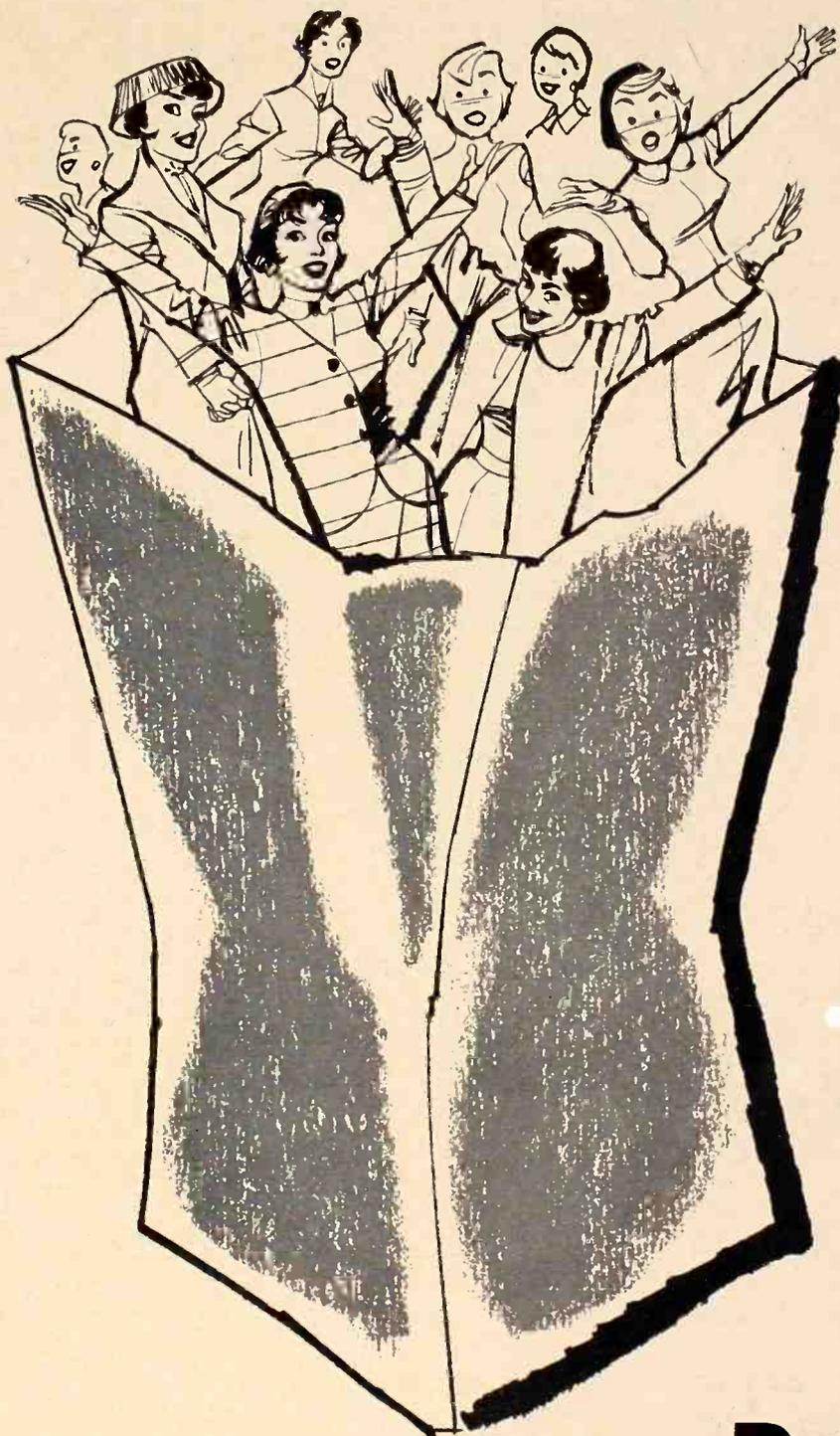
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in the
BROADCASTER



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

Phone for Booklet in

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**you bag
more
shoppers**

with B.C. RADIO!

Complete Coverage — Radio's your best buy to get maximum coverage in the booming, \$1¼ billion B.C. market.

No other medium gives you such hard-hitting impact all day, every day... such outstanding value for your advertising dollars.

To get real coverage in B.C. — schedule B.C. radio.

Over half a million radios in daily use.

"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.