ALL ROADS LEAD to Montreal's brand new Queen Elizabeth Hotel and then stop for the CARTB Convention, May 11 to 14. Photo is by Harold Heron.
FACTS and FIGURES EVERY ADVERTISER SHOULD KNOW ABOUT

RADIO IN CANADA

CIRCULATION AND COVERAGE:

* There are over 7,500,000 sets being used in Canada.
  * 5,250,000 in homes.
  * 1,313,000 in cars.
  * 937,000 in other places.

** 96.1% of all homes in Canada are Radio homes.
  ** 74% have 1 set,
  ** 19% have 2 sets,
  ** 5% have 3 sets,
  ** 2% have 4 or more sets.

SET SALES:

** Since 1954, Radio set sales have averaged 632,080 sets per year.

LISTENING:

Average daily listening time per Canadian home in:

*** Metropolitan Areas 3 hours and 37 min.
*** Non-Metropolitan Areas 4 hours and 43 min.
*** Canada Wide 4 hours and 16 min.

The above figures of total listening time per Canadian Home are not potential, but actual listening.

LISTENING BREAKDOWN:

*** 6 a.m. to noon — 43%.
*** noon to 6 p.m. — 36%.
*** 6 p.m. to midnight — 21%.

COST:

In terms of actual homes reached per dollars spent the cost of radio is lower than all other major media.

FLEXIBILITY:

Radio offers maximum flexibility. In addition, Radio is a very adaptable medium.

Radio sells services and products for hundreds of satisfied advertisers throughout Canada. Have your Advertising Agency show you how radio can be used effectively in your present and future campaign.

* Estimate based on DBS  ** DBS  *** BBM
DUNTON HINTS SECOND TV LICENSES

The first indication of a new licensing policy for radio stations in the light of the prospect of competitive television was given in Ottawa last month in the CBC Board of Governors' recommendations to the licensing authority.

The board recommended against the licensing of two new radio stations in Montreal and gave among its reasons "the prospect of additional television stations" in the city area. The applications were from Geoff Stirling, president of CJON Radio and TV, in St. John's, Newfoundland, for a new AM radio station with 5,000 watts power on 980 kcs., and from George S. Mooney, for a licence to establish a new AM Radio station at Pointe-aux-Trembles, a Montreal suburb, with a power of 5,000 watts on 1370 kcs.

In its recommendation, the board stated:

"After a thorough study of the services provided by the radio stations now operating in the Montreal area, and after carefully considering representations by these two applicants and by opposing existing stations, the board is not convinced that any additional stations would improve general service in the Montreal region. In the opinion of the board, an increase in the number of stations in a given area under present conditions is closely related to the problem of assuring reasonable standards of radio broadcasting, which has given the board much concern. This has particular application in metropolitan areas, where there are prospects of additional television stations."

During the hearing the applications were opposed by J. Arthur Dupont, owner of CJAD, Montreal, who reiterated past views that the advertising dollar in Montreal could not support another station. Mr. Stirling contended that the present inability to serve was not the result of technical difficulties, but that improved programming, new advertising sources, would be created.

Mr. Mooney also offered to dispose of his interest in CJON and CJON-TV if the application for the Montreal station was recommended for approval.

MARKED FOR CBC

The board also recommended for denial the application for a new TV station in Corner Brook, Newfoundland, and new radio outlets in Corner Brook and Calgary.

Its recommendation against the TV application was made because of CBC plans to build its own TV stations elsewhere.

In its recommendation against the radio station, the board stated it had not found a reason to change its opinion of June, 1955, that a second sound broadcasting station could not operate in this area, giving good broadcasting service, having in mind the development of television.

Both the radio and TV applications were submitted by George E. Hilliard, a partner of a company to be incorporated.

The decision regarding the Montreal applications is considered to stem from the Powell Royal Commission recommendation and the promise of Prime Minister Diefenbaker that the time was now ripe to permit more than one TV station in metropolitan areas. This question is expected to be dealt with during the coming session of Parliament, which begins May 12.

NO NEW CALGARY STATION

The board also recommended denial of an application by Rundle Broadcasting Company of Calgary to establish a new AM radio station with a power of 5,000 watts on 1330 kcs. The board stated: "After considering representations by the applicant and by opposing existing stations the board has not found a reason to change its opinion of June, 1956 that an additional station would not have a good effect on the quality of service in the area."

Two applications for power boosts were recommended for approval.

CHUM-Radio, Toronto, received recommendation for approval of its application for a boost from 2,500 watts daytime to 5,000 watts day, 2,500 watts night on 1050 kcs. The board said it was technically possible and would improve service if the station continued to "provide programming relating reasonably to the assurances given to the board in January, 1957."

CFAM-Radio, Alma, Man., received recommendation for approval of its application for a power boost from 5,000 watts to 8,500 watts on 1290 kcs.

Application for a 10,000 watt stand-by transmitter for CKAC-Radio, Montreal, was also recommended for approval.

Application by CFQC-TV, Saskatoon, for an increase in power from E.R.P. of 100 kw, video, and E.R.P. of 60 kw audio, on channel 8 to 180 kw video and 100 kw audio was also recommended for approval.

The following financial applications were also recommended for approval: CFEN-Radio, Calgary: transfer of 4,000 common shares.

CHRF-Radio, Halifax: transfer of 1 common share.

CFOT-Radio, Alma, Que.: issuance of 5 common and 40 preferred shares.

CJAV-Radio, Port Alberni, B.C.: transfer of control to Kenneth Henry Russell Hutcheson.

The following deferments were also granted:

CKLB-Radio and CKLB-FM, Oshawa: change of ownership to Charles J. Henry on behalf of a company to be incorporated. At the request of applicant, Hugh M. Tait, Woodstock, N.B. licence to establish new AM radio station at Woodstock. To provide an opportunity for hearing at the same time this application and another already submitted for this area.

NEWFOUNDLAND NOTEBOOK

Radio Sets in Use

In St. John's, Newfoundland, are the highest of any city in Canada. 87.7% of all homes in the Province have Radio. (D.B.S.)

Average "Sets-in-Use" is 53.9 (Elliot-Haynes Report). By comparison, Toronto shows 18.3, Montreal (Eng.) 22.6, and Vancouver 22.8.

Since 1949, Newfoundland families have had more money to spend than ever before. The buying population of St. John's is now 300,000, making it a market considerably higher than Halifax, and Sydney combined; and larger than London, Ont.

News — of weather, current events and marine happenings — is the most important single factor in the lives of Newfoundlanders. Less than 8% of the population buys any newspaper. But . . . at any time of the day . . . there is an average of 53.9% of all radio sets turned on.

CLEAN YOUR FILMS WITH Ecco #1500

Anti-static film cleaner non-flammable — non-toxic recommended by leading labs

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

Represented in CANADA by STOVIN-BYLES LTD.
While browsing through some publick journals this night, did chance on a picture of my old friend Rai Purdy, now in Scotland, and did find myself carried back to the early days of Radio; and to one of its great programs with a great sponsor; to wit, "Wrigley's Treasure Trail"  • • • Did lean back in my armchair and then smile at my thoughts until my wife inquired tarty why I was looking like a Cheshire Cat. Whereon I did remind her that she, too, must remember Rai Purdy at the microphone, and Al. Savage going through the audience with silver dollars, the two furnishing much good entertainment. Did to myself recall the tale, for the five silver dollars, defined the word “sporran”, and how the gales of laughter did almost drive "Treasure Trail" off the network • • • My wife did remind me that the commercials were always short and pleasantly done, yet listeners did always know that Wrigley's gum was wholesome for the entire family, as well as refreshing to the mouth, as indeed it still is • • • Wrigley's have long been goodly supporters of Radio entertainment, with many fine shows both in Canada and the United States — and have told the story of their good products in many millions of homes over the years. And it does please me much to observe that they still give their support to Radio, using much of it today in daytime hours. And indeed how better can an advertiser reach housewives and children than in the daytime, especially in these times when a radio in almost every room in the home is the usual thing? • • • Resolved that the next time some long-faced individual did tell me Radio was losing its advertising power, to hand him a stick of Wrigley's Spearmint gum and let him chew his own words along with it.

Pepys

Behind the Scene
in Radio

as transcribed by H.N. Stovin

www.americanradiohistory.com
Conventions Breed Co-operation

THERE is something significant about the fact that the advertisers and the broadcasters are each holding their annual conventions this month, because the success of the broadcasting industry lies largely in the fact that it has always worked in such close co-operation with the advertisers. Old style pressure selling, in advertising especially, went by the board long years ago. In its place has grown up a system of co-operation, under which the advertising media, the agencies and the advertisers combine their respective brain power to the end that the best may be forthcoming for all concerned.

It is along these lines that there has come into being the system under which research and other projects are conducted on a three-way partnership basis, a partnership between the three interested groups.

The prize example of the system in broadcasting is the Bureau of Broadcast Measurement, operated by the industry, the agencies and the advertisers. The advertisers’ ACA and the agencies’ CAAA have a standing joint committee on radio and television. This year the CARTB is following past precedent by inviting the advertisers and the agencies to a day of radio and television panel discussions.

This spirit of co-operation augurs well for the continued progress of everyone interested in this sort of advertising. With the country facing broad economic changes, with the coming of a new government, it is actually of national importance.

Most people realize by now that prosperity can best be attained, not on the basis of “what else can we do without?” but rather “what else can we buy?” In other words, Canada has grown to greatness because of our national tendency to buy new cars, fur coats, appliances and everything else before we absolutely need them. This means that merchandise has to be sold, production has to be stepped up to fill the demands, and back of it all, advertising has to create the demand to justify the production.

Of equal importance to the harmonious relationship which exists between all facets of advertising is smooth working from within the industry itself. People who prosper in a progressive industry are the people who are big enough to look beyond their own communities out to the entire industry, knowing that if they work for the good of that industry to the point where it prospers, they will prosper as a part of it, however small that part may be.

People who are inclined to sneer at the North American system of conventions should take another look at the part they play in their own industries. It stands to reason that people who work at the same business, year in and year out, although they are apart from a geographical standpoint, are bound to have differences of opinion from time to time.

Conventions, and only conventions, enable them to meet on the conference floor, or in a bedroom with a glass in their hands for that matter. They can talk things over face to face, call each other the odd name if it will relieve their feelings, but come out of it all with a closer understanding of one another’s problems.

It is with these few random thoughts that we sincerely dedicate this issue of our paper to the two important associations which are about to meet. May cordiality abound, and out of it may there grow a spirit of mutual understanding which is the sound basis for progress, prosperity and success.
DURING the past thirteen years, practically since the day the Second World War ended, a unique new buying force has been building in Canada. It is now made up of more than a million people, who — at least at first — can speak little or no English or French, who are largely unfamiliar with products and brand names which are household words to the rest of us — and yet who want to assimilate and who are eager for the advertising message which tells them what to buy.

The group is, of course, our New Canadians: the Germans, Italians, Dutch, Poles, Hungarians, Ukrainians and others from Continental Europe who will pour into this country at the rate of about 14,000 a month during 1958.

Only two key media seem the logical choices to do the job. One is the ethnic press. The other is radio.

There are three definite periods of communication with the New Canadian," says W. A. Hoellige, a Toronto public relations consultant specializing in the foreign language market. "The first stage is when the prospective immigrant is still in Europe; the second is the first few months in Canada; and the third is a continuing period that could last all his life — as long as he still has Continental ties.

"While he is still in Europe he is exposed to multilingual literature distributed by the Department of Immigration, which is largely of an "informative and public relations nature. About the only advertising as such which he sees is that put out by major industries; perhaps a brochure by an oil company which tells him about motorizing in Canada.

"The important stage," says Hoellige, "is when he arrives in Canada, and the period immediately after his arrival. The new Canadian needs information; he cannot read newspapers and he cannot afford television. The radio is one of his principal sources of knowledge about his new environment. Perhaps he may only wish to know where to buy a particular food he was used to in the old country, but in seeking this information in radio or the ethnic press he learns of a thousand other products which are also available to him."

RADIO FOR FAMILIAR MUSIC

Hoellige points out some of the unique viewpoints of the foreign language buyer. "Because of emotional attachments with his homeland, one of his first purchases will be a radio. He wants to hear familiar music. He wants to have ties with Canada in a language he can understand. He wants Canadian products which he will soon be buying described to him in his native tongue, in familiar accents. And for that reason nationally advertised products — such as automobiles, brand-name household goods and so on — which he sees advertised in other media are doubly important on his mind if he also hears them described in his own tongue on the radio."

The third stage, according to Hoellige, comes when the New Canadian has lived in the country for some time. By this time he is completely integrated into Canadian life, conversant with the language, but still prefers certain products either not made in Canada or made according to European preferences. These products are advertised almost exclusively in foreign language radio programs and the ethnic press.

MORE FOREIGN PROGRAMS

Foreign language broadcasting has, obviously, boomed in the last few years. A survey by the CARTE, just completed, shows that 32 of its members regularly program in some other language than English or French. In 1955, only 27 reported that they carried foreign language programs.

The Dominion Bureau of Statistics figures show that 80 per cent of the immigrants to Canada in recent years have settled in urban areas, with 50 per cent locating in Southern Ontario, mostly in the heavily-industrial island comprising Toronto and Hamilton. This is borne out by the foreign language broadcasting in Toronto. KCHL program 20 hours a week in nine different tongues.

CHML has about two hours daily in six languages. There is no location across the country which has no foreign language programming, although, as the DBS statistics indicate, the broadcasting is concentrated where the largest groups of New Canadians have migrated.

Most of the programs are recorded continental music, although some stations feature local, ethnic and old-country news and sports. Usually commercial time is sold to the individual producer, who in turn sells spot announcements to manufacturers of products of particular interest to certain ethnic groups, such as spaghetti in an area with a strong Italian settlement.

However, a growing interest is developing among national advertisers in this market, according to Gordon Keeble of S. W. Caldwell. No national advertiser has made a move yet, though.

"They are all waiting to see what happens when someone else tries it," Keeble said.

RATINGS WON'T WORK HERE

One of the drawbacks is the lack of accurate ratings. Since the samples are based on either English or French-speaking audiences, all deductions about the listening habits of ethnic groups are inconclusive.

"The trouble is," says Keeble, "that an audience rating reflects the listening habits of 100 per cent of the population. A foreign language program may be aimed at only 15 per cent and the rating doesn't tell the advertiser what portion of that 15 per cent is getting his message. Caldwell have so far developed three foreign-interest programs, and are considering several others. So far none of these has worked into a regional or national campaign, but they are getting local sponsorship.

One is an all-English program, "English by Radio," which uses various techniques to help New Canadians brush up on the language. The second is a news commentary in English, German and Italian, and the third is an answer-man show in which various experts and authorities reply to submitted questions by New Canadians on domestic topics.

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Radio & Television Sales Inc.

**BIG AND SMALL**

**WE SELL THEM ALL**

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Details</th>
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<tbody>
<tr>
<td>VOCM</td>
<td>St. John's</td>
<td>Soon 10,000 watts.</td>
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<tr>
<td>CJQC</td>
<td>Quebec City</td>
<td>Only English voice of Old Quebec.</td>
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<tr>
<td>CKBM</td>
<td>Montmagny</td>
<td>Speaks to the Quebec Farmers.</td>
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<tr>
<td>CKTR</td>
<td>Three Rivers</td>
<td>Soon 5,000 watts.</td>
</tr>
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<td>CFDA</td>
<td>Victoriaville</td>
<td>Quebec's 7th Major Market.</td>
</tr>
<tr>
<td>CKVL</td>
<td>Verdun-Montreal</td>
<td>Soon 50,000 watts.</td>
</tr>
<tr>
<td>CHUC</td>
<td>Cobourg-Port Hope</td>
<td>Opening a brand new market.</td>
</tr>
<tr>
<td>CHUM</td>
<td>Toronto</td>
<td>Soon 5,000 watts.</td>
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<td>CHWO</td>
<td>Oakville</td>
<td>Serving Rich Suburbia.</td>
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<td>CFRS</td>
<td>Simcoe</td>
<td>Voice of the Tobacco Farmer.</td>
</tr>
<tr>
<td>CJSP</td>
<td>Leamington</td>
<td>For Canada's 7th market.</td>
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<tr>
<td>CHEK</td>
<td>Cranbrook</td>
<td>75,000 new customers in B.C.'s East Kootenays.</td>
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Also Representing Leading U.S. Radio & Television Stations in Canada

Andy McDermott

RADIO & TELEVISION SALES INCORPORATED
10 Adelaide Street East, Toronto
1543 Crescent Street, Montreal
Tel. EM. 6-8944
Tel. BE. 7042
PAST PERFORMANCE IS THE KEY TO HIRING PERSONNEL

"Hiring personnel on their outward appearances and their personalities, is one of the biggest mistakes being made by business today," says Jack McQuaig of the McQuaig Institute of Executive Training. "What you must do is hire him on his character."

McQuaig was speaking to about 75 executives and personnel managers from industries ranging from oil companies, insurance firms, electrical appliance manufacturers and broadcasting at a two day manpower clinic in Toronto last month.

McQuaig said he wondered if the people responsible realized that if you consider salary, expenses and training costs, "you invest about $250,000 of the company's money when you hire a career man." That he said is a lot of money in any business.

"Unfortunately it is impossible to appraise a man by looking at him and talking to him briefly. This type of interviewing is inadequate for the following reasons: The complete facts are not revealed. There is no basis for interpreting those facts which are revealed. All interviews are prejudiced about people. The interviewer has little knowledge of personality development and the drives and motives behind human behavior. Much human behavior develops in the subconscious. Past environment influences personality development."

PAST PERFORMANCE COUNTS

McQuaig then presented his own interviewing method. The theory behind it is that personality traits develop early in life and that men do not change in temperament and basic characteristics, to any large degree, after the age of 18.

"The best way to understand men and predict their success on the job is to have complete knowledge of their past performance. From this performance we can discover their habits of behavior and thereby predict approximately what they will do in the future," he said.

Interviewing does not call for super intelligence, but it does require four things:

1. The ability to inspire confidence in the interviewee and get him to talk.
2. Some knowledge of personality and character development and human behavior.
3. Knowledge of the questions to ask to get required facts.
4. Ability to interpret facts with sound judgment free of personal prejudice.

An adequate appraisal of character and personality needs a review of a man's history from early life to the present time. All this requires study in the following areas: Family; Education; Social; Hobbies; Economic; Work; Health; Religion; Military.

"When you feel you have all the information on the interviewee you have to appraise him. I suggest that, when doing this, you look for these qualities:"

Attitudes — towards working, especially for you. Find out whether he is ambitious or whether he is looking for a soft job with good money.

Motivation — Will he work? Stability — Is he steady and able to keep up with the pace of work?

Maturity — This is best explained by comparing him with the immature person who is dependent on others, possesses a lack of control, self-centered, pleasure minded, has poor judgment, has no regard for consequences and is a show off.

Aptitude — The ability to get along with people to the extent that he can inspire confidence in them and influence them. He may also have mathematical and mechanical ability.

TECHNIQUE OF INTERVIEW

"There is an approach to conducting this interview and it can only be developed with experience, but I would suggest the following pattern," McQuaig said.

1. Approach it with an open mind and without preconceived opinions.
2. Keep your appraisal of the man separate — separate from the description of the job. If he wants to

See: The All-Canada Man, Weed & Co. in the U.S.A.

CFNB's

POWERFUL SIGNAL
SATURATES NEW BRUNSWICK
with your Sales Message.
Out of home listening is really tops — at the bottom of the dial.
know about the job you have to offer. Get somebody else to tell him before or after.
(3) Build up his confidence - conduct the interview where he will feel at home. Make him feel you are stupid and he will reveal facts to you because he doesn't think you know what you are doing.
(4) Start on familiar ground - don't start in by asking about his family. Start with his previous experience.
(5) Take sufficient time.
(6) Be non-directive - appraise him strictly on his history.
(7) Avoid trick methods - like the applicant, who, as soon as he walks into the interviewer's office, gets confronted with "Jones you will never make a good man. You are just wasting your time". The idea is to see whether he will stand and fight or turn and run.
(8) Avoid leading questions - make sure that when you ask a question you don't answer it at the same time. If you produce a better answer than he has, he will use it.
(9) Pay little attention to his claims, appearances and congeniality. Make him back up his claims with examples and then explore them.
(10) Account for all his time - if there is a period of six months missing out of his work history, find out what he was doing.
(11) Explore unusual circumstances thoroughly.
(12) Avoid criticism - for instance, when he's talking about his previous jobs don't tell him what he should have done.
(13) Check inconsistencies in his history.
(14) Investigate all areas in applicant's life.
(15) Make sure you get an answer to each question.

**WHAT TO WATCH FOR**

During any interview there are ways in which the interviewee can foul things up. I suggest you watch for the following:

(1) Attempts to conceal all the facts - he might attempt to leave out the bad and just mention the good things.
(2) False statements - these can be made about qualifications.
(3) Shifts in conversation - if this occurs follow it up and find out why he doesn't like the topic or question.
(4) Repeated reference to one thing - for instance if he repeatedly tells you he is a hard worker, the reverse is probably true.
(5) Beware of the halo effect - if everything is too good, start looking for the bad things.
(6) Avoid jumping to conclusions. McQuaig said that when hiring a man there were numerous ways to go about it, but there were a few steps that should always be included. Use an application blank in all cases and keep them on file. Have a preliminary screening in-
terview to eliminate those who are unstable and immature.

Use psychological tests. They are helpful, but only provided they are used with discretion.

Reference checks - when you reach a conclusion about an applicant, check it. Do not pay any attention to written references and beware of "guilt-edge" portfolios. Get out and check on your applicant with the man who was his immediate superior. He will have a lot of valuable information about him. You can, of course, ask him the $64,000 question: "Would you hire him again?" If a visit is impossible, call him by phone, long distance helps, because these calls always get answered. Also get references from his friends.

Finally, McQuaig said that, to hire the best men it is necessary to:

(1) Get the company executives personnel minded.
(2) Make the hiring of men important.
(3) Make it impossible to hire a man on hunches and personal opinion.
(4) Have a routine procedure for everybody.

(5) Use all the available tools and methods to get information on the applicant. Then use your brain and judgment for selection.

---

**SEE YOU AT THE C.A.R.T.B.**

M. M. "PETE" ELLIOTT

President
Caldwell A-V Equipment Co. Ltd.
Toronto, Ontario

---

**United States Representatives for:**

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

**DEVNEY INCORPORATED**

Boston
Chicago

366 Madison Avenue
New York 17, N.Y.

Los Angeles
San Francisco

A National Selling Force
qualified . . . competent . . . responsible
JAMIESON NAMED PRESIDENT AT AAB BULL SESSION

By Dick Lewis

THERE WERE NO keynoters or expert speakers at this year's meeting of the Atlantic Association of Broadcasters which met under the chairmanship of President J. Arthur Manning, CKCL, Truro, at the Fort Cumberland Hotel, Amherst, N.S., April 21-2. Instead, members, associate members and guests exchanged ideas and problems on such topics as business trends, programs and costs.

The first session, chaired by E. Firey Macdonald, CJBH, Halifax, brought forth comparisons of business volume in the first three months of 1958. It was found that national advertising revenue was up in four major areas and down in three others. Local advertising showed an upward trend, especially in the smaller markets.

In the first afternoon's session, chaired by John Funston, of CHNS, Halifax, the stations discussed problems revolving around programming personnel, and the advisability or otherwise of programming to minority audiences. They also explored the advantages of sharing actuality broadcasts on a network basis.

Don Jamieson, CJON, St. John's, Newfoundland, chaired the third panel on the second morning and led the delegates into a discussion of operational problems and other "loose ends". This led into such topics as costs, programming, staffing problems, surveys and library services.

Don Jamieson was elected president of the Association for the coming year and other officers chosen were Jack Sewell, CKEN-AB, Kentville-Windsor, first vice president; Bob Large, CFCY, Charlotte-town, second vice president; and Tom Tomerlin, CKCW, Moncton, secretary-treasurer.

A committee of trade press and news service representatives chose President J. Arthur Manning as the winner of the Canadian Broadcaster Press Table Trophy, which is awarded by this paper at each regional convention to the representative of the member station or associated organization who makes the greatest contribution to the convention. This trophy takes the form of a portable typewriter in a carrying case.

BROADCAST NEWS MEETS

Besides his election to the presidency of the Atlantic Association, Don Jamieson was nominated for his third term as Atlantic Region Director to Broadcast News Limited. This took place at a meeting held by Broadcast News in conjunction with the AAB Convention.

During this meeting, which was chaired by Charlie Edwards, with Don Covey acting as secretary, the question of news make-up was dealt with in considerable detail.

On the question of style, Covey explained the standards in use by Broadcast News and invited criticisms and suggestions for improvement. This was the opening shot in BN's cross-country project to establish a writing style satisfactory to all their stations.

Jack Brayley and Ed Smith, of BN's Halifax Bureau, joined Edwards and Covey while the operation of the Broadcast News federal election report was explained and discussed.

The perpetual question of weekend coverage came up again and Edwards reiterated his request to stations to file their copy to the nearest BN point for distribution over the circuit. This was particularly desirable, he said, between Saturday noon and Sunday night.

Systems employed in connection with sporting events and weather reports were also examined.

Spend One Billion On Radio Since War

WHILE MANUFACTURERS continue to dream up new methods by which radio sets can be sold, the sale of sets in Canada continues to rise. In a release prepared for the Canadian Radio Week Committee it shows that since the end of the last war Canadians have bought 8,500,000 radio sets, nearly two and a half times as many as in the previous twenty years.

Since 1925, the release says, Canadians have spent an estimated one billion dollars on radio receivers for their homes and cars. At an average of 277 a set they will put out another $57,750,000 in 1958.

To back the claim of a large potential market still available, the release says that there are no less than 161,000 homes in Canada without radio at all, and nearly 3,000,000 with only one set. Also there are 53,000 television homes without radio.

In the car radio end it states that last year 722,000 sets were sold as opposed to 797 in 1943.

The manufacturers are producing a variety of new models, including tiny transistor portables, FM tuners, clock radios, calendar radios, travel radios with special antennas, executive and hospital radios as well as battery powered radio phonographs.

With all these facts in mind, fourteen major manufacturers, members of the Radio-Electronics-Television Manufacturers Association of Canada, in co-operation with the CARTB and the CBC, are focusing public attention on radio during Canadian Radio Week which started May 4 and finishes May 10.

The BUREAU of BROADCAST MEASUREMENT

looks forward with pleasure to meeting its members and friends at the Annual Conventions of

ACA - Toronto - May 5 - 7, 1958
CARTB - Montreal - May 11 - 14, 1958

All members and associates of ACA, CAAA and CARTB are cordially invited to attend the BBM annual meeting at our luncheon in the Queen Elizabeth Hotel, Montreal, Monday, May 12.

Our national surveys are accepted by the Industry as Canada's Number 1 Reference for Audience Measurement.

EXCLUSIVE SERVICE FOR TELEVISION FILM

DON JAMIESON, of CJON-Radio and CJON-TV, was elected president of the Atlantic Association for the third successive time.

The greatest French advertising medium in Quebec

SNDER TV
SHERBROOKE
We cover the Montreal market

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Response to

"THE BIG SOUND"

has been tremendous!
It is today's answer to so many of
today's programming needs-
that is why radio stations from coast
to coast are hearing it and buying it!
If you haven't yet heard "THE BIG SOUND"
be sure and have it auditioned for you while
you are at the CARTB convention!

PROGRAM DIVISION

ALL-CANADA RADIO AND TELEVISION LIMITED

Montreal • Toronto • Winnipeg • Calgary • Vancouver
THE ECONOMY DEMANDS THAT PEOPLE AND GOODS BE BROUGHT TOGETHER

by Ian Grant

A HEALTHY ECONOMY depends upon one man being able to supply a product and another being able to buy it -- and the job of advertising is to bring these two men together, said Allen T. Lambert, vice-president and general manager of the Toronto-Dominion Bank, in his talk "The Contribution of Advertising to Economic Progress," to the Advertising and Sales Club in Toronto last month.

Mr. Lambert said he felt that the short study of Consumption Expenditures in Canada, made last spring for the Gordon Commission, by Professor David Slater of Queen's University, will shape the thinking of Canadian advertising men and sales executives in their approach to all marketing matters in the future.

Professor Slater wrote on the opening page, "the growth of the economy as a whole and the growth of various industries depends on the behavior of the Canadian consumer, and, in most matters, the individual consumer is considered to be the best judge of what is in his interests."

Mr. Lambert said he did not agree with this. "To hear some people talk," he said, "you would think that the consumer has an obligation to buy -- yes, and go into debt doing it. I believe, rather, that the onus is on the supplier of the goods and services to see that he offers things so useful and appealing the consumer is persuaded to buy them. But, if we wish the economy to operate at a high level we should be concentrating on providing the things people want at prices they consider attractive."

BRINGING GOODS TO PEOPLE

At this point he introduced the role of advertising. "It is not enough that goods and services are available that people want," he said. "The goods and the people must be brought together. This is the job advertising has to do."

"At present," Lambert said, "the average Canadian spends about 94% of his income on necessities of life such as food, clothing, shelter, and, the change will be small. This is a modification of the long held view that, as incomes rise and leisure time increases, people tend to spend less on necessities and more on pure luxuries."

"In the last few years, of the total personal expenditures by Canadians 27% has gone for food, 12% for clothing and personal furnishings and 23% for household operations and rent. By 1980 it is expected that household operations will take about the same portion but that food and clothing will take less, possibly 24.5% and 11% of the family budget respectively."

"We hear quite a bit these days about the change in the age structure of our population. It may be of some significance in the next few years, while the war and postwar baby crop is growing to maturity and swelling the ratio of minor dependents to working population. For example, the sales of babies' and children's food and clothing items have risen sharply along with the rise in the birth rate, but with no noticeable increase in total family spending for food and clothing. It can only be assumed that babies' diapers and shoes have gone out over mother's girt coat and Father's new hat, and that the pablum requirements have cut down on the thickness of the steaks being served or possibly caused a substitute to be used."

"If people are going to spend such and such a percentage of their income on predetermined classes of requirements and are not likely to stray far from them, is the role of advertising only to try for a better share of an established market? And is this at the expense of a competitor, who it is hoped will advertise less well, or better still not enough, or, not at all, certainly I do not place such limitations on advertising."

Mr. Lambert said that the problem goes much further than this. Martin Mayer, in his book "Madison Avenue USA," said that the function of advertising can most sensibly be thought of as the art of actually adding value to the product.

STIMULATING DESIRE

"Perhaps one of the main ways in which this sort of contribution can be made," Lambert said, "is by stimulating interest and desire on the part of the consumer. This makes the product itself more attractive, and it gives the individual a stimulus to increased effort in order to place himself in a position to secure goods which he sees so attractively advertised. It is no coincidence that it is in the English-speaking countries, where advertising plays such an important role, that we also have a higher standard of living. Nor is it a question of seeking value in material things rather than in aesthetic things, for advertising is on both sides of this fence."

"There are limitations," Lambert said, "to what advertising can do. Mayer says, most brands of a particular type of product cannot exceed a market share of the market no matter how much they are pushed. Advertising cannot increase sales for a product if there is an overall trend against it. He also says that most successful campaigns take advantage of some tendency that already exists, and most important of all, advertising cannot maintain sales of a poor article."

In conclusion Lambert said, "successful advertising and marketing must be related to qualities in the product that make them attractive to the consumer. Rather than placing the responsibility on the consumer to continue spending at a high level I prefer to place the accent on imaginative efforts to meet consumer wants as a means of keeping the economy working the highest possible level. I believe that advertising can make a valuable and important contribution to this objective."

ANNOUNCING

Radio & TV Sales Inc.

as National Reps.

for

CHUC

Cobourg - Port Hope

See you at the CARTB Convention in Montreal

CLAY HAWKINS

CLAY HAWKINS, sales manager of CKNW-Radio, New Westminster, died in hospital, April 17 at the age of 29. He had contracted virus pneumonia the week before and had been in hospital since.

Mr. Hawkins was former sales manager of CKY-Radio in Winnipeg, and had previously worked in the broadcasting industry in the Calgary area.

He is survived by his wife, Mildred, and one son.
This is 'VR-LAND

where Channel 3

is the *DOMINANT Station

for

102,000 television homes

*See any BBM.
EXTRA MONEY

How much wi...
HELP YOURSELF TO NEW BUSINESS, NEW REVENUE, WITH RCA THESAURUS LIBRARY COMMERCIAL FEATURES

RCA THESAURUS LIBRARY SERVICE: The all-inclusive recorded library designed to give you a wide variety of sure-fire commercial features for making your station more attractive and effective for advertisers! Here's what you get:

1. SINGING COMMERCIAL JINGLES: Attention-getting lead-ins for your commercials, assuring sponsors more effective advertising. Over 2,000 of these for more than 70 local sponsor classifications, plus shopping, time, weather, station break and holiday jingles. A bonus for your advertisers.

2. "SALES BOOSTER" CAMPAIGNS: Series of fascinating recorded teaser features that attract greater sales for your sponsors. Jingle lead-ins capture interest, hold audience through commercial, then "pay-off" for sponsor and station. Now includes these saturation announcements: "Date Lines and Sell Lines," "What's the Meaning of This Name," "Little Known Facts."

3. SHOW THEMES: To introduce local commercial shows, like disc jockey, news, sports, home and farm, etc. Show Themes give your station a personality.

4. SHOW STOPPERS: Adds a staff of 60 voices to your station! Library of over 360 recorded comic situations and lead-ins to commercials. Recordings with scripts that work your DJ's right into the act. Completely catalogued for easy daily use.

5. SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR Merchandising Service for Sponsors: RCA Thesaurus' famous copyrighted promotion package that regularly brings stations $5,000 to $20,000 extra income annually. Operating manual gives step-by-step guide to greater profits. Test-proven and used by more than 400 stations, 20,000 merchants. Includes jingles, voice tracks by big-name stars, decals with your call letters for stores, and other features. Sells products...sells sponsors...promotes your call letters.

6. ECHO ATTENTION-GETTERS: New, clever, uniquely effective device! Words such as "Starling," "Bargains," "Big Sales"...heard first in clear, then rapidly repeated on echo. A wonderful audience-alerter to lead into commercials.

7. COMMERCIAL SOUND EFFECTS: Over 300 special sound effects, to add new impact to commercials. Now available to hypo sales in 35 different sponsor classifications.

8. MONTHLY RELEASES of new commercial features. PLUS...monthly marketing bulletins, catalogues, and brochures to help you sell sponsors.

RCA Thesaurus offers a complete service including: The Lawrence Welk Show; Paul Whiteman's "I Remember When"; Over 5000 Musical Selections; Weekly Continuity Service; and Recorded Holiday Programs. Get the whole story of low-cost, profit-making RCA Thesaurus today! Call or write...

RECORDED PROGRAM SERVICES
155 East 24th Street, New York 10, N. Y., Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill., Whitehall 4-3693; 134 Peachtree St., N. W., Atlanta 3, Ga., Jackson 4-7705; 7901 Freeway #183, Dallas 35, Texas, Fleetwood 2-3911; 1016 S. Sycamore Ave., Hollywood 38, Calif., Oldfield 4-1660.
LATEST CANADIAN TV COVERAGE MAP

Number two in this series of maps published by CKCO-TV Kitchener showing the coverage area of every Canadian TV station is now available.

For your free copy write to:
William Whiting
Promotion Director
CKCO-TV
Kitchener, Ontario

CKCO-TV
KITCHENER-WATERLOO
CHANNEL 13

COMMUNITY TV

CLOSED CIRCUIT IS POSSIBLE in Canada, where the possibility of a network of closed circuit TV systems is being explored. The National Association of Community Antenna System's convention in Montreal April 30 by Dick Rosenberg of Telefilm Canada.

Toward this end, Rosenberg said his company was forming an organization to represent closed circuit and pay-TV systems, and envisaged "the day in the near future when I can approach the national advertiser to sell him spots or a show on a network of closed circuit systems." Rosenberg told his audience that the basic antenna system was a natural starting point to branch out into the closed circuit business. "You have the cable, the origination site is in existence, and more important," he said, "you have the customers. Not only is it feasible, but it is quite practical to program a closed circuit system against any television station which you can carry on your antenna."

He said that because of home-town loyalty and a cost-per-thousand which the local advertiser would find "too low to resist," closed circuit systems could be extremely rewarding to their operators. He said there was a natural starting point to branch out into the closed circuit business. "You have the cable, the origination site is in existence, and more important," he said, "you have the customers. Not only is it feasible, but it is quite practical to program a closed circuit system against any television station which you can carry on your antenna."

A NATURAL FOR LOCAL COMMERCIALS

READY AND WAITING

"You have a pre-conditioned audience in a perfect frame of mind, ready and waiting to assimilate commercial messages given them," Rosenberg said.

He also discussed the possibility of branching out still further into pay television at a relatively minor cost. The three operations -- community antenna, closed circuit and pay TV -- could exist in one company with perfect harmony, he said, each accommodating features which the others could not.

The interest of Telefilm of Canada in this overall venture, he said, was threefold: to supply film for closed circuit programming; to act as representatives of closed-circuit operations; and to act in an advisory capacity, both in programming and in the selection of equipment.

SPONSORS MAN THE MIKES AT CKY

SPONSORS TRY BROADCASTING during a special Sponsors' Day at CKY-Radio, Winnipeg, recently. Above left, Memo Klassen of Heinz delivers news as Al Davidson of CKY listens. Centre, Jack Brown of CKY takes a break with Hugh McIntosh, Canada Packers, another sponsor who took his turn before the mike. Right, CKY's John Williams waits for cue as Art Beattie of Kelloggs takes last pull at his collar before going on the air.

A NEW LIGHT ON REAR SCREEN PROJECTION

TELEPRO 6000

"BREAKS THE LIGHT BARRIER"

Here is a new dimension for rear screen projection techniques in production as well as new creative sales opportunities. Exclusive features of the TelePro 6000 include --

Even light diffusion with sharp focus to all edges of screen.
A newly perfected 3000 watt bulb producing 6000 lumens (75 foot candles of light on a 9 x 12 screen).
Complete remote control: on-off, slide changing, capacity of 67 slides with the ability to change 82 slides in 50 seconds.

Say You Saw It in the BROADCASTER

447 Jarvis St.
TORONTO
Caldwell TV Equipment Co. Ltd.
Only a small amount of space left for rent!

CBC-TV Network time for the 1958-59 season is almost sold out, but some prime availabilities are still open. It's just possible you haven't considered TV network advertising. If so—why not let us tell you about the most effective selling medium in Canada—the CBC Television Network. Call your nearest CBC sales office.

Halifax Ottawa Winnipeg
Montreal Toronto Vancouver

CBC TELEVISION commercial division

www.americanradiohistory.com
A S ONE OF THE speakers at the recent Creativity Conference in New York said, "We've tried about five years of togetherness; unless we want to become a giant pattern let's try an era of aloneness." He was probably thinking of the old saw that a camel looks like something which was put together by a committee. It's not just that the "group thinking" system can result in fruitlessness; it's that it stands a very good chance of killing the tree.

And that's the text for today's sermon, and it comes after a particularly un rewarding period of listening to dull, unimaginative and clichéd radio and TV commercials. Certainly radio has been having more competition the past few years, but it is any reason for playing it safe and wafting forth sales copy based on rules-of-thumb established in 1930.

"BY THE WAY, LADIES . . . "

Just listen critically to a few day-time spots. Eliminate those which start with either, "By the way, ladies . . . " or "And now a word for you homemakers" -- and you'll find that the rest were composed by a group of "let's play it real safe" boys who figured that if they eliminated all creativity and spark they could avoid offending anyone. They've studied just how many words will fit in a one-minute spot, even how many syllables. They know what the opening sentence should be like, and how many times the sponsor's name should be repeated at the close. If they went to school or studied under a copy chief of the old guard or read any article on writing for broadcast, or have had 11 years experience, or have they known that you must "con jungue a picture" -- use image words to build a scene, start with a problem, then solve it.

Why? Is there any particular reason for following the herd so that when your spot is the middle one in a group of three jammed together it will be hard for the listener to tell when yours started and the other one left off? Have you even seen a listener with pencil and notebook poised, ready to jot down your product's name and the telephone number of "that cute little lady"? What's the dealer going to give him, the same mumbo jumbo you did, and perhaps, if he can find one, a copy of the same trade magazine that you used to get your facts?

THE GOOD ONES STAND OUT

Of course there are some very good, very creative commercials, but they stand out, don't they? And maybe you can't remember hearing many during the last year as there were not so many years ago. Is it because we're too busy with other things? Because we're not encouraged by radio to be more creative? By clients who (too) know what a commercial ought to sound like? Or is it because we think we've solved the problem by working out a near-formula for each spot, and even know the correct mathematical formula for the number of straight-sell pitches against the number of singing jingles?

One way or the other, I feel that we are pattern-jayers because we can't fit into today. Let's try commercialists that aren't just "goodwill" in character, but are sparkingly creative, with a selling bite based on thinking time.

How?

First of all by doing it very well once or twice so that we begin to build pattern-jayers with identifiable abilities, because in this era of togetherness we are dealing with practical men who shy away from the off-beat. Their instincts lead them to respect order, logic and rationality. They're not interested in creative contrivance, their advertising, and ask you for. Try to suggest that they advertising is too cerebral, or that the mood of the communication. Other forms - theatre, movies - rely on effects which are dramatic, funny, tragic, and unusual. You can't communicate a message until you have attracted, and held, the listener's attention.

SAY IT WITH IMPACT

And right there is another stopping point: are you sure you have a message? Have you dug down deeply, probed around and found the thing about the product which satisfies a basic want? Have you then thought of the twist which lifts this flat claim into a hard-hitting, memorable and convincing message? If you've discovered that it comes in a new plastic bottle, have you translated it into "PEOPLE'S LITTLE FRIEND, THERE GOES PERSPIRA TION!"? If many young girls of the social set used your product, did you say, "SHE'S LOVELY SHE'S ENGAGED"!

Those are examples of creativity. But, they are only one area of creativity. They are idea-words, perhaps only the starting point of the creative process, not the end. You could bury them in the middle of 100-word spots and they would do very little for sales. Or, you could find just the right loose presentation.

Perhaps you'd use unusual sound effects taken from some other field to indicate that perspiration had gone; maybe you'd use Charles Boyer's voice for your "sweat drops" in the scene, "She's lovely, but her perspiration is a problem, pervades her every movement her every thought."

There must be dozens of ways of doing it, possibly hundreds. But there won't be too many right ways, for you must stand up on your own, make your commercial sing right out from the crowding of its neighbors -- and you won't find these by thinking along straight lines. The answer won't be in a text book, or an article, or a micro- graphed formula.

The answer may be in your head right now. You may find it between the pages of a novel. You may be inspired by a movie trailer, or in the sound rivertons make when joining girders on a cold winter's morning.

ALL MEDIA ARE GUILTY

Nor can the finger of criticism be pointed respectfully at radio alone. Or television alone. They accept its share of the backhanded results of group-thinking, and there are already definite signs that television is finding its own set of rules. As one example, there's that lesson number one: "If you can't turn the audio off and be sold by the picture alone, then it isn't a good commerc ial to publish." The fantastically successful Pied's Bros. spots disproved that, as did Julie London's wonderful job for Marlboro cigarettes. Equally foolish are those who stoutly maintain that it must then be the other way around, or those who affirm that the viewer must be able to identify himself personally with what is pres ented (witness the Jell-o Chinese baby series.) Certainly there is no law handed down by time immemorial which says that the video scene must have audio, or vice versa; that food must be shown as naturally as possible; that you can't lampoon your own chief's benefit; or that too serious a presentation will drive the viewer to the ice-box for you know what.

CUTINESS ISN'T THE ANSWER

Just tricks, you say? Possibly - if the only purpose for using them is to demonstrate how cute-clever you are, rather than use them as a driving force. It wasn't just the eye-patch which built up a little-known shirt-maker in Waterbury into a major contender. It was the Baron Wrangell who happened to be wearing the patch looked like what we'd like to be a "man of destiny," a man who probably travelled widely, a man who would instinctively know and wear the best, however expensive, if we bought one, we too . . . ?

Copy supported this emotional urge with beautiful subtle justification, so that what we were moved to do instinctively turned out for some very sound reasons. Then, the tattoo alone didn't turn Marlboro into a sales success - but it helped the tobacco the most.

An acknowledged marketing leader, president of one of the world's largest corporations, said recently that many fine new tools have been picked up over the years - but for some very sound reasons. Then, the tattoo alone didn't turn Marlboro into a sales success - but it helped the tobacco the most.

Where does the truth lie?

That's all this article is really about . . . Let's do everything possible to avoid the dreary doldrums of the obvious, pointless meetings, or covering over and over again the same points with different layers of people. At the same time, let us be very certain that the time we do spend in "aloneness" is productive creatively, remembering the sad lesson of those "work over it and work over it and work over it until it is right or they are discharged. They're almost as bad as those who insist that the first time they always do it "right." The truth lies somewhere in between.

The truth lies in the man who watches a stage play, or a movie, up sus pense without any dialogue, and applies this to TV, or the man who has suddenly learned how to translate the famous "I'll be back on Park Easter Sunday into a one-minute radio spot.

He's the type who isn't disturbed by what fear-mongers call a dwindling recognition. He knows that there has always been a surplus of hack writers -- but precious few creative people.

These few will be heard . . . and rewarded richly.

And that is as it should be.
May 8th, 1958

Canadian Broadcaster

Page Nineteen

The "NEW"

CJMS

The "New" SOUND in Canada's Largest City

The "NEW"

CJMS

Refreshes 3,000,000 Listeners 24 Hours of Every Day Without a Pause

The "New"

CJMS

MONTREAL-1280

* Check our Sky Rocketing Ratings — The Fastest Moving Ones in Canada.

Stovin - Byles — Canada
Johnny Nadon — Manager
Forjoe — U.S.A.
**OIL!**

The Predicted OIL EXPENDITURES in the DAWSON CREEK AREA for 1958 are $75,000,000*

* Trade and Commerce Magazine, March 1958

**CJDC**

DAWSON CREEK
B.C.'s CENTENNIAL CITY

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

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

---

**Community Service**

**STATION HOCKEY TEAM HELPS CHARITY**

A HOCKEY TEAM organized by members of CKCK-Radio and TV in Regina at the start of this season to give the broadcasters some exercise has become an important source of charity revenue for many of the smaller communities in the CKCK coverage area.

CKCK hockey players are all broadcasters.

At first planned as an entry in the local Regina commercial league, the CKCK Radio-TV hockey club has become an important "visiting club" in towns around Regina, usually playing to capacity crowds.

The club has worked out an arrangement where its expenses are paid for, and all the rest of its share of the profits are turned over to the host community for some worthy project.

The team's final game of this season, for instance, was in the community of Whitewood, against the local volunteer fire department, with net proceeds of $270 going to burned-out families in the town. In its 17 out-of-town games, the CKCK team has helped build rinks and memorial halls, given assistance to needy families and contributed financially to a variety of local civic projects.

Now that spring has arrived, both the radio and television athletes have formed softball teams and will carry on their program into the summer season.

**Subliminals For Safety**

SUBLIMINAL ADVERTISING, the technique which works on the unconscious mind, has been cited as a possible tool in safety campaigns for people who know the rules but still get into accidents.

The suggestion was made recently at the Industrial Accident Prevention Association convention in Toronto by J. R. White, president of Imperial Oil Limited.

Mr. White told his audience that getting a man to accept safety principles is a matter of communicating with his conscious mind - but getting him to act on them is a matter of the unconscious mind. Subliminal advertising is based on the theory that the brief flash of a message on a screen registers on the unconscious but not the conscious mind.
May 8th, 1958

**STANDING THE TEST OF TIME**

When Elliott-Haynes first introduced radio audience measurements to Canada in September 1940, such names as Amos and Andy, Bing Crosby, Burns and Allen, and Bob Hope were star performers on the air waves of the nation. These top stars have stood the test of time because they continue to supply a basic entertainment need - in 1958 just as they did in 1940. Over the past eighteen years many and varied methods of measuring Canadian broadcast audiences have come and gone, while the Elliott-Haynes rating system continues to expand and develop because it has consistently and adequately met the needs of the ever-changing and ever-progressing industry.

Here are 8 features which are exclusive to the E-H Coincidental Telephone Survey method—8 reasons why it is recognized by astute time buyers as the best way of obtaining factual information on Radio and Television audiences.

<table>
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<tr>
<th>Prompt</th>
<th>Economical</th>
<th>Reliable</th>
<th>Comparable</th>
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<tr>
<td>Elliott-Haynes Limited Radio and Television Reports are published within ten days of the completion of the field work in markets across Canada. This allows the subscriber to make the necessary program changes within the month and study the results he has gained in the subsequent month's survey.</td>
<td>Considering the large number of markets covered, plus the frequency of surveys, Elliott-Haynes reports are most economical. They cost far less than those produced by other research companies, using more costly methods of collecting information.</td>
<td>With every single call made by telephone interviewers resulting in the collection of information about that home, every call is used in the sample base. There is no bias, inherent in other systems where as few as 15% of the original sample choose to answer the questions.</td>
<td>Elliott-Haynes radio surveys have been published on a regular monthly basis since September, 1940 and incorporate figures over a period of 18 years, on a directly comparable basis. Trend studies indicate, for example, the effect on radio listening trends before and after television entered Canadian markets, a most interesting comparison. Coincidental telephone surveys on television audience trends have been conducted on a monthly basis since September, 1952, and also represent a wealth of comparable television audience statistics, second to none in Canada.</td>
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**Representative**

No sample can be more representative than a random selection of names from the telephone directory — calling, for example, the Adams, the Duncans, the Johnston's, the Latowskis, the Pearson's, the Trudeaus and the Zavitz's — at various hours of the day and evening to determine whether they are tuned to one station or another.

**Flexible**

Telephone surveys can easily be modified to obtain audience composition, audience turnover, sponsor identification and other qualitative data, often required by radio and television advertisers. Also, coincidental telephone surveys can be designed to cover a small market, a large one, a close one or a more remote one, with equal ease and speed, through trained research personnel on the spot.

**Frequent**

In metropolitan markets where radio listening and television viewing habits are constantly changing, regular monthly surveys can be compiled. In smaller markets where radio and television audience trends are more static, bi-monthly or quarterly surveys easily fill the needs of advertisers and agencies.

**Simple**

Elliott-Haynes Radio and Television ratings for any program or station indicate the average percentage of total radio or television homes tuned to the program during the given broadcast period. This is the simplest form of program rating, not incorporating, "usual" or "accumulated" audience, and not subject to human memory or program impressions. A rating of 10.0 in a market of 50,000 homes indicates that 5,000 homes on the average were tuned to that program during the period covered by the survey.
**Good Figures To Know**

The SUN PARLOR:

**Annual Retail Sales**

*over $300,000,000*  

**Population**

*over 300,000*

*OVER 60,000  
SUN PARLORITES  
Are  
SOLD DAILY  
By  
CJSB RADIO*

---

**Television**

**INFORMATION & CULTURE CAN REALLY SELL GOODS**

by Harry Rasky  
CBS Public Affairs Producer

It may come as a surprise but those two awful words "information" and "culture" really can sell products.

It has been the experience of at least two large US corporations that a kind of prestige, information show is the best medium to sell a prestige name. On Sunday, October 20, The Twentieth Century, sponsored by Monsanto Chemical Company, had its debut, and The Public is Thinking. It was sponsored by Monsanto Chemical Company, the fifth largest US chemical concern, premiered. One season and a couple of million dollars later, both companies seem to be ready to sign up for more of the same.

Rasky (right) receives his Sylvia Award

Twentieth Century, sponsored by the Prudential Insurance Company of America, had its debut, and on Sunday, December 1, 1957, Conquest sponsored by Monsanto Chemical Company, the fifth largest US chemical concern, premiered. Every season and a couple of million dollars later, both companies seem to be ready to sign up for more of the same.

Prudential is actually an old hand — and, in fact, a pioneer at this sort of good intentioned programming. This insurance company was for some time sponsor of the historical documentary series, You Are There. Then, a season ago, it put up the money for the ambitious Air Powerer series, a Sunday evening special of 26 film stories telling the dramatic story of flight. It was more than significant that this show out-rated Roy Rogers at a time when the Western was just beginning its cycle of taking over nighttime television. The thought was that people get tired of the same plots, the same faces, the same Indians falling dead in front of the same rocks, and crave some stimulating information presented in an entertaining way. Also there is a strong sponsor identification to this kind of quality television product.

DESIGNED TO SELL SCIENCE

Unlike its competitors in the world of science, Monsanto has no product to sell directly to the consumer. Its interest is in getting the Monsanto name across. Probably it is a compliment to the far-sightedness of Monsanto executives that they chose a science series long before the Russians first flipped their Spudniks.

This is the way Gardner Advertising Company executive Dave Ferriss, who handles the Monsanto account, described the company's problem: "We face a tremendously complicated marketing problem. Because of Monsanto's enormous product range — some 500 different items ranging from A-9 (phthalic anhydride) to zinc benzoate, none of which is in the consumer product category — we needed a means whereby we could detail the broad sweep of our complex operations on a national scale, to illustrate our slogan, "Mon- santo — where creative chemistry works for you." And Monsanto is spending two million dollars in two seasons of science spectaculars to tell the world that Monsanto means chemistry.

Monsanto president Dr. Charles Allen Thomas, who for obvious reasons has a devout interest in science, stated this company's interest this way: "The events of recent weeks have demonstrated dramatically how science can affect the lives of us all. At no time in our history has understanding of science been so important to our progress — even our security."

Science, medicine, history, language, literature, religion — all non-fiction — are, in fact, the special interests which are to a certain extent changing the face of television. One of the most of all the innovators is Irving Gitlin, head of the Public Affairs Department of CBS News. He admits that he hasn't always been ready. But times have changed.

THE PUBLIC IS THINKING

Says Gitlin, "It is apparent to any observer of the TV scene that the public has an enormous appetite for fresh experiences, new ideas, new faces and new thoughts. Generally speaking, viewers are receptive to innovations in television providing the programming is basically honest, takes a positive step forward, and can say what it has to say directly and with clarity."

In Public Affairs area, our problem was that we did not have the know-how to bridge the gap between our knowledge and serious subject matter and the difficult job of creating, building and holding wide audience interest. I hate to say it but too often we ended up with long dissertations or esoteric programs which no one could understand. Then, too, on many occasions we went to the other extreme and unveiled a bevy of gimmicks as a disguise for indigestible subject matter.

"We have made changes. Over the years we have trained and developed a staff of people who can combine expertise in subject matter with expertise in showmanship. This is a new breed of producer, director and writer. What he says must not only be interesting but unflinchingly accurate."

CULTURE KEEPS THEM AWAKE

The road this kind of programming must travel to convince sponsors it is good for them is lumpy and rocky indeed. Despite pioneers such as Prudential, there is still a lot of convincing to be done. The history of documentary is really quite a proud one. Starting in films, there were the wonderful wartime real-life dramas done by the British Crown Film Unit, never equalled; the early National Film Board of Canada, under dynamic John Grierson, were in the same tradition. In television the first big series was NBC's Victory At Sea, a tribute to the producer, the late Henry Salomon. Over at CBS, vice-presidents tried certain episodes of a film series called The Search. To everyone's surprise they achieved greater audiences than straight entertainment shows. Certain programs in the NBC Project 20 series also proved that "culture" can keep people awake at night. And for years now Ed Murrow's multi-award winning See It Now has been achieving excellent results, and until recently was sponsored by Pan American Airlines.

This is not to suggest that the night air is going to be full of informational programs all grabbed by large spon-
sors. Far from it. What we are saying here is that the public is ready, the public is willing, the public is demanding programs with a little more substance than what they now expect, and (Lord help them) what they now get. And sponsors with an eye on the future, and their hands tenderly gripping the public pulse—know this can be an intelligent way to deliver a commercial message.

What can carry more prestige for a sponsor than the United Nations or Nobel Prize winners? What can make more exciting entertainment than the thrilling story of the 20th Century life in the Sputnik age?

In Canada, the CBC has tried daring ideas in informational shows, and this is to the credit of some imaginative producers and a few executives. However, the CBC is still lacking that necessary component “showmanship”. Too many of its ideas are derivative of American shows, and too many are still swinging off in space. But at least an honest attempt is being made to provide solid quality at good hours.

In the US, the indication is that this kind of show is going to leave the so-called Sunday afternoon “intellectual ghetto” and move into key nighttime spots. The indication is that it will carry large sponsors with it.

PRESTIGE CAN SELL TOO

Consider these Prudential case history facts. The company’s agency, Reach, McClintock & Co., Inc., reports that ratings indicate that the Prudential program has a larger audience than the average mystery, variety, or adventure show. 8,825,000 homes reached, or 32.3% share of the audience. And Pru News, a company trade journal, offers these quotes from agencies: “...a real prestige builder. After seeing the show a client called me to ask me to program his insurance. What a lead-in!” And this from another agent, Frank Werner of Belleville, Illinois: “If the prospect has seen the show he is easy to talk to about it. If he hasn’t, it’s easy to slide from selling it to selling insurance.”

Part of the secret, of course, is that Prudential takes as much care in making its commercials as it does in choosing its programs. They are self-sell, almost quiet-sell and nicely integrated into the show. The same holds true for Monsanto – an intelligent commercials for an intelligent program.

If more of this kind of programming hits your fall screen don’t be surprised because apparently information and culture really can sell.

Pay Increase Ends Strike

A PAY INCREASE of 8.8 per cent, applied in two stages, brought to an end the strike of radio and television technicians at CBS last month.

The striking employees, members of Local 1212 of the International Brotherhood of Electrical Workers (AFL-CIO), had walked off the job April 7 after failing to reach agreement with the network on a new contract. The old contract had expired Jan. 31.

A settlement reached in Washington April 18 ended the strike, which had forced CBS to use many of its white collar workers to man cameras and other technical equipment to keep its shows on the air.

Both radio and television technicians returned to work by April 20.

“CFRN-TV - EDMONTON

did a Splendid job for

Mary Maxim”

Says

WILLARD MCPHEDRAIN
PRESIDENT

"...sales results in the Edmonton market indicate the value of the product demonstration done by CFRN-TV.

We certainly received more than our share of cooperation throughout the entire campaign. All in all it was a very successful promotion."

The Mary Maxim test campaign was scheduled on CFRN-TV by Canadian Advertising Agency Limited.

See our representatives about your Northern Alberta sales objectives.

CANADA’S BEST FOR TV TEST

CFRN-TV 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.
WHEREVER YOU GO THERE'S JOEL ALDRED

By Brian Swarbrick
Staff Writer

ASK THE AVERAGE newcomer to broadcasting, or the average gray flannel suit on Agency Row, what comes to his mind when he hears the word "talent." The response will include actors, dancers, singers, musicians -- perhaps even disc jockeys, news commentators and quiz show panelists. But the man whose service ranks high on any "talent" budget, whose profession has become one of the most remunerative in broadcasting, will probably occur to neither of them: the commercial announcer.

Joel Aldred is a commercial announcer. He has been in broadcasting 13 years, and only for a brief period at the start of his career did he make any pretence of being a disc jockey or an "air personality." His personality is directed exclusively to selling products. His closest association to the deejay is when a jingle backs him up on a commercial. His acting is limited to two minutes of gliding around a car, a bottle of ketchup, or a comfortable study with cigarette in hand, extolling in fluid tones the qualities of these products.

Aldred's talent in the field has put his face and his voice in every living room in North America to the point where he is as familiar to the listener or viewer as the local announcer. It also pays him around $100,000 a year.

While his contemporaries were developing the glib ad-lib, the proper techniques of actuality reporting, the right way to conduct an interview, or the names and skills of every recording artist in America, Aldred directed his efforts to learning the technique of commercial delivery. On the air, he developed a pacing to his words which would keep the tones rich, sincere-sounding, persuasive, eliminating the little quirks which might distract the listener from what the sponsor had to say. On television, he studied kines of his commercials to correct his stance, to make his movements natural, and to make his smile just the right balance of friendliness and politeness.

"Every broadcaster has to read commercials as part of his daily duty," says Aldred, "and yet very few announcers try as hard to improve this aspect of their job as their news-reading, their musical knowledge and so on. It's hard to understand, since the delivery of the commercial is at least as important to the sponsor and to the agency as any other aspect of a broadcast."

The importance attached to the commercial by sponsors and agencies is evident in Aldred's work schedule. He is on call constantly in every major broadcasting centre in North America. In the past five years he has probably travelled more than John Foster Dulles -- an average of 240,000 miles annually in plane trips between Toronto, New York, Chicago, Detroit and Los Angeles. Every week sees him in Toronto and Los Angeles; every other week in Detroit, Chicago or New York.

On the job, Aldred is utter concentration. Two weeks ago, in the RCA recording studios in Toronto, Aldred and four agency and recording men were at work on a 38-second "wild-track" voice clip for a TV commercial. Aldred, alone in the sound booth, frowned continually as he read the copy. But when the agency man gave him the cue, Aldred's face lit up, his eyes sparkled and his voice rang with enthusiasm as he told a million housewives about a premium soap offer.

"Really goes all out, doesn't he?" the recording man said.

The agency man wasn't quipping when he replied quietly, "It sells soap."

Aldred is so completely involved in the improvement of the product...
that some agencies now call him in on planning meetings -- absorbing the expense of 1000-mile plane trips -- to discuss the copy he will read.

While other successful people in the entertainment world have cashed in on their eminence by entering the field of commercial announcing, Aldred has branched out too. But not in other fields. He has gone from commercial announcing to the establishment of Fifeshire Productions -- which means he now can do not only the announcing, but the entire production of filmed commercials. Fifeshire's latest is a half-hour color musical for Cockshutt Farm Equipment.

With all the thousands of announcers in North America, what chance does a Canadian have to make the big time in the commercial field?

"Not much," says Aldred bluntly. "Like any other highly remunerative field it has a great deal of tough competition. I would say there were no more than a dozen at the very top, working in New York, Los Angeles and Toronto, and probably a dozen men in each large city who do very well."

"As I said before, announcers don't work hard enough to brush up their commercial delivery. They let the commercial become the job - job between the bright things they are going to say about a new hit record. And all too many of them sound more interested in the record than in the sponsor's message -- which makes the program possible."

What qualities does the beginner need?

"Well, luck, of course. Being in the right place at the right time never hurt anybody, and it certainly helped me. But there are seven basic qualities which a commercial announcer needs beyond whatever voice he may have been blessed with. He must be able to read intelligently. That sounds obvious, but consider this:

"An announcer may be in the right place at the right time -- and he can't always know at the time -- and when he is given an important commercial to read, he stresses the wrong words, missing the point of the message. Probably he'll miss the job, too."

"If he is in television, an announcer must work really hard to develop his memory. National advertisers frequently integrate the commercial message into the overall production, and the announcer finds himself in a huge set with dancers jumping around and the cameras a mile away. No visual aid can bail him out here and he has to commit the message to memory. I'm a quick study and I never look at the commercial until we start rehearsals. That way, if there are any last minute copy changes I'm not working with two sets of words in my head."

"But most of all, I think the development of timing is the important thing. Nothing ruins style quicker than having to stretch out or speed up when you're caught flat-footed with poor timing. A pause in the right place can give the copy real authority -- and in the wrong place it can murder it."

"And it goes without saying," Aldred concluded, "that you have to believe in the quality of the product you are selling. You must be convinced of the basic honesty of the maker's claims. If you aren't convinced, it shows."

And if it shows, you can't sell soap.

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**SOON**

**5000 WATTS!**

**RADIO ONE IN TORONTO**

**THE NEW CHUM**

**HERE'S A PARTIAL LIST OF PRESENT NATIONAL ADVERTISERS:**

- Coca-Cola
- Saico Tuna Fish
- Veto Deodorant
- Citizens Finance
- Colgate Shave Cream
- Buckingham Cigarettes
- Household Finance Corp.
- Halo Shampoo
- Oil Heat Association
- Bromo Quinine
- Pepsi-Cola
- Wisk
- Canada Bread
- Grand Union Stores
- Palmolive Shave Prep
- Borden's Dairy
- Clark's Foods
- Crown Diamond Paints
- Bell Telephone Co.
- Lustre Creme Shampoo
- Ipana
- Lipton Soups
- Two-Way
- Canadian Oil Companies Ltd.
- Mutual Benefit Health & Accident
- Wm. Bofieles
- Ajax Cleanser
- Florient Spray
- Hostess Potato Chips
- Bufferin
- Pal Blades
- Imperial Oil
- Campbell Soups
- Dr. Ballards
- Acme Farmers Dairy
- Nescafe
- T.C.A.
- Alka-Seltzer
- Fab
- Shield Toothpaste
- McLarens Foods
- Power Food Stores
- Dominion Rubber
- Pesodent
- Blondex
- Coppertone
- Peoples Credit Jewellers
- Oxymol
- Sunbeam Bread
- Star Weekly
- Trans-Canada Credit
- Wonder Bakeries
- General Motors
- Seven-Up
- Ex-Lax
- New Lux
- Ontario Hydro
- Chase & Sanborn Coffee
- Vel
- Bromo-Seltzer
- Wrigley's
- Wilson's Ginger Ale
- A & P Stores
- Sylvania Electric
- Colgate Dental Cream
- Drefit
- L'Onglex
- Canadian Banana Co.
- Toronto Daily Star
- Life Magazine
- Geritol
- Dairy Queen
- Supertest Gasoline
- Margaret's Fine Foods

**REPRESENTED NATIONALLY BY:**

- STEPHENS AND TOWNDROW, TORONTO
- EMERY RICHMOND, MONTREAL
- DEVNEY INC., NEW YORK
Northern Electric presents

audio consoles
to suit all your
programming requirements

Whether it be an on-the-spot remote pickup, or a large scale TV-Audio production, there is a Northern Electric Console to provide top performance and dependability. Telephone type keys plus Daven attenuators and switches ensure trouble-free operation and lowered maintenance costs.

Each unit represents styling and engineering unequalled in its field. The pleasing design and operational ease afforded by these units will not only serve to enhance the appearance of the control room, but will also provide operational facilities commensurate with their appearance. This combination of clean design and operating ease is inherent in Speech Input Equipment bearing the name Northern Electric.

The electrical performance characteristics of each console is far better than the Standards for Audio Facilities Equipment for Radio Broadcasting Systems as set forth in RETMA Specification TR-105-B.

Remember... Contact your nearest Northern Electric office for the very best in Speech Input Equipment. Literature available upon request.
T.V. AUDIO CONSOLE R20139A (AC-5)

An extremely versatile, and flexible program production unit designed specifically for the amplification, control and monitoring of the audio portion of large-scale television productions. Among its many features, this console has three main program channels which may be operated simultaneously on separate programs without interfering with one another.

Number of Inputs: 16 Mixer Inputs @ 25 to 45 or 100 to 180 ohms for microphone levels.
6 Incoming lines @ 150/600 ohms. (Padded down, and may be patched into any mixer input.)

Number of Outputs: 3 @ 150/600 ohms.

Physical Size: Length 93½ inches; Height 10½ inches; Depth 15½ inches.

SPEECH INPUT CONSOLE R19022A (AC-1)

A full twin channel program production unit for use where a large number of taped and disc shows are employed.

Number of Inputs: 6 mixer inputs @ 37/150 ohms for microphone, tape and turntable.
10 incoming lines @ 600 ohms to two mixers.

Number of Outputs: 2 @ 600 ohms.

Physical Size: Length 72 inches; Height 10¾ inches; Depth 15½ inches.

T.V. AUDIO CONSOLE R189288 (AC-4)

A very flexible program production unit for the amplification, control and monitoring of programs originating in television and large radio broadcasting stations.

Number of Inputs: 10 mixer inputs @ 37/150 ohms for microphone levels.
10 incoming lines @ 600/150 ohms to two mixers.

Number of Outputs: 3 @ 600/150 ohms.

Physical Size: Length 72 inches; Height 10¾ inches; Depth 15½ inches.

SPEECH INPUT CONSOLE R5420E

The ideal console type program mixing unit for the amplification, control, and monitoring of program material originating in the average studio.

Number of Inputs: 5 Mixer Inputs @ 25 to 45 or 100 to 180 ohms for microphone levels.
4 Incoming Lines 150/600 ohms to one mixer.

Number of Outputs: 1 @ 150/600 ohms.

Physical Size: Length 23 inches; Height 10¾ inches; Depth 15½ inches.

SPEECH INPUT CONSOLE R5430A

An audio console having two main program channels which are capable of simultaneous operation on separate programs without interfering with one another.

Number of Inputs: 7 Mixer Inputs @ 25 to 45 or 100 to 180 ohms for microphone levels.
8 Incoming lines @ 150/600 ohms to two mixers.

Number of Outputs: 2 @ 600 ohms.

Physical Size: Length 33 inches; Height 10½ inches; Depth 15½ inches.
I WAS A TEEN-AGE BUM

By Joe Young

Copy-writer, Gay Writer, or What Have You Got?

There were other things to contend with, too. We lived in a frame house that had four rooms, not including the bathroom. We didn't include the bathroom because we didn't have one. Sudbury is quite a cold spot but it was even colder in those days. One morning I got up and it was ten below zero. I don't know how cold it was outside the house. It didn't matter what you did you couldn't get that house warm. My mother used to pile so many blankets on top of me after I got into bed I looked like a book mark.

This way of life was temporary either. Year after year it was the same. Nothing changed but my voice. I finished public school, then took a commercial course, you know, technical school. However, I quit school about two months before the final exams. My teacher was quite annoyed with me and wanted to know how I expected to get a job without a diploma. I told her I'd be more interested in sheepskin if it had come on it. There were really two good reasons for quitting. First, as a public spirited young man, I didn't want to aggravate the unemployment situation by being qualified to take a job. Second, I was an odds on favorite to flunk the exams.

After I got out of school I didn't waste any time looking for a job. I wanted to get it over with as quickly as possible so I could start relaxing. My approach was quite unique and I heartily recommend it to any young man who doesn't want to rush his business career.

I'd walk into a place of employment and ask for the boss. As soon as he'd appear I'd say, "You don't need anybody, do you?" He'd say, "No," and I'd get out fast before he had a chance to change his mind.

One day I got quite a scare. A meddlesome neighbor told my mother that they needed a junior book-keeper where her husband worked. I wasn't home at the time and my mother got word to me through a friend. He didn't have any trouble locating me as there was only one pool room in town. Well, instead of breaking things to me gently, the jerk gives me the bad news just as I'm trying to sink the eight ball in the corner pocket. There's a time and place for everything, you know.

When I got home my mother already had my shiny blue serge suit out and my shoes polished. She helped me get dressed and in no time flat I was on my way. Soon as I walked into the place I got a bad impression. Everybody was working hard.

Nearly everything you tasted and drank were really tough. I don't say we nearly starved to death but there were times when the family eyed each other carnivorously across the dinner table. Those were the days when you got free liver at the butcher shop to feed the cat. It tasted delicious, too. I mean the liver not the cat. Things weren't that bad.

Keeping a family looking respectably dressed posed quite a problem for many parents including mine. Nearly everything you wore had patches on it. Some things even had patches on patches. What happened when your shoes wore out? Well, my dad solved that one neatly. He made new soles out of an old car tire. They were good for another ten thousand miles of non-skid walking. There was one fault with them, though. They made your shoes so heavy that very often I had to ask somebody to give me a push to get me started. Once I got going I coasted along in fine fashion.

There were other things to contend with, too. We lived in a frame house that had four rooms, not including the bathroom. We didn't include the bathroom because we didn't have one. Sudbury is quite a cold spot but it was even colder in those days. One morning I got up and it was ten below zero. I don't know how cold it was outside the house. It didn't matter what you did you couldn't get that house warm. My mother used to pile so many blankets on top of me after I got into bed I looked like a book mark.

This way of life was temporary either. Year after year it was the same. Nothing changed but my voice. I finished public school, then took a commercial course, you know, technical school. However, I quit school about two months before the final exams. My teacher was quite annoyed with me and wanted to know how I expected to get a job without a diploma. I told her I'd be more interested in sheepskin if it had come on it. There were really two good reasons for quitting. First, as a public spirited young man, I didn't want to aggravate the unemployment situation by being qualified to take a job. Second, I was an odds on favorite to flunk the exams.

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I didn't like the boss either. He looked like an embezzler. I told him there probably wasn't any truth in it but there was a rumor that he needed a junior book-keeper. Yes, there was a job open and what experience did I have? I asked him what he had in mind for ten bucks a week, a chartered public accountant? Then before he had a chance to answer I enquired about holidays with pay and sick leave. He mumbled something about keeping ledgers, whatever they are, and took my name and address and said he'd call me later. I knew I wouldn't get the job because on the way out I saw him through the corner of my eye throw my name and address in the wastebasket. A wise guy.

Now, I don't want anybody to get the impression I didn't have any ambition. It was just that work didn't interest me at that time.

About six of us used to hang around together. We spent our time in usual teen-age activities like stealing donuts out of the bakery wagon and bottles of milk to wash them down with from the milkman. Then there were always a few gardens ripe for raiding. Of course, there were times when a little cash would come in handy, especially if a midway was due in town. Fortunately, things seemed to work out. The Forestry Department paid two dollars a day to fight bush fires and every time we needed money there just happened to be a bush fire start up. Looking back on it I'm always amazed that we didn't turn out to be juvenile delinquents.

One of the boys got a job working in a wholesale hardware. It was the talk of the neighborhood. People used to point out his house and say, "The guy that got the job lives there." He was held up to the rest of us by our parents as a real go-getter. If he wasn't such a good friend we would have hated him but he shared his good fortune with us. Every pay day we used to meet him and help him spend his pay. We'd go to the movies and then have fish and chips afterwards. He was really a good hearted guy and we resented it when we heard people refer to him as a sucker.

We worried about him constantly. If he got any sign of a cold we used to fill him full of home remedies. We couldn't afford to have him off work sick. He had one bad fault though. He wanted to be a cowboy singer and he squandered half of one pay check on a guitar. That was bad enough, but having to sit around at night listening to him sing was even worse. One of his favorite songs was "There's a Love Knot in My Lariat" and he sounded like he was strangling in it. He was such a nice guy we didn't want to tell him right out that he was lousy so we had to find another way to discourage him.

Amateur shows were the rage those days so I entered him in one. I figured he'd only bowl his way through half a chorus when they'd give him the gong. For the next couple of weeks he really practised. Every night he'd gulp his supper, then join us up the railroad tracks, his trusty guitar under his arm. I never saw anyone with so much confidence. There was no doubt in his mind that he'd win. I began to wish I'd never got him into the amateur show because I hated to see him get hurt. As a matter of fact, with his

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When it's break-time at the convention

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dial 800 CJAD

...find out why CJAD is far the most listened to station in Greater Montreal and English Quebec.

Representatives: Radio Time Sales, Montreal, Toronto.
Young Canadian Limited, New York, Chicago.

(Continued on page 31)
WELCOME TO THE DELEGATES OF THE CARTB

CKAC NOW 50,000 WATTS!
5 TIMES MORE POWER FOR US
MORE SALES FOR YOU

Yes, here's really important news when you're planning advertising for Montreal and Quebec Province. CKAC has had its wattage stepped up to 50,000 watts, day and night. This means not only a stronger signal in the city itself, but greatly extended coverage in the surrounding areas.

If you are looking for sales—and want real impact in the French market—you can't afford to pass up CKAC—your top performer in this field.

THE MOST LISTENED TO STATION IN CANADA
Joe Young - more of the same

(Continued from page 29)

voice there was a chance he'd get killed.

On the big night the five of us were in the audience. He paid our way so we'd applaud for him. The acts were typical of amateur shows. There was an acrobatic dancer who kept trying to do the splits but never quite made it. An Irish tenor who had a sort of whisky flavor to his voice. A girl pop singer who raced the pianist through "It's Only A Paper Moon" and beat him by a bar and a half. An amateur magician who fooled nobody but himself.

Then it was our boy's turn.

As I said before, he never was any good but that night he was at his loudest best. He obviously had a chronic case of stage fright. After three false starts he took off. He didn't get any better as he went along but he got louder. I glanced around to see if the audience looked threatening but was amazed to see them looking as though they were enjoying it. They were. He won quite easily and was awarded ten dollars prize money and an autographed picture of Major Bowes.

While my scheme had backfired it had its good points. We congratulated the champ and led him to the nearest restaurant where we allowed him to buy us fish and chips and Boston cream pie with some of the prize money. We let him keep the rest.

I hate to say this but success went to his head. He bought a ten gallon hat. He was no longer humble and avoided us on pay day. The next thing we knew, he was running around with a western group playing at Saturday night barn dances. I was very hurt when he turned down my offer to manage him for fifty per cent of what he made. After all it was me who had started him on the road to fame.

After this source of revenue dried up my life of leisure began to wear thin. On top of that, things were picking up and one by one the boys were getting jobs. I became a musical singer boy for the Canadian Pacific Telegraphs. It didn't pay much but there were a lot of fringe benefits. We had the privilege of drinking all the pop we could drink at the local bottling works and all the bananas we could eat at the wholesale fruit company. There were times too, if you stood around long enough.

After two years of that I lost my taste for pop and bananas so I quit. I decided to look around for something that had a little prestige. Radio Station CKSG hadn't been operating very long and I figured that with the show business experience I had acquired through my cowboy friend I'd have no trouble in straightening it out. I approached the management and was immediately hired.

It wasn't exactly an ideal job for a man of my calibre. They were building a new antenna four miles out of town and needed a laborer. The pay was fifteen dollars a week out of which I had to pay two and a half dollars bus fare to get there. The job lasted two months and I was lucky to get out alive.

After the mast was up they gave me a job in the studio but dropped my salary from fifteen to twelve and a half dollars because I didn't have to take a bus to get there. Actually that wasn't bad for those days and I was quite happy.

The depression was now over and I was on my way to the howling success I am today. However, I'm convinced it won't last. Another depression is on its way. I'm sure of it I'm practicing rolling my own cigarettes. I want to be ready to sit back and enjoy it when it gets here.

Highlights for June

The convention of the Western Association of Broadcasters headlines the Broadcasting activities for June this year.

Also, birthday greetings to CKGH, Hull, 25 years old on June 30.

Listed below are more of June's special days.

1. Trinity Sunday.
2. Foundation of the Italian Republic, 1861.
5. Coronation of Queen Elizabeth II, 1953.
6. WAB Convention at the Banff Springs Hotel in Banff, Alta.
7. YMCA founded, 1844.
10. Death of Charles Dickens, 1870.
12. Celebration of the birthday of a sort of Irish tenor.
17. Igor Stravinsky born, 1882.
21. First day of Summer.
24. St. Jean Baptiste—Midsummer day (Prov. Holiday — Quebec and Nfld.)

Looking forward to seeing you in Montreal

Stephens & Towndrow Ltd.
Toronto & Montreal
Looking for French Programming?

Screen Gems (Canada) Ltd.

Has the answer!

Our French Division is designed to service programming for the French market

Available now:
Native and French dubbed properties for local sale:
- Cabaret de Paris
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- Viens a la Maison
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- Papouf et Rapaton
- L'Apprenti Sorcier
- Repondez Andre Labarthe
- Prenez le Cafe A vec
- Album de Famille
- Les Enquetes du Commissaire Prevost
- All Star Theatre
- Scotl and Yard
- Celebrity Playhouse

Plus
- An exciting selection of French dubbed versions of top quality productions for network sale.
- Over 100 French features, Originals and French dubbed.
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For complete information contact:
MR. JOHN VERGE
Screen Gems (Canada) Ltd.
1224 St. Catherine St. West
Montreal, Quebec
UNiversity 6 - 7619

Technicolumn

New accessory equipment for converting a standard camera channel for quick and easy alignment is being offered by Marconi's Wireless Telegraph Company of Chelmsford, England.

Optimum picture quality requires correct alignment of the beam in the image orthicon tube so that it passes axially down the tube. Normally this alignment is achieved by simultaneous adjustment of three controls. The operator must rock the beam focus control and adjust the two alignment controls until the picture goes cleanly in and out of focus with minimum swirl.

Much skill and practice are required to achieve optimum results by this method. For even the most capable operator, the procedure is time-consuming.

Marconi claim their method achieves accurate alignment with ease and rapidity. The new procedure modulates the beam focus electrode of the image orthicon with a square wave at half field frequency while carrying out the adjustment of the alignment controls.

If the beam in the image orthicon is correctly aligned, the square wave modulation on the beam focus electrode produces no effect since the beam is travelling down the axis of the tube. An incorrectly aligned beam, however, may be resolved into two components at right angles - - a radial component down the axis of the tube and a transverse component across the tube. The square wave modulates the transverse component and in effect changes the area of the target which the beam scans during each half cycle. This produces a double image and the only operation required is the simple adjustment of the two alignment controls.

The equipment, now available for modification of standard camera channels, has been incorporated into new designs of Marconi's cameras.

Canadian General Electric has entered the hand-carried two-way radio market with a portable transmitter-receiver which is described as a breakthrough in the technology of transistorization.

The new product is a tubeless receiver for use in VHF mobile communications services by public safety agencies, business and industrial firms. It is the result of experimental work done by COGEE (the Canadian organization for advancing the practical operation of transistors at higher frequencies).

GE says that the new portable is completely transistorized as opposed to those of other makes which are only partly so. The new receiver, which can operate on less power than a flashlight, is designed for operation on two frequencies. All components of the receiver are readily accessible.

Westinghouse Electric says portable television sets can run on batteries and employ transistors will soon be on the market. The model uses 23 transistors instead of vacuum tubes and can operate on house current or rechargeable batteries. Mass production will start at the plant in Metuchen, New Jersey with the development of some new transistors.

Walter Hartwig, director of photography at CFRN-TV, Edmonton, has come up with a novel use for plastics in photography by adapting four-inch polythene tubing for developing tanks.

The station uses too much roll film to employ hand-loaded tanks and did not want to bear the expense of a professional-type processing unit. The tanks Walter uses are three feet long and contain developer, stop-bath, fixer and photo-flow and he says that they are highly satisfactory.

The polythene from which the pipe is extruded, resists attack by almost all strong alkalis and acids, particularly those which would normally corrode most metals. An Edmonton firm, Plastics Industries (Alberta) Ltd., fabricated the tanks for the station from standard polythene pipe.

According to RCA, newspaper press rooms may soon be automatic. They have developed an electronic brain, which keeps track of the exact number of copies printed, and then shuts down the presses automatically while the desired run has been completed. The automated printing is said virtually to eliminate costly over-runs or premature press shutdowns.

If you sell

Sun glasses, vacuum bottles, swimming togs, soft drinks, beach-wear, sun lotions, reading material, cameras and films, gasoline and oil, ice cream, barbeque equipment, picnic supplies, do-it-yourself outdoor projects, swimming and wading pools, prefab cottages, real estate, automobiles and auto accessories, sports equipment, lawn furniture, gardening supplies, insect repellants, summer clothing, flashlight batteries - in fact any vendibles in-demand in summer and fall, get the complete outline of

"The things we'll do this summer on CJBG" to enhance summer advertising from your nearest Stovin-Byles office.

www.americanradiohistory.com
Soon 5,000 watts

BUYING POWER:
$1,065,371,000

WITH ITS INCREASED POWER, CHLT will cover
SHERBROOKE, THE EASTERN TOWNSHIPS,
15 COUNTIES in "A" TERRITORY, and 7 in "B"

SOON 5,000 WATTS, on 630 KC — this is big news for a big, powerful station. With its increased power, CHLT will be enabled to reach simultaneously EVERY CORNER of the EASTERN TOWNSHIPS, while major industrial centres like Quebec City, Lewistown, Drummondville, Granby, St-Jean and many others will be encompassed by CHLT's powerful and expanded voice — and by this accomplishment, CHLT Radio will penetrate deeply into the very heart of the Province of Quebec's most lucrative and most productive market.

NO DOUBT that more powerful CHLT will bring a resultant increase in sponsors. So we suggest that you set aside RIGHT NOW a sizeable portion of your advertising budget, that will go to work for you, and reap BIG BIG returns.

FOR INFORMATION: WRITE CHLT, LA TRIBUNE, 228 DUFFERIN ST., SHERBROOKE

OVER 20 YEARS OF SERVICE

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OU EST LA PLUME DE MA TANTE?

or "If You Want To Advertise in French You'd Better Know Your Onions"

By Nolin Trudeau

WHEN YOU KNOW ONLY ONE language, you only have to think in that one language, to speak it and to write it. You only have one set of grammatical problems, syntax difficulties and style requirements. But when you are bilingual, you double the number of words you have to know, and rules you have to follow.

The average unilingual Canadian has only a vague idea of how complicated it is to be bilingual, I mean fully bilingual. He seldom understands how difficult, unrewarding and dispiriting translation work can be.

As an example, if you took an average businessman into the woods, and asked him to identify insects, birds, trees, and plants, the chances are that outside of a hummingbird, a porcupine, a maple and a water lily, he could not name more than 10 per cent of the things he would see. Yet, the same man will turn over a booklet on our flora and fauna to a bilingual French-speaking Canadian, ask him to translate it, and express amazement that the man has to look in dictionaries (where he will not find more than 50 per cent of what he is looking for), write to Ottawa to get bilingual brochures on the subject, and ask him for a week in which to produce his French version of the English booklet.

WHAT'S THE FRENCH FOR EARMIG?

This happens every day in such widely different realms as geology, chemistry, cooking, fashion, agriculture, etc., etc. The unilingual person who knows his field by heart expects the bilingual man to be in turn a geologist, a chemist, a chef, a grand couturier, and a farmer. The fact is that in most areas, the translator is like the businessman in the woods. He can identify a bumble bee; a spruce perhaps, if he does not confuse it with a balsam fir; a moose; a pike, if he does not mistake it for small musky; but how about the tamarac (a tree), the nutchatch (a bird), the mad tom (a sort of catfish) and the earwig (a bug)?

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FRENCH IS MORE PRECISE.

French is a precise, highly articulate Latin language. English is, at times, a most conveniently vague medium of expression. In French, when you want to say something, you must state it clearly, and leave little to the reader's imagination. French is more difficult to write than English — good French that is. There are many reasons for this: more severe rules and regulations, a tougher grammar, a stricter syntax, objects which have a gender, difficult participles, and an exception to prove every rule.

NO FRENCH FOR SMACKEROO.

French has only half as many words as English. In English, many liberties can be taken -- especially in advertising copy; words can be invented, such as "swell-elegant", "crispy-crunch", "smackeroo", to suit the convenience of the writer. Not so in French. Such liberties only result in gibberish. The French do not approve of word inventors. They do a good job of preserving the words they have and of retaining their exact sense. Some "words", spelled exactly the same way in both languages, have different meanings ("versatile" in French means "inconstant"). A word may have a hundred meanings in English, only one or two in French.

French is, by and large, an active language, while English, generally, is passive. In French, "the man goes there"; in English, "the man is going there". In French, we say "one says that"; in English, "it is said". Translators who constantly retain the English passive form in French produce copy which sounds more like English than French, and, is therefore, bad copy. The more French sounds like English, the poorer it is.

FEW LITERAL TRANSLATIONS.

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TODAY as never in the years before BMI Canada came into being, the musical tastes of Canadians have broadened to include music of every kind, of every style, for every taste ranging from piano blues to the concert hall. Just as the heart of our country reaches from coast to coast, so does our music come from Canadians whose tastes and talents are as wide as the heart is wide.

From a stellar exponent of the jazz idiom on saxophone and flute who brought us a modern shepherd's tune . . . a Calgary policeman whose songs have brought the Alberta foothills to all of North America . . . a housewife in the Province of Quebec whose interest in our two languages has been preserved in a bilingual song that is hailed as "one of the most beautiful ballads of this or any year" . . . a New Canadian artist whose musical reporting of the Canadian scene produced a hit song that went to England and won the Ivor Novello award for the best song of the year . . . an ex-Newfoundlander, now a Montreal school teacher, whose talented pen depicts for the world the people and pursuits of his native Province . . . "The Dean of Canadian Composers" . . . and a host of others who have set the heart of Canada to music.

BMI Canada is proud that its open door has helped to bring this new music to Canada.

BMI Canada is proud that the writers of its music are in truth the sons and daughters of a nation whose music comes from the wide, wide heart.

To each of the men and women who write the music it licenses, to their publishers, indeed, to every person of talent and energy who has come through the open door and found opportunity in our being . . . to these, we of BMI Canada, say welcome and thank you.

B.M.I. CANADA LIMITED

16 Gould Street
Toronto 2, Ontario

1500 St. Catherine St. West
Montreal, Quebec


www.americanradiohistory.com
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welcome and thank you.
Now There Are
MORE THAN 121,000 SETS in our
WESTERN ONTARIO SIGNAL AREA

No wonder advertisers on CKLW get results! It's the
greatest concentration of televiewers in proportion to
population anywhere in Canada. In addition, thousands
upon thousands of U.S.A. viewers and listeners in
Michigan and Ohio are CKLW fans all year round —
a healthy percentage of the Americans who buy here
regularly, winter and summer. Why not sell them
your products?

THE ONLY "TWIN FULL POWER"
SIGHT and SOUND COMBINATION
in the
WINDSOR-DETROIT
MARKET

FIRST ★ IN AUDIENCE ★ IN POWER
★ IN PROGRAMMING
★ IN FIRST RUN MOVIES

CKLW
WINDSOR
"We eat dandelions by the roots"

(Continued from page 35)

of a different color, we simply call it "another pair of sleeves". In English, husbands and boy friends call their wives or girl friends "honey", but we say "my cabbie". This may sound ridiculous in English, but not any more than "honey" - mon mile - in French. "Poor as a church mouse" is "to be on the straw". "Not to beat around the bush", in French, is "not to go by four roads". When we take French leave, we say "an English leave". Of a game guy, we say: "He's not cold in the eyes". And, finally, when we have passed away, we do not pass "Ah! You Frenchmen never agree on good French copy". The answer to this is that it is purely a matter of interpretation. Farm out a piece of copy to six translators. They will all make different versions, some good, some bad; all varying in form and style. This is understandable. Give a group of English persons, some writers, and others not a subject to cover, supply them with the information, and let them at it. They too will come out with highly different versions, from plain mediocre to brilliant. Call in an English-speaking advertising copy-writer and ask him to pass judgment on some copy you have in front of you, stating it was written by the sales manager and implying that you do not like it very much. You will get as thorough a blue-pencil job as you are likely to see in a hundred years.

IS IT GOOD FRENCH COPY?

How is it possible to obtain good translation? The reply should be: "Proven ability, adequate compensation and sufficient time". Normally, to be a good French translator, a man must first be a good French writer. He cannot be the one without being the other. A good translator in Canada must also know English perfectly. He must know the Canadian and American English colloquialisms and expressions. He must know his Quebec market in order to avoid using French words which may have a pejorative connotation in Quebec, and so that he may choose from several correct French expressions, whichever is most prevalent in his province. He must preferably, therefore, be a part of the Quebec scene, live close to people he is writing for, and be aware of the mentality and trends of his compatriots. In other words he should benefit from the stimulus of the public he serves. He should also, and this I believe is essential, work in co-operation with others, where mutual editing, polishing of sentences and close checking make for vastly improved and more accurate French copy.

DANGEROUS ASSUMPTIONS

It is dangerous to assume that a man is a translator because he says he is one. His work may well be poor, and French advertising will suffer greatly in his hands. It is a fallacy also to believe that every person who speaks French can write French sufficiently well to produce an adequate translation. Because the language is more difficult, there are fewer people who write it well in Canada than there are who write English properly. The great majority of French-speaking salesmen, or stenographers are not qualified to write French copy, and strangely enough, quite often their judgment on it is far from perfect. There are French Canadians who speak good French, but who have acquired most of their business experience in English. They write English much more than they do French, hence, their ability to translate is highly limited. Asking them to do this kind of work places them in an embarrassing position.

Nolin Trudeau

up daies, but "we eat dandelions by the roots". A thousand English proverb and sayings - a thousand different ones in French. There are about 1,000 French words in the language, but many of them now differ from their original or present French meaning. "Connoisseur" is an example. It is an old French word; it is not even in the French dictionaries. In French, the word is "connoisseur", not "connois SELF", and it does not mean entirely the same thing. "Double entendre" which means "risque" (both expressions are French) is made up of two French words, but it is not French. In French, we say "double sens" not "double entendre".

"Vaudeville", a French word, which comes from "vaude" (first meant a "drinking song", then a "satirical song", then a "stage play with songs in it", then just a "light play"). That is the meaning it still has in French. In English, "vaudeville" means a succession of unrelated items of entertainment, ranging from a juggler to a couple of ballroom dancers. In France they call it a "Music Hall" - two English words. In Quebec, the people use the word "vaudeville" in their French sense, thus committing an anglicism with a French word. The French word, for the English "Palais de danse", is "Dancing" (see Harrap's English-French dictionary).

TRANSLATING IS FRUSTRATING

With all these complexities, it is easy to imagine what limitations and frustrations is encountered by the poor French copywriter when he is called upon to translate high pressure English copy. Full of new, unusual words, for which he frequently is at a loss to find proper equivalents.

There is a famous expression which one hears time and time again:

"Through the IMPACT of Sight + Sound + Motion

You can SELL with TELEVISION

CANADA'S NUMBER ONE SALESMAN

for over 5 HOURS a day in

3,100,000 Canadian homes

BROADCAST ADVERTISING BUREAU

TV Division

Suite 414 - 200 St. Clair Ave. West

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.

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(Continued on page 37)

TODAY as never in the years before BMI Canada came into being, the musical tastes of Canadians have broadened to include music of every kind, of every style, for every taste ranging from piano blues to the concert hall. Just as the heart of our country reaches from coast to coast, so does our music come from Canadians whose tastes and talents are as wide as the heart is wide...

From a stellar exponent of the jazz idiom on saxophone and flute who brought us a modern shepherd's tune -- a Calgary policeman whose songs have brought the Alberta foothills to all of North America ... a housewife in the Province of Quebec whose interest in our two languages has been preserved in a bilingual song that is hailed as "one of the most beautiful ballads of this or any year" ... a New Canadian artist whose musical reporting of the Canadian scene produced a hit song that went to England and won the Ivor Novello award for the best song of the year ... an ex-Newfoundlander, now a Montreal school teacher, whose talented pen depicts for the world the people and pursuits of his native Province ... "The Dean of Canadian Composers" ... and a host of others who have set the heart of Canada to music.

BMI Canada is proud that its open door has helped to bring this new music to Canada.

BMI Canada is proud that the writers of its music are in truth the sons and daughters of a nation whose music comes from the wide, wide heart.

To each of the men and women who write the music it licenses, to their publishers, indeed, to every person of talent and energy who has come through the open door and found opportunity in our being ... to these, we of BMI Canada, say welcome and thank you.

BMI CANADA LIMITED

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Montreal, Quebec

New York  •  Chicago  •  Hollywood
Now There Are
MORE THAN 121,000 SETS in our
WESTERN ONTARIO SIGNAL AREA

No wonder advertisers on CKLW get results! It's the
greatest concentration of televiewers in proportion to
population anywhere in Canada. In addition, thousands
upon thousands of U.S.A. viewers and listeners in
Michigan and Ohio are CKLW fans all year round —
a healthy percentage of the Americans who buy here
regularly, winter and summer. Why not sell them
your products?

THE ONLY "TWIN FULL POWER"
SIGHT and SOUND COMBINATION
in the
WINDSOR-DETROIT
MARKET

FIRST ★ IN AUDIENCE ★ IN POWER
★ IN PROGRAMMING
★ IN FIRST RUN MOVIES
“We eat dandelions by the roots”

(Continued from page 35)
of a different color”, we simply call it "another pair of sleeves". In English, husbands and boy friends call their wives or girl friends "honey", but we say "my cabbage". This may sound ridiculous in English, but not any more than "honey" - mon miel - in French. "Poor as a church mouse" is "to be on the streets", and "not to beat around the bush", in French, is "not to go by four roads". When we take French leaves, say an English leave". Of a game guy, we say: "He's not cold in the eyes". And, finally, when we have passed away, we do not push up daisies, but "we eat dandelions by the roots". A thousand English proverbs and sayings - a thousand different ones in French.

There are about 1,000 French words in the English language. Yet many of them now differ from their original or present French meaning. "Connoisseur" is an example. It is an old French word; it is not even in the French dictionaries. In French, the word is "connaisseur", not "connoisseur", and it does not mean entirely the same thing. "Double entendre" which means "ruse" (both expressions are French) is made up of two French words, but it is not French. In French, we say "double sens" not "double entendre". "Vaudeville", a French word, which comes from "vallée de Vire" first meant "a drinking song", then "a satirical song", then "a stage play with songs in it", then just a "light play". That is the meaning it still has in French. In English, "vaudeville" means a succession of unrelated items of entertainment, ranging from a juggler to a couple of ballroom dancers. In France they call it a "Musie Hall" - two English words. In Quebec, the people use the word "vaudeville" in their English sense, thus committing an anglicism with a French word. The French word, which in English "Palais de danse", is "Dancing" (see Harrap's French-English dictionary).

TRANSLATING IS FRUSTRATING

With all these complexities, it is easy to imagine what limitations and frustrations are encountered by the poor French copywriter who is called upon to translate high pressure English copy, full of new, unmeaning words for which he frequently is at a loss to find proper equivalents.

There is a famous expression which one hears time and time again: "Ah! You Frenchmen never agree on good French copy". The answer to this is that it is purely a matter of interpretation. Farm out a piece of copy to six translators. They will all make different versions, some good, some bad; all varying in form and style. This is understandable. Give a group of English persons, some writers, and others not, a subject to cover, supply them with the information, and let them at it. They too will come out with highly different versions from plain mediocre to brilliant. Call in an English-speaking advertising copywriter and ask him to pass judgment on some copy you have in front of you, stating it was written by the sales manager and implying that you do not like it very much. You will get as thorough a blue-pencilling job as you are likely to see in a hundred years.

IS IT GOOD FRENCH COPY?

How is it possible to obtain good translation? The reply should be: "Proven ability, adequate compensation and sufficient time". Normally to be a good French translator, a man must first be a good French writer. He cannot be the one without being the other. A good translator in Canada must also know English perfectly. He must know the Canadian and American English colloquialisms and expressions. He must know his Quebec market in order to avoid using French words which may have a pejorative connotation in Quebec, and so that he may chose from several correct French expressions, whichever is most prevalent in his province. He must preferably, therefore, be a part of the Quebec scene, live close to people he is writing for, and be aware of the mentality and trends of his compatriots. In other words he should benefit from the stimulus of the public he serves. He should also, and this I believe is essential work in co-operation with others, where mutual editing, polishing of sentences and close checking make for vastly improved and more accurate French copy.

DANGEROUS ASSUMPTIONS

It is dangerous to assume that a man is a translator because he says he is one. His work may well be poor, and French advertising will suffer greatly in his hands. It is a fallacy also to believe that every person who speaks French can write French sufficiently well to produce an adequate translation. Because the language is more difficult, there are fewer people who write it well in Canada than there are who write English properly. The great majority of French-speaking salesmen, or stenographers are not qualified to write French copy, and strangely enough, quite often their judgment on it is far from perfect. There are French Canadians who speak good French, but who have absorbed most of their business experience in English. They write English much more than they do French. Hence, their ability to translate is highly limited. Asking them to do this kind of work places them in an embarrassing position.

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TV Division

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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.
RIP-AND-READ HAS GONE BY THE BOARD

By Bill Hogg

I N THE GROUP around a horse-shoe editorial desk were three newsmen; the rest young men and women, senior journalism students at the University of Western Ontario. On a nearby table a recorder hummed softly, putting on magnetic tape their questions and comments on the broadcast news business.

What about radio news under the impact of television? How do you become a broadcast news editor? What about training? Does a journalism course help? How about network jobs, or on individual stations? What about money?

A class of young hopefuls, preparing to graduate at London this spring, getting a glimpse down one of the avenues that cross-the-news business. They're doing a brain-picking job on a network news director, a private station editor-newscaster and a newspaper-turnaround-professor.

Now, change the scene to Miami. The time is last fall, and here's a roomful of professionals, members of the Radio Television News Directors Association, representing US and Canadian networks, and radio and TV stations big and small from most parts of the United States and four Canadian provinces. They've been meeting for three days, and only the camera angle is different.

How to get trained people? How to present film? What do you do for news-in-depth? How can we raise standards in the profession - or is it a trade or only a job? Does the station manager love his news director anymore? And how about the dough?

But that's enough questions. Looking back almost 20 years in the broadcast news business - and ahead another 20 - maybe we can find some answers, first by considering what we are. In its role as the great public promoter, which many would put ahead of that of entertainer, broadcasting has always had a close affinity to the news business.

INTRODUCTION TO RADIO

My first professional brush with broadcasting was in the early thirties when a fellow-reporter got the not-too-original idea Sunday night of going around to his girl's house and covering by radio the church sermon to which he'd been assigned.

It was a lot more comfortable on a chessfield than sitting in those hard pews.

He tuned in a bit late, perhaps, but was still able to take down enough notes to do a presentable job on the sermon, handing in his story on the way home after a most enchanted evening. Disenchantment came the next day when the minister called to congratulate the city editor on the fine report of an excellent sermon. Someone else had given at another church. That's how my reporter friend learned about changes in program schedules.

But some things do not change, such things as the basic requirements of a good newcomer: the public craving for information; the need for accuracy as well as speed in reporting; and most of all, the integrity, the honesty and even dedication that marks the best in journalism. Whether by printed page, the broadcast word, the transmitted picture.

In Europe this spring, I found that BBC News is remembered almost revered, for its honest war reporting. In Amsterdam, at a meeting of European Broadcasting Union's chief editors, the older men talked about this with professional admiration. In Paris, a famous resistance leader told me that while the SS troops patrolled the nearby roads, the Maquis drew courage from those wartime broadcasts. Stodgy perhaps by North American standards, yet their integrity endures.

Integrity isn't found in books of rules. It means people, and to get back to the gathering of journalism students, that's one of the things that emerged from our discussions. Character is the thing; if the student can type, so much the better.

NEWSROOMS NEED CHARACTER

What we need in our radio and television newsrooms are men and women of character as well as trained intelligence. In all network operations in the competitive broadcast news business has come a long way from the rip-and-read days when the duty announcer slapped on a record, dashed to the teletype and rattled off a summary from the radio wire. It would be good to report that these days were gone forever, everywhere, but unfortunately that's not so.

To quote Hugh Bremner, the private station newscaster from London, who took part in the discussion, "The newsmen working on a local station should have just as much savvy as the fellow at CBC, more in fact because he has to have an intimate knowledge of community affairs and a broad general knowledge so he can assess world and national politics as well. And he's got to believe in the importance of his work."

The impact of TV on radio news has been salutary. Even while it brought its own main problem of making the news visual without outraging news values, TV news has forced progress in the field of voice and actuality reporting, has brought more frequent bulletins to the schedules and encouraged journalistic enterprise. It's no secret to anyone anymore that news and music must survive TV competition, but what kind of news, and how presented?

Such bits may appear under the heading of "Room for ALL News Media." You might have to be a graybeard in this business to remember when newspaper publishers were dead set against giving radio a scrap of news for fear the broadcast would push them out of business. Gradually this resistance weakened, and lo' while news broadcasts increased in frequency the newspapers' newspaper circulations kept climbing. The appetite for news - local news, world news - has proved insatiable. Kids are reading just as staunchly as they ever did, while still somehow getting in a lot of looking at the TV set.

An increase in literacy across the world and man's desire to be informed holds promise of the future of the printed word, the broadcast word and pictures.

To fill this growing appetite we need trained people, and as the Miami gathering emphasized, the qualifications for the radio or TV newscaster are about the same everywhere. While many stations have found it possible to hire bright boys or girls straight from college, it's a complicated world with news of politics, economics, science, labor-management relations and Spatnik diplomacy, and you can't teach boys to do this man-size job. A minimum of a year's practical news work on top of a good academic record (in general arts or journalism) is usually looked for in the beginner, to be followed by intensive on-the-job training.

"That's the thing that a lot of stations fall down on; they just don't have anyone to train the newcomers, or if they do he's kept too busy," a man who knows intimately every stations news operation in Canada told me recently. The answer, of course, is a well-trained news director given enough time to train his stuff. There's still too much truth to the bitter story of the news director who "promoted" to handling station publicity.

While TV news outstrips radio in its technical demands, expense and complications, there's plenty for the radio newcomer to learn about writing for the ear, how to ask the right...
"... the payoff is in public service"

sharp questions for taped or live interviews, how to do some spot reporting. All of this on top of general knowledge and a well developed news sense, a healthy curiosity about the world and the people around him.

**JOINT OPERATION WON'T WORK**

In scores of broadcasting stations in the States, combined TV-radio newsmagazines turn out news programs, and these work reasonably well until the TV operation grows too big. Then most news directors find that the copy turned out for radio is not suitable for TV, apart from straight man-on-camera presentation which of course is little more than putting a camera in front of a news reader.

Once you get into the use of film and graphics the needs become quite distinct, although if you have both TV and radio there can and should be a pooling of effort in news collection, sharing of news services, tips and information, and ideally an interchangeable staff in the same general working area.

Apart from the network newsrooms, less than a dozen Canadian stations have active TV news operations, covering their city and district on film and putting out daily newscasts that make use of visual techniques. There's room certainly for many more. Most people who have studied the situation agree that while the news itself might not make much money, the payoff is in public service and prestige. They say the prospect of increased competition will make it essential.

An experienced news staff need not and should not stop at daily newscasts. For a progressive station, there's the wide field of community reporting through interview programs, weekly press conferences, and a particularly rich vein to be worked in weekly in-depth reporting of the news, of things that can deal with such things as housing, sports, industrial developments, city hall projects, police and safety campaigns; countless subjects of intense public interest that will give prestige and solid content to any station's schedule.

**THE JOB DETERMINES COSTS**

Most stations have a single-camera operation, although two studio cameras are desirable for flexibility as well as 16 mm. film equipment. How much you want to spend would depend, of course, on the number and complexity of the programs you want to turn out, but I'm told that a basic installation adds up to something like this:

16 mm. camera with standard lenses and tripod: $1400 - $1900
Single-system sound-on-film camera, 200-ft. with standard lens and lens turret: $3000
Editing equipment (silent, with viewer and rewinder): $100
Editing and screening equipment (sound): $2000 - $3000
Processing equipment (if no outside lab available): $1500 - $10,000

As you'll see, the range of price is wide, according to the kind of equipment you choose for the kind of job you want to do. The above rough prices, ranging in total from $8,600 to $18,600, would at the one end get you started and at the other, well on your way to covering your local and district scene on film. For the rounded newscast you'll want a film service on national and international events and to choose from there are three big ones in the field - - Visnews (the British Commonwealth International News Agency with headquarters in London); United Press-Motionvue of New York; and CBS Newsfilm.

Ten Canadian stations - St. John's, Saint John, London, Kitchener, Wingham, North Bay, Sudbury, Saskatoon, Prince Albert and Edmonton - get their world and national film coverage through membership with CBC in the Canadian Newsfilm Co-operative for the print cost of the film in return for their own district coverage; a co-operative arrangement similar to The Canadian Press in the newspaper field. Ron Laidlaw, news director for CFPL-TV London, is chairman of the Co-op.

**TV NEWS HAS HUGE AUDIENCE**

On network level, TV News has won wide acceptance in five years as the biggest single news medium in the country with an average nightly audience for the National News of 1,200,000 over 23 private and CBC stations. The millions who turn to TV entertainment no less surely depend on it for news and information. On March 31, an estimated 5,600,000 watched the election service in French and English. Two million heard it on radio.

Even if TV was not the efficient news vehicle it is, these millions cannot be neglected if broadcasters are to carry out their responsibility to keep Canadians informed. Some of TV's early critics now admit that solid news can be presented accurately and well through man-on-camera handling of spot news and illustrated by up-to-date film that carries the terrific impact of a first-hand look at scenes of action and emotion. They used to say it was for the birds, but that was before TV news proved itself by its coverage of the Hungarian and Suez crises, of floods in many parts of the country, of elections; before it brought the personalities of public figures into the living room.

Yet there's a big job still to be done nationally and by community stations. To start it means developing better newsmen, people with all the traditional integrity, editorial judgment and writing skill of the news business who must also learn the technical possibilities and limitations of television, film and some of the graphic arts.

And if there's money in it for you, well that's all right too.

**ONE gets you THREE**

*With Okanagan Radio one buy gets you three top stations and complete coverage of a one hundred million dollar market with 115,000 happy, captive buyers!*

**OKANAGAN RADIO**

CJIB Vernon
CKOV Kelowna
CKOK Penticton

Represented by: All-Canada in Canada
Weed & Co., in U.S.A.

(eff. July 1, 1958)
CKAC LAUNCHES FIFTY KILOWATTS

MONTREAL BROADCASTERS INSPECT a scale model of the building they are standing in at the open house for the industry and press, to mark the commencement of operations of CKAC-Radio’s new 5-kw transmitter building. From left to right, Jean St. Georges of CBC Station Relations; Paul Joly CHLT, Sherbrooke; Len Spencer, chief engineer of CKAC; Burt Cannings, news director of CFCF, Montreal; Phil Lalonde, general manager of CKAC; J. Arthur Dupont, general manager of CJAD, Montreal; and Marcel Beauregard, news director of CKVL, Verdun. The new transmitter went into operation on March 16.

SHORT WAVES

A SPECIAL HALF-HOUR segment of the Dominion Network program Assignment will be broadcast from the CARTB convention in Montreal on April 13.

Hal Gibson of CFCF-Radio, Montreal and freelance broadcaster Jerry Quinney of Toronto will get up informal mikes at a get-together of the Twenty-five Year Club and reminisce on the early days of radio.

Harry Boyle, CBC special program development officer for radio, who supervises Assignment, says, “This should really be an interesting half hour for both the public and the industry alike. Gibson and Quinney are smooth interviewers — and the pioneers certainly have plenty of stories to tell.”

It is planned to tape record several hours of the informal gathering and edit it for the 8.30-9 pm segment of the Tuesday night edition of the program.

THE BBC TELEVISION Service is 21 years old. It started in 1936 as the first regular public television service in the world, with about 300 sets in the hands of the public.

By September, 1939, when the service was closed down by World War II, there were 20,000 sets in England. Five years after the service was re-opened in 1946 the figure had jumped to a million sets and has grown steadily at the rate of about a million a year. There are now 8,000,000 TV receivers in the United Kingdom.

JOHN PEARSON worked a real twist into his comedy pantomime show on CKCW-TV, Moncton recently when he did a skit on the latest female fashion, the sack dress. In the role of a bumbling character he calls Mr. Higginbotham. Pearson draped a clothing store dummy in an old peanut sack, a bicycle chain, a lamp shade and a bow from a box of chocolates. Then, to Mr. Higginbotham’s “surprise” (thanks to a camera trick), the model comes to life, wearing the ensemble shown above.

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- Proven design! Follows dependable RCA Victor basic transmitter design approach.
- Accepted by the Canadian broadcast industry! Orders already received from a number of prominent broadcasters, among these CKRB, St. Georges des Beauce—CHLT, Sherbrooke—CKTB, St. Catharines—CKLG, North Vancouver.

FOR MORE DETAILS, CONTACT

TECHNICAL PRODUCTS DIVISION

RCA VICTOR COMPANY, LTD.

1001 Lenoir St., Montreal 30, P.Q.

Best Wishes, Delegates to the

CARTB CONVENTION

Queen Elizabeth Hotel
Montreal, May 12

May 8th, 1958  Canadian Broadcaster  Page Forty-One
Now you can buy HARDY TELEVISION BILLBOARDS

*They run between top rated shows

**You can demonstrate your product

And register your package or slogan

Costs are reasonable. Call Hardy TV Division for further details.

**Illuminated Hardy TV Billboards (some people call them Station I.D.)'s are wired for sound. You get choice in home locations ... a full showing ... complete attention ... and a large audience, all for a surprisingly low budget.

This is an attempt on the part of this graceless scribe to say thank you. Shucks! That wasn't so difficult! Seriously though, this issue, viz. and to wit Volume 17, Number 9, is our 99th, and it is our largest to date. So I'm grateful to a lot of people.

Leaving aside the aesthetic side of it, there are the lovely advertisements, through which it is all made possible. This issue contains 111 of them, no less, and we love them all, especially the ones which arrived on time.

The printers and engravers have performed yeoman service, or will have by the time they have printed this last item in the issue. Makes you wonder why they don't always ohNever mind ... this is supposed to be graceful.

Then there are the contributors. We have retained the services of quite a covey of grade A experts.

Scattered through the book you will find:

An amusing piece about French language advertising by Noln Trudeau, of Publicité Services Ltée. Nolin is well-known in advertising circles. He can always be counted upon to come up with a bit of ribaldry, but you can also depend upon it, whether he uses a podium or a typewriter, that he will inject some sense with teeth into what he writes or says.

Our old friend Hugh McConkey, who, besides being a vice-president and the creative director of McConnell, Eastman & Co. Ltd., owns half a harness horse (I'm not sure which) and four children, is dealing with radio and TV copy that really says.

Harry Rasky, who used to be known in press and radio circles hereabouts, has some interesting thoughts on how Columbia, where he produces public affairs programs, is selling serious TV shows to sponsors and making them pay off.

Bill Hogg, chief of the CBC news service, has some interesting thoughts about his side of the business, aimed at stations which want to improve their news departments, and staffers who would like to help them do it.

Finally there's our one and only Joe Young, who likes depressions because they are so relaxing. Deep underneath Joe's witty words, there is a profound message for everyone. Joe probably has it in his grasp to solve all our economic problems, and marital ones too no doubt. The only thing is his message is so profound that I'm damned if I can find it. Neither, for that matter, can Joe.

Who else is there to thank?

Oh yes! The staff. They've worked like Trojans, and pretty soon I hope we'll all be speaking to each other again.

From the bottom of my own black heart, I feel a little like the Salva-
tion Army lass who rose to testify. "All my life" she said. "I'd been nothing but a scarlet sinner. And then our Captain showed me the light. And now I'm so happy, I could put my foot through that bloody drum."

For the Ladies

Ladies attending the CARTE Convention will be entertained at breakfast by the Shell Oil Company of Canada Ltd. on Monday morning, May 12 in the St. Maurice Room of the Queen Elizabeth Hotel, Montreal. Shell's women's travel director will talk to them on the "Rediscovery of Canada by Car". Her idea is to tell them how to make motoring vacations easier and more pleasant, in various ways besides filling their tanks with Shell.

Points she will touch on include the discovery of little-known places along the back roads; how to plan weekend vacations which she calls "tourettes"; how to make travel an "adventure in learning"; how to plan a travel budget; and how to pack a car.

"What shall I wear?" is a question she will answer as she gives a visual demonstration of how to plan a wardrobe for a two-weeks vacation. She will show her four basic costumes for this sort of jaunt and show how they can be mixed and matched for a complete travel wardrobe.

Ladies interested in taking in this breakfast-plus may pick up their invitations at the CARTE registration desk in the Matapedia Room.

Other attractions for the ladies will be a reception Sunday afternoon from 4:00 to 6:00 p.m. in the Chaudiere Room.

Monday evening the ladies will join their gentlemen for the CARTE reception in Galleries 1, 2, 3 and 4 from 6:00 to 7:00 p.m., followed by the annual dinner in the Grand Ballroom. After the dinner there will be entertainment and dancing later.

Take 'Em Off

In London's burlesque theatres, nudes have to stand stock still and keep silent while the curtain is up. So they've established "Walkie-talkie Clubs", so called because here the gals may walk and talk without bringing the fury of the law into the picture.

The other night, TV cameras moved in on one of these clubs, and viewers were given a look at one of these strip tease clubs.

They showed a stripper standing beside a weak comic, who reaped big laughs because the girl peeled a stage further each time the comedian scored a laugh. The TV show ended when she reached the sequins and G-string stage.
CALLING ALL GHOULS

OUT ON the west coast KVOS-TV is having itself a ball with its Tuesday night shockers. These include The Mummy, The Mad Ghoul, She Wolf of London and the one and only Frankenstein. To usher in this series, they did their best to scare the hell out of Vancouverites by having "Frankie-Boy" and Wolf-Man parade the streets of the city advertising this show. The picture above will explain exactly what they did.

WRONG NUMBER

IT WAS JUST routine at CKNW, New Westminster, when they broadcast an announcement that they had an urgent message of a Mr. X. The announcer asked him to contact the station, but there were no results, not immediate ones that is.

A few days later though a letter arrived from him explaining that he was unable to phone because he is at present an inmate at Oakalla Prison Farm.

The station sent word to the party who had left the message. The payoff came when it developed that the "party" was the Vancouver City Police Missing Persons Bureau.

FUR LINED FURNITURE

CPCH ANNOUNCER Bruce Anderson talked for a full minute on furniture, and then picked up the wrong page and told North Baylies that fur coats "come complete with 11 lb. tubs" and "give room for a full-sized load. They have a 12-year guarantee and are selling at a very low cost, with your old washer as a down payment."

WATER SAFETY

THIS SUMMER a typically useful public service will be rendered by Red Cross, and it is one which Dick Glunz, national director of public relations, says a great many stations have indicated their intention of supporting.

It is National Water Safety Week, which is to be held June 15-21.

Dick points out that this summer the Canadian Red Cross will be making a determined effort to reduce the annual drowning toll. The Week will take the form of a strong, educational campaign to encourage people to enjoy swimming, boating and other water sports by observing the rules of water safety.

This campaign seems extremely worth while when we realize that accidents in and on the water take the lives of over 1,000 Canadians every year.

The basic ideas behind the campaign are summed up in what Dick refers to as a fact sheet, in which it is pointed out:

"Because children love to play in water, they must be watched constantly if there are creeks, rivers or ponds, no matter how small, near the home."

"Cover open wells. Attention to this constant danger will prevent tragedy."

"Make sure deep excavations in your neighborhood are fenced, and small children supervised at play."

"Garden ponds and plastic wading pools should be supervised while children are at play -- and closed off when supervision is absent."

"Remember -- children have drowned in as little as two or three inches of water."

"Around your home, teach your children to avoid these dangers."

SEE YOU IN QUEBEC

AND SPEAKING of dangers, there's the ACA and the CARTB to be dealt with between this and the next. So, you may have to catch me on the fly, but nevertheless, buzz me if you hear anything, won't you.
GEOFF. W. STIRLING
CJON, St. John's, Nfld.

T. H. (TOM) TONNER
CKCW, Moncton, N.B.

JOHNNY NADON
CJMS, Montreal, P.Q.

E. GORDON ARCHIBALD
CHOV, Pembroke, Ont.

FRED H. PEMBERTON
CKSF, Cornwall, Ont.

JACK R. RADFORD
CFJR, Brockville, Ont.

TERRY FRENCH
CKLC, Kingston, Ont.

W. H. (BILL) STOVIN
CJBQ, Belleville, Ont.

W. M. HAWKINS
CFS, Owen Sound, Ont.

RON JOYNT
CJBC, Toronto, Ont.

CJRL, Kenora, Ont.
No photograph of
S. L. King available.

LLOYD E. MOFFATT
CKY, Winnipeg, Man.

JACK SHORTREED
CJGX, Yorkton, Sask.

R. A. (BOB) HOSIE
CKOM, Saskatoon, Sask.

HARRY G. DEKKER
CJNB, North Battleford

AL. MACKENZIE
CKXL, Calgary, Alta.

A. R. RAMSDEN
CKLN, Nelson, B.C.

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Vice-Pres. & Man. Dir.

What has stature to do with Station Representation?
It denotes "full growth" and "maturity"... and we render — to Stations and Sponsors alike — a coast-to-coast service which has come to full growth and proven its maturity by quality and results. We are proud to represent these outstanding Radio and Television Stations — each a leader in its Community, each rendering proven sales-results to its advertisers.

TELEVISION

ROGAN JONES
KVOS-TV Vancouver-Victoria, B.C.

R. J. (BOB) BUSS
CHAT-TV, Medicine Hat, Alta.

HAROLD OLSEN
CKOS-TV, Yorkton, Sask.

ANDRE LECOMTE
CJRBM-TV, Rimouski

ART FITZGIBBONS
CKMI-TV, Quebec City

F. A. (LIONEL) LYNDS
CKCW-TV, Moncton, N.B.

WALT STASKOW
ZBM & ZBM-TV, Bermuda

DON JAMIESON
CJON-TV, St. John's, Nfld.
CJOX-TV, Argentia, Nfld.
CHARGES FCC PAY-TV TEST WOULD BE ILLEGAL

Movie producers are plotting to turn American living rooms into a theatre box office through pay television, Harold Fellows of Boston, president of the US National Association of Broadcasters, told the NAB's 36th annual convention in Los Angeles last month.

"Promoters of pay-TV are still looking for devious means of putting the plan across," he said, "despite overwhelming public reaction against it."

Fellows said the Federal Communications Commission, spurred by promoters of major sports events and movie interests, has hinted that it may go ahead with a pay-TV test, in spite of a congressional committee's warning that the FCC lacks the legal authority to authorize such a test.

Radio and TV must act "in the public interest, convenience and necessity," according to law, Fellows stated, adding, "You just can't fit a pay-TV plan into that definition."

Fellows declared that a closed circuit pay plan might be feasible, but the system could not be imposed on existing networks without killing free-TV and eventually hurting the general acceptance of all television.

He concluded: "I predict that there will be no pay-TV on existing networks, nor will it successfully work over a closed circuit for any extended time."

CRISIS FOR EDUCATIONAL TV

DOCTOR C. R. Carpenter, Pennsylvania State University, said, in Washington last month, that it would be technically possible for Russia to blanket one-third to one-half of the communist bloc nations with educational television systems.

Dr. Carpenter told the Senate Commerce Subcommittee that he had studied the economics of Russia for a year as an air force reserve officer.

Ralph Steele, executive director of the Joint Council of Educational Television, testified that the growth of educational TV in the US is being hampered by insufficient earmarking of every high frequency channel for the purpose.

Dr. Carpenter said that "never before in history has any nation had the possibilities for employing such instruments as these -- publishing industries, radio and television -- in solving problems of extending knowledge, rapidly and widely and to high purpose, to millions of people."

"Never before," he said, "has a nation been confronted with an educational crisis which indicates a greater need and more complete justification for using the full potentialities of all available instruments of communication."

Steele told the subcommittee that more than 26 million people in New York, Los Angeles, Cleveland and Washington now lack "the advantages of an educational TV broadcasting facility."

"Furthermore," he said, "several of the 31 educational TV stations now operating have had to fight to protect a reserved channel from being deleted or having it shifted from VHF to UHF. In three cases an educational channel has been deleted."

The Subcommittee concluded two days of hearings on proposed legislation to provide each state with one million dollars in grants for educational TV facilities.

TV SET SALES INCREASE

Television distributor sales to dealers for March were up nearly two per cent over the total for the same month in 1957, it has been announced by the Radio-Electronics-Manufacturers Association of Canada.

March 1958 sales totalled 30,245, while March 1957 sales were 29,716.

RTDNA JOINS CONTEST CASE AS "A FRIEND OF THE COURT"

The Radio Television News Directors Association in the United States recently appeared in a contempt of court case in Miami as a "friend of the court" to plead on behalf of two Miami News photographers. Spokesmen for the RTDNA told the court that upholding convictions of contempt against the two photographers would serve to seriously restrict the freedom of speech and press which is provided under the United States Constitution.

RTDNA entered the appeal after photographers Robert Blumenfeld and Ben Silver were arrested and convicted of contempt for photographing a prisoner in an area adjacent to a Miami courtroom where he was to be arraigned.

A Dade County (Miami) circuit court judge had previously forbidden such photography, and the two men are appealing his ruling before the Florida Supreme Court.

In a brief filed with the high court, RTDNA held that the ban on pictures was unreasonable and unconstitutional, because the photographers' action had not violated the accused's rights of privacy.

CBC PLANS CHURCH SERIES

A SERIES of 13 weekly half-hour TV programs on religion in national life is being planned by the CBC for fall viewing.

Called "Heritage," the series will feature dramatized and documentary-type programs, each with the church as the central theme, but illustrating and attempting to solve problems of present-day life.

The series will be produced in co-operation with the National Religious Advisory Council.

CNKW WINS TRAFFIC AWARD

The Radio-TV Award for Traffic Safety, presented annually by the Vancouver Traffic and Safety Council, was given this year to Ed Farey, a CNKW, New Westminster announcer for his program, NW Roadshows.

NW Roadshows, a program for people driving home from work, previously received an award from the New Westminster Safety Council for "outstanding service in the field of accident prevention."

Hold summertime audiences with sparkling new shows from Caldwell's.

For adventure and action there's Capt. David Grief, Gray Ghost, Michaels in Africa or Kingdom of the Sea.

High on everyone's list is All Star Golf: Assignment Foreign Legion highlights intrigue, and Mena captures nostalgia in a warm, human comedy.

Of special appeal is London Playhouse, featuring 6 "made-for-T.V." filmed one hour shows starring Donald Wolfit, Jean Kent and other distinguished performers.

For the best in balanced programming at package rates — call Caldwell's.

Caldwell Television Film Sales 447 Jarvis St. Toronto 5, Ont.
"ALL 'BOARD!
... GET ON THE RIGHT TRACK
TO 'SOLID SELL' MERCHANDISING"

Get on the TRACK of
BIGGER 'N' BETTER
SALES!... get on the
"CHANNEL 5 SPECIAL"

The Channel 5 Special visits over 120
cities, towns and villages daily from
4:00 p.m. on — with 37 top network
accounts as passengers PLUS 19 top-rated
syndicated features.

— No Saskatchewan tour is
complete without the addi-
tion of the Channel 5 Trip.

Ask about the new low fares
in effect until September 1st.

Plan the journey to Saskatchewan’s
fastest growing market now!

Representatives:
CANADA: ALL-CANADA TELEVISION
U.S.A.: WEED TELEVISION

CKBI-TV CHANNEL 5 PRINCE ALBERT SASK
New General Electric Modular Television

costs less to buy, less to expand... saves up to 50% in space, and cuts tube inventory in half

Here is the new General Electric 1500-watt Modular Television Transmitter, Type TTC-92-A. Visual and aural transmitters are complete in one cabinet. Speedy bench servicing of transmitter sub-assemblies is made possible with the plug-in unified harness assemblies.

The latest in the "new look" line of lower cost television equipment from the Canadian General Electric Company is the revolutionary all-Canadian G-E Modular TV Transmitter — the only complete line which can be built up from 15 watts to maximum power on all channels — for main station or satellite operation.

CHECK THE SEVEN UNIQUE ECONOMY FEATURES...

> In power and range expansion G-E Modular Television really pays off. The modular method of construction of these new TV Transmitters lets you build up a complete transmitter from low power to maximum power for both high and low channels, with no obsolescence of any unit.

> Up to 50% less floor space than conventional space-saving equipment reduces your initial investment and housing costs... simplifies and saves on installation.

> Up to 50% less tubes and fewer tube types than conventional equipment cuts your tube inventory in half... lowers maintenance and operational costs... as well as substantially reducing sources of transmission failure.

> Better pictures... improved, constant coverage... no more maintenance of regulated power supplies... because r.f. carrier output is maintained at a pre-set, pre-determined level automatically. These transmitters can be operated unattended for satellite operation.

> You get faster servicing with plug-in unified harness assemblies, as well as provision for extra standby facilities due to interchangeability of aural and visual transmitters sub-units.

> A built-in, reliable, specially designed sweep generator is included with each transmitter.

> G-E Modular Television costs less, dollar for dollar, model for model, both in original cost and operation.

Be sure to contact your local C-G-E broadcast representative today, or write for specification bulletin to: Canadian General Electric Co. Ltd., Electronic Equipment and Tube Department, 830 Lansdowne Ave., Toronto 4, Ont.

To provide easy service access there is a hinged exciter panel (at the bottom of cabinet) on the new G-E 1500-watt Modular TV Transmitter — shown above during prototype testing. Aural and visual modulators are also shown. The sub-assemblies above are 15-watt aural/visual amplifier and left, a germanium rectifier plate and bias power supply.

GENERAL ELECTRIC
BROADCAST EQUIPMENT

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
WHATEVER THE FUTURE HOLDS RADIO WILL BE ITS VOICE

Radio is today more than it has ever been, the world's first medium of community at which each individual can participate, without national or economic barriers. For those who are aware of it, radio is a word within the international vocabulary of mankind. At one of the famous open conferences on the future of radio, one speaker said, and all agreed, "The future is radio"...

But radio does have its obstacles - one, the feeling among newspapermen that radio news is not important enough for television to serve you and your family, at different hours of the day.

In May of 1957, the Dominion Bureau of Statistics reported that there were 16,020,000 households in Canada and that 97 of them did not have a television set. But it was also reported that 161,000 households in Canada were without radio.

The future of radio, too, seems to be a question of prospects. About the future of radio, one thing is clear! And that is that total radio is growing every year, every month, every day.

During Canadian Radio Week of 1958, the industry set the average usage in Canada. He's also about 30,00 enough to have acquired radio into a number of homes, a home and family's place in his community. But still young enough that he can look ahead. New stations - new voices - in the field - the permanent features - society. Your young executive will work the stage at a home and family behind him. Not so radio. Radio will get older, acquiring experience, but always with new homes ahead.

Radio calls for space

A few years before First World War, Captain Richard Scott and his men perished in the Antarctic on their attempt at an ocean crossing. Just recently, Dr. W. W. Fitch completed the first ocean crossing of the white continent, from the South American side to the New Zealand base on McMurdo Sound. Naturally, he did this with better equipment than Scott had. He also did it with radio that kept him in touch, every step of the way, with New Zealand and the American command at the pole. We know, very well, of his journey, how he went and where he went. We recall the three days his Sco-Car traveled into the wilderness, and how the party had to pursue its journey to repair them. Dr. Fitch and his men took great pride in having what appeared to be a serious jaunt, but radio kept those daring men in touch with the world. A rescue attempt would have been possible in the event of out-peril - because of radio!

Perhaps we didn't have the space dog Laika bark down those first days of her diary walk through space in Russia's Sputnik II, but one of these days we will hear a dog bark at us, or a human voice speak to us, in space, because one day radio will have any sense of space exploration.

What could we learn from the Russian Sputnik or the United States Army's Explorer? If they weren't equipped with a radio voice to tell us what is in space? Not only radio will serve us a great deal with radio, but it will start to talk to us on the moon with a rocket, radio-equipped to report back on conditions.

Men would have to buy newspapers on the streets, like anybody else, and read old news if they wanted to have newspapers. Then one day there walked into the radio station of H. Baillie a young newspaperman by the name of Kaltenborn who was already on the radio and a little broadcasting over a Brooklyn station. Baillie explained that he couldn't supply them with daily newspapers with radio. But he wouldn't object if Kaltenborn came into the office every day and took from the teleprinters the duplicate.

This is a digest of a speech prepared by the Broadcast Advertising Bureau for use during Canadian Radio Week, May 4 - 10, by station personnel and others interested in the project.

I said I wasn't saying that this family is typical. But it is one of 188 thousand families in Canada with three radios in the house. And there are 72 thousand families in Canada with more than three radios. And 739 thousand with two radios. A far cry from the days when a family had to depend on that piece of furniture in the living room that you couldn't bear in the bathroom or in the kitchen unless the volume was full up and everybody was deafened.

Your radio today is a personal possession, not just a piece of household equipment. And it can share your attention with whatever else you want to do. Relax in bed with a book and some music on the radio while your wife hums a tune to another radio doing the ironing in the kitchen. And that leaves the children free to watch the televised western without argument! This is the kind of service that radio is today - the pick-up and walk-around, with kind of service that's always with you. For music - no matter your taste. For news. For sports. The time is always right for a radio in your home.

Today radio continues to offer that job of bringing the world into the homes of the nation. Radio today, at 35 years of age, is old enough to have its own place in the world. It's stronger because of it, and better able to serve you and your family. Gone perhaps, are the days when families gathered at night round a set that was also a piece of furniture, to tune in on programs for their pure entertainment value. That job has gone to TV.

Radio meantime has settled down to a four-point program of program music, news, sports, talk. But the public service that radio offers is as unlimited as that of Canada itself.

SUCCESSFUL OPERATION?

YOU BET!

CKLC is now serving ALL of Eastern Ontario with

5000 Watts

CKLC
By every survey, is the most-listened-to station in Kingston.

While you're at the Convention, take 5 to ask the Stovin-Byles man about CKLC

CKLC
Kingston's Favorite Station

www.americanradiohistory.com
New General Electric Modular Television

costs less to buy, less to expand... saves up to 50% in space, and cuts tube inventory in half

Here is the new General Electric 1500-watt Modular Television Transmitter, Type TTC-92-A. Visual and aural transmitters are complete in one cabinet. Speedy bench servicing of transmitter sub-assemblies is made possible with the plug-in unified harness assemblies.

CHECK THE SEVEN UNIQUE ECONOMY FEATURES...

➤ In power and range expansion G-E Modular Television really pays off. The modular method of construction of these new TV Transmitters lets you build up a complete transmitter from low power to maximum power for both high and low channels, with no obsolescence of any unit.

➤ Up to 50% less floor space than conventional space-saving equipment reduces your initial investment and housing costs... simplifies and saves on installation.

➤ Up to 50% less tubes and fewer tube types than conventional equipment cuts your tube inventory in half... lowers maintenance and operational costs... as well as substantially reducing sources of transmission failure.

➤ Better pictures... improved, constant coverage... no more maintenance of regulated power supplies... because r.f. carrier output is maintained at a pre-set, pre-determined level automatically. These transmitters can be operated unattended for satellite operation.

➤ You get faster servicing with plug-in unified harness assemblies, as well as provision for extra standby facilities due to interchangeability of aural and visual transmitters sub-units.

➤ A built-in, reliable, specially designed sweep generator is included with each transmitter.

➤ G-E Modular Television costs less, dollar for dollar, model for model, both in original cost and operation.

Be sure to contact your local C-G-E broadcast representative today, or write for specification bulletin to: Canadian General Electric Co. Ltd., Electronic Equipment and Tube Department, 830 Lansdowne Ave., Toronto 4, Ont.

To provide easy service access there is a hinged exciter panel (at the bottom of cabinet) on the new G-E 1500-watt Modular TV Transmitter - shown above during prototype testing. Aural and visual modulators are also shown. The sub-assemblies above are 15-watt aural/visual amplifier and left, a germanium rectifier plate and bias power supply.
WHATEVER THE FUTURE HOLDS RADIO WILL BE ITS VOICE

Radio is today, more than it has ever been, the world's first medium of community life at which each one of its lives, to the international level at which each one of us must also live. Most of you probably do as I do in the morning. Turn on your radio and be the first to be there in the house. I don't understand it. Do you are awakened by an automatic clock radio. And the moment that radio is playing, you know something in the family is once more in touch with your world. And you will continue to be in touch with your family, at different hours of each day.

In May of 1957, the Dominion Bureau of Statistics reported that there is a total population of 16 and a half million people. Almost four million of those households were served by AM. In the line, only 294509 households were served by telephone. There were 321300 households in the American side.

Or let me put the facts another way. 16,500,000 households in Canada are equipped with radio and telephone, but only 16,100,000 households in Canada are with radio only.

There are car radios, too, to swell the total of radio's circulation. About a million and a half of them are in the market. That's why radio is still in the market. And that total is going up every week, every month, every year.

During the Canadian Radio Week of 1956, the industry is like the average executive in Canada. He's also about 38, old enough to have acquired quite a lot of experience, a home and family, a place in his community. But still young enough that he can look ahead.

Radio is not only the voice of the permanent: features of society. Our young executive will reach the stage at which he will be looking ahead for the second time, behind the young. Not so radio. Radio will grow older, acquiring experience, but always with new horizons ahead.

Radio calls from space
A few years before the First World War, Captain Richard Scott and his men perished in the Antarctic on their attempt at an overland crossing. Just recently, Dr. Vivian Fuchs completed the first overland crossing of the white continent from the South American side to the New Zealand base on McMurdo Sound. Naturally, he did this with better equipment than Scott had. He also did it with radio that kept him in touch, every step of the way, with the New Zealand and Canadian Expedition scientists stationed at the pole. We know, every step of his journey, how he was and where he was. We recall the morning his Sino-Campbell radio went off and the party had to pause in its journey to repair the faulty equipment. Dr. Fuchs and his men worked with every possible equipment. But radio kept those daring men in touch with the world. A rescue attempt would have been possible, a demonstration of great peril - because of radio!

Perhaps we didn't hear the space dog Laika bark during those first days of her dizzy whirl through space in Russia's Sputnik II, but one of those days we will hear a dog bark at us, or a human voice speak to us, from space, because communication isn't any sense out of space exploration.

What could we learn from the Russian Sputnikes or the United States Army's Explorer if they weren't equipped with a radio voice to tell us what there is in space? The Russians and the American people tell us that there will be a man going to hit the moon with a rocket, radio-equipped to report back on conditions there. We are exploring space, preparing, we hope, to make use of it, perhaps even to colonize other planets. What does the future hold for that future? We do know that radio is and will be the voice of that exploration, every step of the way. Until we may hear that actual first human voice broadcasting from space. Thrilling, yes. Historical, certainly. But no more so than it must have been 38 years ago for those people with primitive sets to hear the first broadcasting stations on this continent: CFC in Montreal, KDKA in Pittsburgh.

Radio's progress, from that beginning, to its position today has been swift and continuous, encompassing the whole history of our times. Perhaps only a few thousands in the United States were able to follow radio's first coverage of a presidential election. That was in 1920 when Warren Harding won. A few thousands more sat in on the Coolidge victory in 1928. But when the Americans caught the full meaning of the drama to come when Roosevelt was elected in 1932.

Back in those days, in the 1920's, people said that radios would put the newspapers out of business, just as others were to say later that TV would mean the end of radio. But all three are going strong -- radio stronger than ever, for that matter, with new stations being licensed every year in Canada and in the United States.

The News Cast is Born
Radio did, however, have to hurdle several obstacles - one, the feeling among newspapermen that radio news coverage would be competition. In the history of the United Press news agency, "Deadline Every Minute," you can read how the great news associations refused to cooperate with radio at first in supplying what is now a part of every news agency's operation. A radio news wire wasn't exactly to the liking of agencies, but their member newspaper publishers who were suspicious of what radio news competition would do to them. So they simply said that radio news was a waste of time and thought...
New General Electric
Modular Television

costs less to buy,
less to expand...
saves up to 50% in space,
and cuts tube inventory
in half

Here is the new General Electric
1500-watt Modular Television
Transmitter, Type TTC-92-A.
Visual and aural transmitters are
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The latest in the "new look"
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GENERAL ELECTRIC
BROADCAST
EQUIPMENT
Electronic Equipment and Tube Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
Radio is today, more than it has ever been, the world's first medium of community level at which each one of us lives, to the international level at which each one of us must also live. Most of you probably do as I do in the morning. Turn on your little radio to see what is happening in the household does it. Or you are awakened by an automatic clock radio. And the moment that radio is on, hence what you hear from your radio is a constant, if only a radio voice tells us what is happening, but there is always another and with the Americans based on the radio is more than with the Russians or in the United States, the Escort or Scotts, or on the radio was to be afraid of space exploration.

What could we learn from the Russian Spukart or the United States, or the Americans, or any other that radio voice to tell us what is happening. This is not the case with the radio voice, it's the case with the actual radio voice or the actual radio voice is equipped to report back on conditions that radio was to be afraid of space exploration.

This is a digest of a speech prepared by the Broadcast Advertising Bureau for use during Canadian Radio Week, May 4-10, by station personnel and others interested in the project.

I said I wasn't saying that this family is typical. But it is one of 188 thousand families in Canada, with three radios in the house. And there are 72 thousand families in Canada with more than three radios. And 738 thousand with two radios. But the family had to depend on that piece of furniture in the living room that you couldn't hear in the bathroom or in the kitchen unless the volume was full up and everybody was deafened.

Your radio today is a personal possession, not just a piece of household equipment. And it can share your attention with whatever else you want to do. Relax in bed with a book and some music on the radio while your wife hums a tune to another radio doing the ironing in the kitchen. And that leaves the children in the playroom or supervised western without argument! This is the kind of service that radio is today - the pick-up-and-walk-around-with kind of service that's always with you. For music - no matter your taste. For news. For sports. The public service that helps you and your community.

This has been radio's service over the past 38 years of development. It will always be radio's service. Because the future for that service is as unlimited as that of Canada itself.

**SUCCESSFUL OPERATION?**

**YOU BET!**

**CKLC**

is now serving ALL of Eastern Ontario with

**5000 Watts**

**CKLC**

By every survey, is the most-listened-to station in Kingston. (See BMI, TRA, Dillard, Haynes and Macdonald, P.R.A. and Metropolitan Kingston.)

While you’re at the Convention, take 5 to ask the Stovin-Byles man about

**CKLC**

Kingston’s Favorite Station
Boston Conference

OPINION POLLS

"WHAT IS KNOWN to the American people about public opinion research is very misleading," stated Dr. Paul F. Lazarsfeld, chairman of the department of sociology at Columbia University, addressing the opening session of Boston University's two-day Conference on Enlightened Public Opinion, last month. Speaking on "The Role of Public Opinion Research in a Free Society," he explained that to most people election polls represent public opinion research, but that this is only a very minor part of the field.

This type of research is concerned with asking a system of interlocking questions, not just one or two questions.

"Public opinion researchers don't want to know what people think about one thing, but what their views are on a broad system of things," he said. Because of the great amount of publicity given to public opinion recently, people fail to realize that public opinion leadership has existed through many other generations and is not unique to our present society.

Touching on a recent development in subliminal advertising, he added that "I consider this form of advertising a relatively minor danger."

Dr. Lazarsfeld, who has been concerned with the more serious aspects of motivational research, humorously commented that "the motivational research people have a wonderful ability to persuade their clients that they can manipulate people, but there isn't any really great evidence that they have persuaded many consumers."

"Anything that deals with knowledge about human beings is more important than knowledge about technological development," Dr. Lazarsfeld stated. In considering the question of social control, he said that "it becomes more important the more the knowledge about people increases."

In answer to one of the questions regarding propaganda posed by a discussant on the panel after his talk, Dr. Lazarsfeld said "I think that the propaganda aspect of power is a little bit overplayed in our type of society."

In closing, Dr. Lazarsfeld predicted that "if our society remains free and progressive, then I have no doubt we can have a greater exchange between society and the field of public opinion research."

The five discussants were Dr. Samuel Stouffer of Cambridge, Mass., professor of sociology and director of the laboratory of social research, Harvard University; Dr. Alvin Zallinger of Boston, assistant professor of sociology, Boston University College of Liberal Arts; and Dr. Walter Weiss of Brookline, Mass., associate professor of communications research, Boston University School of Public Relations and Communications. They discussed the findings of individual studies that related to Dr. Lazarsfeld's comments on the importance of public opinion research. The group unanimously pointed out that if anyone is interested in what the people think, he must go to the people to find out, because one can't determine what the focus of public attention is by considering what is emphasized in mass media. Studies were cited to prove the point that the public often is "abysmally ignorant" of important issues of the day, and that public opinion research is the best way of discovering and dealing with these problems that face our society.
make the most of B.C.'s
Centennial Summer
by making the most of KVOS TV!

THE BIGGEST CELEBRATION IN CANADA
This is B.C.'s Centennial Summer — so big and important KVOS TV has planned a spectacular line-up of top entertainment to help advertisers make the most of a big boom in sales. This summer, British Columbians, spending more than ever before, will be joined by thousands of tourists spending double what they spent last year. KVOS TV can reach the bulk of this enormous and responsive audience with an impact no other medium can match...providing advertisers with a vast and varied opportunity to boost sales to an all-time summer high!

MAY
- International Trade Show
- Canadian Bowling Championships
- Vintage Car Race
- Chinese Dragon Parade
- B.C. Drama Festival

JUNE
- Jewish Centennial Celebrations
- Fuschia Festival
- Theatre Under The Stars (Until August 30)
- Centennial Games
- Canadian Lawn Tennis Championships

AUGUST
- Pacific National Exhibition
- Canadian Senior Sailing Championships
- $50,000 B.C. Centennial Open Golf Tournament

NOVEMBER
- GREY CUP FESTIVAL

JULY
- Vancouver Festival of Arts
- International Film Festival
- Sea Festival
- Highland Games
- Monster Fireworks Display

PLUS:
- International Naval Review, RCMP Musical Ride, Rodeos, Regattas, Fishing Derbies, Pioneer Feasts and Barbecues!

OFFICES: 1687 West Broadway, Vancouver, B.C. Cherry 5142.

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channel 12

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CHOOSE THE STATION
WITH ....

SELLABILITY

Check now with Representatives:

EASTERN CANADA: National Broadcast Sales.
WESTERN CANADA: Stovin-Byles Ltd.
U.S.A.: Young Canadian Ltd.

THE PRESS RELEASE

Rudyard Kipling wrote:

I keep six honest serving men
(They taught me all I knew;
Their names are What and Why and How and Where and Who.

The six honest serving men are known by all good journalists of whom Kipling was one of the best. Every news story must state WHO did (or who is going to do), WHAT, WHEN and WHERE; most stories also require HOW and WHY.

Of course, a slavish devotion to the WHO-What-Where-How-Why formula can result in a stilted style that will bore the reader into a state of coma. But even if all of them cannot, or need not, be answered in a news story, all six should be conscientiously checked against the first draft.

Here is an example of the formula applied to a typical broadcasting publicity story:

John Green, whose newscast is heard every night at 11 over Station CHXY, Middletown, will be the featured speaker at a Home and School meeting at Northside Collegiate next Tuesday, March 8, at 8 p.m. He will speak on "Broadcasting Responsibility to Education." He will show colored slides of the use of television and radio in the schools.

Mr. Green was an official observer for the Eastern Association of Broadcaster at the Canadian Conference on Education, in Ottawa in February, and was the winner of the Ontario Teachers' Federation award in 1957 for "An outstanding contribution to the understanding of education."

Who? John Green, newscaster, CHXY.

What? Will speak on "education..."

When? At 8 p.m., March 9.

Where? Northside Collegiate.

How? With colored slides.

Why? Because he is an expert on broadcasting applied to education.

The above is an example and is not to be followed as an inflexible formula. Very often, as has been stated, the HOW and WHY are not necessary. But if the information is available, it should be used.

It is important to catch the eye of the editor with the first sentence of a press release. Don't bury the spice of the story down in Paragraph 3. Whether it is the WHAT, the WHO, or one of the other serving men that comes first depends upon your news judgment.

PHOTOGRAPHY

Journalism today depends more and more on photography. But don't waste your time or the station's budget on second rate pictures, or on pictures that have little or no chance of being used.

Photography is the most expensive aspect of news publishing and yet it is the aspect most often neglected or given the least thought. But there is another reason why photography is not always used. Some newscasters are afraid to use it. They think that they are not photographers and that only the professional photographer can take proper photographs.

This is a misconception. With a camera, a pair of binoculars and a bit of common sense, anyone can get the kind of pictures that will make his stories much more effective.

In London

CHOOSE THE STATION

with ....

SELLABILITY

G. N. MACKENZIE LIMITED HAS THE SHOWS

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

TORONTO
VANCOUVER
and, unless care is taken, the most wasteful function of public relations.
The art of news and feature photography is not one that is developed overnight, but with some practice and plenty of forethought you can make pictures pay off.

Try and follow these basic rules:
1. Consider carefully whether photography is needed on a story.
2. If it is, then make it good.
3. Amateur photography is generally a waste of time; but there are some amateurs who can take better pictures than some self-styled professionals.
4. All publications require glossy (not matte-finished) prints, in either 8" x 10" or 5" x 7" size.
5. Picture backgrounds should be light: avoid deep shadows, heavy contrasts.
6. All pictures should be identified by a caption that carries all the information. The caption is best pasted on the back of the picture, so that the information projects below, face out; then fold the caption up across the face of the photo, for protection.
7. Find a photographer who can take good news pictures. Please remember that a good portrait photographer is not always a good news photographer, and vice versa.
8. Plan photography assignments carefully in advance.
9. Establish what the photographer's charges will be before the job.
10. Work with the photographer on the story. He may be the best photographer in Canada, but only you know what the story is supposed to be about.
11. Get the names in groups before the picture is shot. List names from left to right.
12. Keep people in groups close together - intimately so, if necessary. Editors hate spread out pictures.
13. Don't have everyone in a group looking at the camera. Try and have some focal point for their eyes - a book, trophy, award, dollar bill, picture of Marilyn Monroe, or whatever.
14. If you are photographing studios or equipment, warm up the pictures with human beings doing something. The exception to the rule would be pictures of equipment for technical magazines, who might not want the equipment clutched up with people.

Aerial view of Rimouski, area's largest city.

Ecole Brilliant - one of many of Rimouski's schools of higher education.

Rimouski's new modern hospital.

Rimouski's new shopping district.

One of several retail outlets.

The site of the new "year round seaport".

THE FAST GROWING

Market of "Le bas St-Laurent"

THOROUGHLY COVERED

BY

RADIO CJBR

Rimouski

AT COMPARETIVELY LOW RATES

Can. rep. TV: Stovin-Byles Ltd.
EDMUNDSTON N.B.
MARITIMES
Highest per capita income region is completely covered by

CJEM RADIO
1000 watts 570 kc.
a JEM of a buy
Interprovincial Broadcast Sales Ltd. in Canada
Adam J. Young Jr. in U.S.A.

The Suburban Market

Between Toronto and Hamilton lies one of the fastest growing areas in the world. The population has soared... made up for the most part, of young, new families, starting out in life. They're hungry to spend... and they listen to CHWO to find out what to buy. CHWO programs specifically to sell the suburbanite... with news, music, and public service. It's the only daily medium which provides this local coverage. When the family is all together, they listen to CHWO — their own community station.

Hamilton-Toronto Suburban Area — January, 1958 — Share of Audience

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<th>Hamilton Stations</th>
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<tr>
<td>7-8 p.m.</td>
<td>7.1</td>
<td>8</td>
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</tr>
<tr>
<td>Sunday</td>
<td>7.5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

CHWO Radio
The White Oak Station
1250 on the dial — the finest approach to High Fidelity sound.
Contact Radio & TV Sales Inc. — Toronto, Montreal

CJON CHOIR SINGS FOR LESLIE BELL

DR. LESLIE BELL, renowned for his Leslie Bell Singers, recently visited the CJON Glee Club to hear a special presentation of an hour long concert. He was in Newfoundland acting as adjudicator for the Kiwanis Music Festival. Dr. Bell is standing with CJON's Musical Director, Ignatius Rumboldt, who is here introducing him before the concert started to the various members of the Glee Club.

After the live television program, Dr. Bell congratulated the management of CJON for financing and developing this group which he called "one of the finest musical aggregations of its kind he had heard in Canada."

A second long-playing record of the CJON Glee Club, presenting the Folks Music of Newfoundland, is soon to be released.

WANTED

Experienced time salesman, with car. Salary. This is a real opportunity for a man looking for a permanent future. Check:

Don Wright
CHFI-FM
13 Adelaide St. E.
Toronto
Empire 3-0981

FOR THE FIRST
WITH THE BEST

SEE

TELEFILM OF CANADA
130 CARLTON STREET
TORONTO, ONTARIO, CANADA
Walnut 2-3163
MAIL BAG
Sir: When broadcasting stations announce that it is three minutes past nine, why can't they say what day it is too?
— B. Wildered.

AUDREY STUFF
Then there's the gal who was so dumb, she slapped the wolf right in the face when he called her luscious, because she had never taken a drink in her life.

TURNING THE TABLES
Why don't teeners organize a show to help adults meet their problems?

CAREER DEPT.
Good opening, high salary, fast promotion, fringe benefits, share of profits and losses.

CAUSE & EFFECT
Marriage is the Number 1 cause of divorce.
— Jack Carter
on the Ed Sullivan Show.

MODERN ECONOMICS
Toots Shor is credited with philosophizing: "I don't want to be a millionaire. I just want to live like one."

HITCH-HIKER
If you think the above gag is old, Toots Shore is no chicken either.

PORT AND STARBOARD
The boss told the announcer who wanted to take a long week-end that he had a perfect right. The only thing was the announcer knew that the boss had a perfect left too.

MISSOURI STUFF
Then there's the winner of a huge wad of dough in a quiz contest, who, when asked what the first thing was she would do with it, replied promptly -- count it.

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
Radio & Television

FROM THE MONTREAL office of Cockfield, Brown & Co. Ltd., come the following reports:

Simmons Ltd., Beauty Rest, started a spot and flash campaign on 40 radio stations April 25. A television campaign for the same product is due to start on 29 stations, May 21.

Wabasso Cotton Co. Ltd. started a spot radio campaign May 5 on 31 stations. A second flight is already booked for January 1959.

Bell Telephone are starting a flash campaign on seven Quebec radio stations, both French and English, starting May 19.

Remington-Rand will be co-sponsoring the half-hour French network program, Les Clefs Des Champs, for 24 occasions from May 4 to December 14.

Orange Crush have bought a 15 minute segment of Songs of Sunny Italy on CHVC, Niagara Falls from May 18 to August 10.

Coca-Cola has been sponsoring Shirley Temple Storybook, which makes its debut on the CBC English television network May 25. The first program in this hour-long film series, released through Screen Gems Canada Ltd., will be the Emperor's Nightingale. The agency is McCann-Erickson.

A Bulova Watch advertising campaign, which started April 10 and will run until the end of June, reached its peak May 8 with the introduction of a new wrist watch, His Excellency.

Every television market is being used to promote the timepiece and in the case of non-television markets radio is being used. This broadcasting campaign is being backed up with institutional advertising in every Canadian daily newspaper, as well as a full color page in Maclean's and Wireless.

On the dealer end, Bulova is supplying moving window display material, newspaper service, direct mail, television spots and radio jingles.

The agency is McCann-Erickson (Canada) Ltd.

RISTOL-MYERS TRIG, the new roll-on deodorant for men, which is already being introduced in the daily papers, is due to hit television around May 9 with a campaign in seven selective markets. Twenty second commercials will be used.

The agency is Ronalds Advertising Ltd.

A S OF APRIL 28, the daily program Swift Money Man, running on about 50 radio stations, has been cut from five to three shows a week. The show is distributed by G. N. Mackenzie and the agency is McCann-Erickson.

People

KEN GUNTON has taken over as director of television production at the Toronto office of Vickers & Benson. He was formerly on the production staff.

An addition to the production department is Don MacLean, who joined the agency two weeks ago.

LARRY HEYWOOD has been promoted from program director to station manager at Radio Guardian, Trinidad. He came to Trinidad from CFAC -- Radio Calgary, Alberta, when the station opened.

He is replacing Gordon Burnett who is returning to Canada to manage his own station now under construction at Welland, Ont.

FRED EDGE, magazine columnist and newswriter, and Pat Ballestone, one time president of the Stuart, Bowman and McPherson agency which was bought out by McConnell Eastman & Co. Ltd., have announced the setting up of a new publicity service. The company will be based in Toronto with representatives in all major cities. The function of the new service is to give national stature to local Canadian personalities, in both entertainment and business. Company name and office location have not been settled yet.

W. A. BISHOP has been appointed vice-president of Ronalds Advertising Agency. He has many years of experience with the agency, first in the Montreal office, then as manager of the Edmonton office, and currently as account supervisor in Ronalds, Toronto. He is also a director of the company.

F. Spencer Skelton, senior account executive at Ronalds, Toronto, was elected to the Board of Directors of the agency. He joined the agency's Montreal office in 1954.

W. F. "DOC" SOUCH has been appointed to act as the Western representative for the Caldwell A/V Equipment Co. He will handle a complete line of cameras, projectors, film handling equipment, educational and industrial TV equipment along with tape recording equipment manufactured by Stanell Hoffman.

Before forming his own company, W. F. Souch & Associates, Winnipeg, he was with the Canadian Marconi Company for 20 years.

See You at the CARTE Convention

May 11 at the Queen Elizabeth, Montreal

Max L. Black

LIMITED

Budget Plans available for Your convenience.

3745 Bloor Street West, Toronto, Ontario

BELmont 1 - 3303

Compiled by Ian Grant

WILLARD KING, previously an account executive at CKFII, Toronto, is now commercial representative for radio at the CFC, Toronto. In this capacity he will be responsible for national, regional and local sales.

The past Willard worked at CJLS, Farmington, CHED, The John and CHML, Hamilton. In 1946 he opened and programmed CJCH, Halifax.

JACK TURRELL, who for the last 10 years has been at CKEY, Toronto, is leaving his position as sales manager to become the general manager of CKOY, Ottawa. He is being replaced at CKEY by Jim Armstrong, who for the last six years has been sales manager at Liberty Magazine. All of these firms are interests of Jack Kent Cooke, of Toronto.

Miscellaneous

H. HAYHURST has been appointed to handle the advertising for The Torrington Manufacturing Company of Canada Ltd., manufacturers of fan blades, blower wheels and blower units. The account executive at Hayhurst is R. M. Furlong.

SEPTEMBER 3 to OCTOBER 4 is the official date for Canadian Television Week, 1958. It was announced by R. O. Thomson, chairman of the Television Week Committee.

Radio Station CJMS, Montreal, real, has started conducting a series of sales clinics aimed at promoting radio in general to those retail advertisers who do not use the medium. The clinics are run by the station's production and sales staff and the audience have the various aspects of radio commercials explained to them. The station says that many of these people have no idea of radio's effectiveness or how it can be used.

Johnny Nadon, station manager, said that it is hoped to get the cooperation of all Montreal stations in presenting these clinics.

CARTE

A SPECIAL BBM meeting, in addition to the luncheon May 12, will be held Sunday, May 11 at 8:00 pm in the Sagamore Salon in the Queen Elizabeth Hotel. This is to provide time to discuss research and technical matters too lengthy to discuss during the luncheon period.

All BBM members as well as other interested parties are invited.

Oklahoma

ALLAN R. SILLS, president of Allan R. Sills Ltd., advertising agency passed away in his Oakville, Ont., home April 21. Mr. Sills started his own agency in Toronto 20 years ago.
Now Available in Canada

A Great NEW Comedy Show from N.B.C.

Starring:
William Bishop
James Dunn
Michael O'Shea

NOW IN SYNDICATION
78 HALF-HOURS OF FUN

IT'S A GREAT LIFE

FREMANTLE OF CANADA, LTD.
CALIFORNIA NATIONAL PRODUCTIONS, INC.
17 DUNDONALD STREET, TORONTO 1 • WALNUT 4-9635
WHO GETS THE LION'S SHARE OF LISTENERS IN CANADA'S FASTEST GROWING MARKET?

THE CALGARY PUBLIC LIONIZES CFCN

CFCN

CALGARY
# DIRECTORY OF STATION SALES REPRESENTATIVES

| Toronto | Victory Building, 80 Richmond St. W. | 3-8814. Manager — Paul Mulvihill. Assistant Manager — Norm Bonnell. |
| Montreal | 1543 Crescent St. | Plateau 1097. |
| Toronto | 222 Simcoe St. | — Emprise 6-3718. Manager R. A. Leslie. This office will be located at the Marcor Building, 430 King St. W. as of the first of June. |
| Toronto | 1454A Yonge St. | — Walnut 1-8951. Manager — Lorraine E. Potts. |
| Montreal | 1117 St. Catherine St. W. | — Victor 5-6444. Manager — Scotty Sheridan. |
| Toronto | 35, 10 Adelaide St. E. | — Emprise 6-8844. Manager — A. A. McDermott. |
| Montreal | 1543 Crescent St. | — B-Blair 7042. Manager — Emery Richmond. |
| Toronto | 76 St. Clair Ave. W. | — Walnut 4-0727. President — T. Gordon Ferris. |
| Montreal | 1411 Crescent St. | — Avenue 8-4257. Manager — Wilf Dipple. |
| Vancouver | 1407 West Broadway | — CEdar 2211. Manager — Ed Hall. |
| Winnipeg | Lindsay Building | — Whitehall 2-6374 Manager — R. MacLennan. |
| Toronto | 147 University Ave. | — Emprise 6-5471. Manager — Norm Brown. |

## RADIO TIME SALES (QUE.) LTD.
- **Montreal**: Room 317, Keefer Building, 1440 St. Catherine St. W. — Univesity 6-3012. Manager — Ralph Judge.
- **Toronto**: Room 302, 4 Albert St. — Emprise 6-4221. Managers — Bill Stephens and Ernie Towndrow.
- **Montreal**: 1434 St. Catherine St. W. — Univesity 6-3285 Manager — L. J. Kennedy.

## STOVIN-BYLES LTD.
- **Toronto**: 406 Jarvis St. — Walnut 4-5768. Chairman of the Board — Horace N. Stovin. President — Bill Stovin. Manager — Radio Division — Art C. Harrison. Manager Television Division — J. L. Raeburn.
- **Montreal**: 608 Keefer Building — Univesity 6-3393. Manager — T. C. Maguire.
- **Vancouver**: 317 Broadway Building, 615 W. Pender St. — T-Blaw 4831. Manager — J. W. Stovin.
- **Winnipeg**: 1111-211 Portage Ave. — Whitehall 2-5907. Manager — C. E. Montgomery.

## TELEVISION REPRESENTATIVES LTD.
- **Toronto**: 76 St. Clair Ave. W. — Walnut 4-0727. President and Manager — T. Gordon Ferris.
- **Montreal**: 1411 Crescent St. — Avenue 8-4257. Manager — Wilf Dipple.
- **Vancouver**: 1407 West Broadway — CEdar 2211. Manager — Ed Hall.

## YOUNG CANADIAN LIMITED
- **New York**: 3-54 East 54th St. — New York 22 — Plaza 1-4848. Manager — Tom Malone.
- **Chicago**: Prudential Plaza, Chicago 1 — Michigan 2-6190.
- **Atlanta**: 1182 West Peachtree St., Atlanta — T-Rinity 3-2564. Manager — Harold M. Parks.
- **St. Louis**: 317 North 11th St., St. Louis 23 — Main 1-5020. Manager John B. Betherington.
- **San Francisco**: Russ Building, San Francisco. Manager — Richard J. Kellifer. — YUKon 6-7699.

## DONALD COOKE, INCORPORATED
- **New York**: 665 Fifth Avenue, New York 19 — JUdson 2-7272.
- **Chicago**: 205 West Wacker Drive — STate 2-5066.
- **San Francisco**: 110 Sutter St. — GArfield 1-6936.

## DEVNEY INCORPORATED
- **Chicago** — 185 North Wabash Avenue, Chicago 1. Manager — Gerard J. Kelly.
- **Los Angeles**: 612 South Serrano Avenue, Los Angeles 5. Manager — Fred E. Crawford, Jr.
- **San Francisco**: 233 Sansome St., San Francisco 4. Manager — William A. Ayres.

## FORJOE & CO., INC.
- **Chicago**: 430 North Michigan Avenue, Chicago 11 — DElawere 7-1874. Manager — Thomas Cinquina.
- **Los Angeles**: 451 North La Cienega Blvd. — OLeander 5-7355. Manager — Robert B. Pierce.
- **San Francisco**: 593 Market St., San Francisco 5 — SUtter 1-7569.

## JOSEPH HERSHEY McGILLVRA INCORPORATED
- **Chicago**: 185 North Wabash Avenue, Chicago 1 — SState 2-3822. Manager — Robert B. Pierce.
- **Los Angeles**: 638 Van Ness Avenue, Los Angeles 5 — DUnkirk 4-7352. Manager — Fred E. Crawford.
- **San Francisco**: 605 Market St., San Francisco 5 — YUKon 2-9594. Manager — A. S. Babcock.

## WEED & COMPANY
- **Chicago**: Prudential Plaza, Chicago 1 — Whitehall 4-3343. Manager — Neal Weed. Manager television — George Lindsay.
- **Detroit**: 1610 Book Building — Woodward 1-3885. Manager radio & television — Bernard Pears.
- **Atlanta**: Glenn Building, Atlanta 3 — Jackson 3-4081. Manager radio & television — George L. Griesbauer.
- **San Francisco**: 625 Market St., San Francisco 3 — EXbrook 7-6335. Manager — Don Carr. Manager television — Boyd Rippey.
- **Los Angeles**: 509 Grand Avenue, Des Moines 9 — ATlantic 2-0010. Manager radio & television — Don Peterson.
PORTRAIT OF A LISTENER

Ernest McCullough, Jr., President and General Manager of Maclin Motors Ltd.—Ford and Edsel Dealer, in business in Calgary since 1917.

"I listen to CFAC because its well balanced programming is primarily directed to mature people—which I believe accounts for the station's large share of the Calgary listening audience.*

“For this reason Maclin Motors has made increasing use of CFAC as an advertising medium. Today, as during the past 20 years, we are enjoying excellent response.”

Call the All-Canada Man
CFAC
Calgary
*Check any Listenership Survey
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<td>CJDC Calgary</td>
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<td>CKSA Prince Edward</td>
<td>CHBD Timmins</td>
<td>CFBQ Prince Edward</td>
<td>CFRN Edmonton</td>
<td><strong>CJBR</strong> Pocatieri</td>
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<td>CKPR Fort William</td>
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<tr>
<td>Mid-Eastern Region (Supplementary)</td>
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<td>CHOK Sarnia</td>
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<td>CHFQ Quebec</td>
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<td>CKHC Hamilton</td>
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<td>CHIO St. Thomas</td>
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<td>Prairie Region (Basic)</td>
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<td>CBW Winnipeg</td>
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<td>CFRN Edmonton</td>
<td><strong>CJBR</strong> Pocatieri</td>
</tr>
</tbody>
</table>

**Broadcasters steadfastly prove the effectiveness and efficiency of the one and only complete low cost Transcribed Library Service SESAC the library with the new sound**

Alice, Bud and Jim will be happy to greet SESAC’s Canadian friends during the CARTB Convention May 11th - 14th at the Queen Elizabeth Hotel.

**SESAC INC. The Coliseum Tower • 10 Columbus Circle • New York 19, N.Y.**

*These four stations sold as a group.*

[www.americanradiohistory.com](http://www.americanradiohistory.com)
we'll see you at the CARTB convention...

ALL-CANADA RADIO and TELEVISION LIMITED

At representing 30 Radio and 19 Television Stations in Canada
Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER


Meet Edmonton's Top Salesmen...

The Strongest Selling Force in Edmonton... and Alberta today is the programme personalities on RADIO "93" — Edmonton's CJCA.

Here's a selling team that really gets out on the territory as proven by Elliott-Haynes most recent survey in this Market — CJCA has the greatest circulation of any Radio Station in the Province.

Here are a few of "93's" POWERFUL SALES FORCE:

TOP TO BOTTOM
Monday through Friday from 9 a.m. to 11 a.m. — it's Coffee Break at "93" with Easy Goin' Ed Laurence. It's sheer relaxation, and how the gals go for that guy. Coffee Break at "93" — A mighty popular show.

News breaks first at "93". Russ Sheppard and a capable staff of 5 news editors bring Edmontonians up-to-the-minute top news coverage on CJCA at "93" — you're never more than 20 minutes away from news on "93".

Our early "Morning Man" Bob Bell has an outstanding audience appeal. Radio "93"s" genial morning man starts the day right — every morning from 5 a.m. to 9 a.m.

It's Ole Easy Ed Laurence again, as M.C. on Edmonton's most popular teen-age show, with the kind of music and school news the teenagers ask for — it's "Club 93" daily from 4 to 6 p.m.

"C.G. at 93" with host Curley Gurlock, has gained highest acclaim for the best in popular music. He proves why every day on CJCA from 2-4 p.m., with his wonderful show, it's "CG at 93".

ASK YOUR "ALL-CANADA" MAN ABOUT EDMONTON'S TOP SALESMEN!

THE STATION WITH THE GREATEST CIRCULATION IN ALBERTA IS ... CJCA


CBX, WATROUS, 50,000 watts on 540 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation. THE CANADIAN PRESS 1951.


MANITOBA


Mr. MANITOBA Says:

OLD FASHIONED

BALANCED

GOOD LISTENING
STILL PAYS OFF

FOR

MANITOBA's MOST LISTENED-TO
STATION
(OUTSIDE GREATER WINNIPEG)

DRAMA and COMEDY—11 HOURS PER WEEK
SPORTS—33 PROGRAMS PER WEEK
NEWS—48 NEWSCASTS PER DAY
(CORRESPONDENTS FROM BRANDON TO FLIN FLON)

PUBLIC SERVICE—18 FIVE MINUTE REGULAR SHOWS PER WEEK
WOMEN'S SHOWS—5 HOURS PER WEEK (WOMAN'S COMMENTATOR)
FARM PROGRAMS—17 PROGRAMS PER WEEK
KIDDIES PROGRAMS—1½ HOURS PER WEEK
TEEN SHOWS—7 HOURS PER WEEK
RELIGION—(PUBLIC SERVICE) 11 PROGRAMS PER WEEK

REALLY BALANCED PROGRAMMING

MEANS

YOU CAN'T SELL CENTRAL MANITOBA

WITHOUT CKDM DAUPHIN

24 HOURS A DAY
FROM THE ❤️ OF MANITOBA
WHAT IS A CONVENTION?

Webster says "it's a body of delegates convened for some purpose."

About the ACA and the CARTB conventions: We know their purposes are the highest order. . . We know their delegates are of the highest order. . . And it is our sincere hope the results will be of the highest order!

ANOTHER DEFINITION OF A CONVENTION

... from the dictionary is: "any practice or form sanctioned by general custom." When you return to your office, remember, there's a year 'round convention going on in Manitoba - It's a convention or general custom for Manitoban's to listen to CKRC, to believe they hear, and to buy the products advertised.

CKRC

Reps: All-Canada Radio and Television Ltd.
In U.S. Weed & Co.
Announcement

of interest to all RADIO STATIONS

Continental Electronics

Manufacturing Company
Dallas, Texas

has appointed the Northern Electric Company Limited as their exclusive Canadian Distributor

• BROADCAST TRANSMITTERS
• REMOTE CONTROL EQUIPMENT
• PHASING EQUIPMENT and
• ANTENNA COUPLING UNITS

Complete information and product data from our nearest office.

Northern Electric
SERVES YOU BEST
The Composers, Authors and Publishers Association of Canada and the members of the Association of Radio and Television Broadcasters share many interests but of utmost importance is our mutual interest in presenting Canadian audiences with programmes of the world's best loved music. The CAPAC license enables radio and television broadcasters to present programmes of the favourite melodies of to-day, the revivals of yesterday and the evergreen standards that never fade. The experienced broadcaster knows that, through the years, this music has proven to be the most effective means of reaching the Canadian public.

Through its affiliation with the American, British, French and similar composers' organizations in more than thirty countries, CAPAC represents more than 100,000 composers, authors and publishers, of practically all nationalities. This vast reservoir of music, which is made available to broadcasters under a single CAPAC license, includes most of the music broadcast in Canada. CAPAC is a central bureau through which broadcasters can secure, at a minimum of trouble and expense, permission to broadcast the many thousands of copyright musical selections which constitute a vital part of the program schedule of every station.

COMPOSERS, AUTHORS AND PUBLISHERS ASSOCIATION of Canada Limited

1263 BAY STREET, TORONTO 5, ONTARIO


www.americanradiohistory.com
Did You Know That...

In the past 5 years the population of St. Catharines and Grimsby Township has increased 25.1%?

Yes, it's a fast-growing market,

Representatives
Paul Mulvihill
Toronto - Montreal

Served By

CCTB

The Niagara District Station

Glen Rohitaile — (19 to 22) All-Canada — (23) Weed & Co.


CBO, OTTAWA: 5,000 watts on 910 kcs. Trans-Canada Network Ltd. — (1) Station owned and operated by the Canadian Broadcasting Corporation.

CFA, OTTAWA: 5,000 watts on 590 kcs. Trans-Canada Network Ltd. — (1) Station owned and operated by the Canadian Broadcasting Corporation.


CBL, TORONTO: 50,000 watts on 740 kcs. Trana-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CHUM, TORONTO: 2,500 watts on 1,050 kcs. (1) York Broadcasters Ltd. — (2 & 3) Allan F. Waters — (5) Wes Armstrong — (7 & 8) Phil Ladd — (9) Miss Pat Bennett — (10 & 13) Phil Stone — (14)

CJBC, TORONTO: 50,000 watts on 880 kcs. Dominion Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by Stovin-Byles Ltd.


WELLPORT BROADCASTING: 500 watts on 1,470 kcs. (2) Gordon Burnett. This station will begin operation in the Welland-Port Colborne area about May 15, 1958. Sales offices have not been assigned as yet. Bob Redmond and Doug Manning have been named as managers. Associates of CBCH have been applied for. There will be no network affiliation.

CBE, WINDSOR: 10,000 watts on 1,550 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


QUEBEC


CJB, CHICOUTIMI: 10,000 watts on 1,580 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CMYT, CHICOUTIMI: 1,000 watts on 1,450 kcs. (1) CJMT Ltée. - (2) Jos. Lavoie - (3) 5) Benoît Vanier - (3) Hector Ledoux - (9) André Baulanger - (10) Yvon Dufour - (12) Hector Ledoux - (12) Jean-Guy Paul - (17) Gerald Paul.


CKRI, MATANE: 5,000 watts on 1,250 kcs. French Net. Supp. (1) La Cie de Radiodiffusion de Our coverage map proves it. BBM statistics prove it. And we can prove it. Better still, prove it yourself with a solid try. The market is big (Quebec's 3rd largest), the people numerous (14 million). spending high (4 billion) radio homes, wow! (39,200). CKRS RADIO covers them all with the most R-E-S-P-E-C-T-E-D voice of the 3rd market.


CBB, MONTREAL: 50,000 watts on 690 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CBM, MONTREAL: 500,000 watts on 940 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CBB, QUEBEC: 10,000 watts on 980 AM French Network. Owned and operated by the Canadian Broadcasting Corporation.

CHRC, QUEBEC: 10,000 watts on 800 AM French Network. Owned and operated by the Canadian Broadcasting Corporation.


CHRL, ROBERVAL: 1,000 watts on 910 kcs. (1) Radio Roberval Inc. —
This way to Montreal
# Advertising Agencies

A list of Advertising Agencies enfranchised by the Canadian Association of Radio & Television Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers.

<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Phone</th>
<th>Address</th>
<th>Broadcast Dept. Director</th>
<th>Radio TV Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ardiel Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>HU. 5-6541</td>
<td>4 Lawton Blvd. 37 James St. S.</td>
<td>W. C. Townsend</td>
<td>W. C. Townsend</td>
</tr>
<tr>
<td>Associated Broadcasting Co. Ltd.</td>
<td>Toronto</td>
<td>WA. 4-1111</td>
<td>1139 Bay St. 100 Adelaide St. W.</td>
<td>J. N. Elliott</td>
<td>J. N. Elliott</td>
</tr>
<tr>
<td>Atherton &amp; Currier Inc.</td>
<td>Toronto</td>
<td>EM. 3-5418</td>
<td>212 King St. W. 1255 University St.</td>
<td>Eleanor Austen</td>
<td>Eleanor Austen</td>
</tr>
<tr>
<td>Baker Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>EM. 8-7801</td>
<td>160 Bloor St. East</td>
<td>Jack Holker</td>
<td>Don Farrow (TV)</td>
</tr>
<tr>
<td>Batten, Barton, Durstine &amp; Osborn Inc.</td>
<td>Toronto</td>
<td>UN. 6-3049</td>
<td>541 William St.</td>
<td>Louis La Roque</td>
<td>John Powell (Radio)</td>
</tr>
<tr>
<td>Bennett &amp; Northrop Inc.</td>
<td>Halifax</td>
<td>3-8164</td>
<td>32 Front St. W. 4645 Cavendish Blvd. 217 Osborne St.</td>
<td>S. Rasmay Lees</td>
<td>(Through Toronto)</td>
</tr>
<tr>
<td>Bingham, John McKnelly Ltd.</td>
<td>Toronto</td>
<td>EM. 2-2641</td>
<td>1104 Douglas St. 44 Eglinton Ave. W. 775 Davey St. 620-8th Avenue W.</td>
<td>G. P. Backman</td>
<td>Clara Gannett (Radio)</td>
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<tr>
<td>Bledisloe Advertising</td>
<td>Victoria</td>
<td>2-6741</td>
<td>1104 Douglas St. 44 Eglinton Ave. W. 775 Davey St. 620-8th Avenue W.</td>
<td>Harry Bledisloe</td>
<td>(Through Toronto)</td>
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<tr>
<td>Bradley, Vonning &amp; Hilton Ltd.</td>
<td>Toronto</td>
<td>WA. 2-3138</td>
<td>44 Eglinton Ave. W. 21 Dundas Square</td>
<td>Phyllis McKinney</td>
<td>Phyllis McKinney</td>
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<td>Breithaupt, Milsom Ltd.</td>
<td>Toronto</td>
<td>HU. 1-5251</td>
<td>44 Eglinton Ave. W. 21 Dundas Square</td>
<td>Samuel Wilkes</td>
<td>Irene Wray</td>
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<tr>
<td>Brooks Advertising Ltd.</td>
<td>Toronto</td>
<td>EM. 8-2396</td>
<td>21 Dundas Square</td>
<td>Roy Partridge</td>
<td>(Mrs.) J. DeMunick</td>
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<tr>
<td>Brown, Mitchell &amp; Wright Ltd.</td>
<td>Vancouver</td>
<td>MU. 4-7727</td>
<td>735 Davie St. 620-8th Avenue W.</td>
<td>John Blundell</td>
<td>John G. Service</td>
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<tr>
<td>Burnett, Leo Co. of Canada Ltd.</td>
<td>Toronto</td>
<td>EM. 6-5801</td>
<td>133 Richmond St. W.</td>
<td>A. D. Wood</td>
<td>N. B. Wood</td>
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<td>Burns Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>WE. 5-5227</td>
<td>1247 Guy St. 96 Bloor St. W.</td>
<td>James M. Bingham</td>
<td>(Through Toronto)</td>
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<tr>
<td>Caldwell, Space Agency</td>
<td>Toronto</td>
<td>WA. 4-1117</td>
<td>447 Jarvis St. 80 King St. W. 1137 W. Hastings St.</td>
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<td>(Through Toronto)</td>
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<td>Canadian Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>EM. 2-2013</td>
<td>1454 Mountain St. 403 Elec. R'l'y. Chambers</td>
<td>Harry Bledisloe</td>
<td>(Through Toronto)</td>
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<td>Cardon, Rose Ltd.</td>
<td>Toronto</td>
<td>PL. 5981</td>
<td>1411 Crescent St. 59 Avenue Rd.</td>
<td>Phyllis McKinney</td>
<td>Phyllis McKinney</td>
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<td>Carter, Garry J. of Canada Ltd.</td>
<td>Toronto</td>
<td>WA. 4-2505</td>
<td>Canada Cement Bld. 183 Bloor St. E. 1030 W. Georgia St.</td>
<td>M. Fontaine</td>
<td>M. Fontaine</td>
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<td>Cockfield, Brown &amp; Co. Ltd.</td>
<td>Toronto</td>
<td>UN. 1-1771</td>
<td>183 Bloor St. E. 1030 W. Georgia St.</td>
<td>Irwin Teitel</td>
<td>Irwin Teitel</td>
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<td>Collyer Advertising Ltd.</td>
<td>Toronto</td>
<td>PL. 8672</td>
<td>1510 Drummond St. 345 Church St.</td>
<td>R. Waugh</td>
<td>R. Waugh</td>
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<td>Copeland, Don H. Advertising Ltd.</td>
<td>Toronto</td>
<td>WA. 2-5969</td>
<td>442 Sherbourne St. 391 St. James St. W.</td>
<td>Kenneth Johnson</td>
<td>Kenneth Johnson</td>
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<tr>
<td>Dancer-Fitzgerald-Sample (Canada) Ltd.</td>
<td>Toronto</td>
<td>EM. 4-7204</td>
<td>200 St. Clair Ave. W.</td>
<td>Bob Howe</td>
<td>Bob Howe</td>
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<tr>
<td>Denne, A. J. &amp; Co. Ltd.</td>
<td>Toronto</td>
<td>WE. 4-3444</td>
<td>90 King St. W.</td>
<td>Ralph Novek</td>
<td>Ralph Novek</td>
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<tr>
<td>Desbarats Advertising Agency</td>
<td>Montreal</td>
<td>UN. 6-4835</td>
<td>480 Leguecchuere St. W. 4 Albert St.</td>
<td>Harry Bledisloe</td>
<td>Harry Bledisloe</td>
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<td>Dominion Broadcasting Co.</td>
<td>Toronto</td>
<td>EM. 3-3383</td>
<td>4 Albert St.</td>
<td>Hal B. Williams</td>
<td>Hal B. Williams</td>
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<tr>
<td>Erwin, Wasey, Guthrauff &amp; Ryan Ltd.</td>
<td>Toronto</td>
<td>WA. 1-5187</td>
<td>610 Church St.</td>
<td>John Mann</td>
<td>John Nickell</td>
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<tr>
<td>Ferris Advertising Ltd.</td>
<td>Hamilton</td>
<td>HU. 9-9116</td>
<td>10 St. Mary St.</td>
<td>E. Boyd Heaven</td>
<td>E. Boyd Heaven</td>
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<tr>
<td>Foote, Cone &amp; Belding Canada Ltd.</td>
<td>Toronto</td>
<td>WA. 4-4477</td>
<td>149 Alcorn Ave. 550 Sherbrooke St. W.</td>
<td>Arthur Sylvah</td>
<td>Arthur Sylvah</td>
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<td>Foster Advertising Ltd.</td>
<td>Toronto</td>
<td>WA. 4-4468</td>
<td>149 Alcorn Ave. 550 Sherbrooke St. W.</td>
<td>Mary Newton</td>
<td>Gwen Rudolfe</td>
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<tr>
<td>Gislasen-Reynolds Ltd.</td>
<td>Toronto</td>
<td>MU. 1-5909</td>
<td>149 Alcorn Ave. 550 Sherbrooke St. W.</td>
<td>J. E. Desbarats</td>
<td>(Through Toronto)</td>
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<td>Goodis, Goldberg, Dair Ltd.</td>
<td>Toronto</td>
<td>WA. 3-8491</td>
<td>480 Leguecchuere St. W. 4 Albert St.</td>
<td>Hal B. Williams</td>
<td>(Through Toronto)</td>
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<td>Goodwin Advertising Ltd.</td>
<td>Toronto</td>
<td>VI. 9-5343</td>
<td>480 Leguecchuere St. W. 4 Albert St.</td>
<td>John Mann</td>
<td>(Through Toronto)</td>
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<tr>
<td>Grant Advertising of Canada Ltd.</td>
<td>Toronto</td>
<td>VI. 9-5343</td>
<td>480 Leguecchuere St. W. 4 Albert St.</td>
<td>T. R. Wynne-Jones</td>
<td>(Through Toronto)</td>
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<tr>
<td>Grosberg, Pollock &amp; Gwartman Ltd.</td>
<td>Toronto</td>
<td>MU. 1-3474</td>
<td>480 Leguecchuere St. W. 4 Albert St.</td>
<td>E. Boyd Heaven</td>
<td>(Through Toronto)</td>
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<tr>
<td>Hayhurst, F. H. Co. Ltd.</td>
<td>Toronto</td>
<td>EM. 6-0731</td>
<td>480 Leguecchuere St. W. 4 Albert St.</td>
<td>Arthur Sylvah</td>
<td>(Through Toronto)</td>
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</table>
CKCH — Ottawa-Hull 5,000 Watts
CKCV — Quebec City, Quebec 5,000 Watts
CKAC — Montreal, Quebec 50,000 Watts
CJBR — Rimouski, Quebec 10,000 Watts
CJMT — Chicoutimi, Quebec 1,000 Watts
CJEM — Edmundston, N.B. 1,000 Watts
CHLN — Trois Rivieres, Quebec 5,000 Watts
CKRB — St. Georges de Beauce, Quebec 250 Watts
CJFP — Riviere-du-Loup, Quebec 250 Watts
CHRS — St. Jean, Quebec 1,000 Watts
CHGB — Ste. Anne de la Pocatiere, Quebec 1,000 Watts
CFGT — Alma, Quebec 1,000 Watts
CFBR — Sudbury, Ontario 1,000 Watts
CFCL — Timmins, Ontario 1,000 Watts

WESTERN CANADA FRENCH RADIO GROUP
CKSB — Winnipeg — St. Boniface, Manitoba 1,000 Watts
CFRG — Gravelbourg, Saskatchewan 5,000 Watts
CFNS — Saskatoon, Saskatchewan 5,000 Watts
CHFA — Edmonton, Alberta 5,000 Watts

The key to French Canada's $5,000,000,000 markets!

Your IBS man holds the key to your sales problems in French Canada. IBS stations reach over 97% of all French radio homes. No other group of stations can deliver the same selling influence in the French market. Call IBS for facts and service.
<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Phone</th>
<th>Address</th>
<th>Broadcast Dept. Director</th>
<th>Radio-TV Time Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heggie Advertising Co. Ltd.</td>
<td>Toronto</td>
<td>MU 1-5125</td>
<td>97 Eglington Ave. E.</td>
<td>John Chilman</td>
<td>John Chilman</td>
</tr>
<tr>
<td>Huot, J. E. Publicite Ltée.</td>
<td>Montreal</td>
<td>PL 4131</td>
<td>353 St. Nicholas St.</td>
<td>P. E. Rioux</td>
<td>Homere Dubois</td>
</tr>
<tr>
<td>Hutchins Advertising of Canada Ltd.</td>
<td>Toronto</td>
<td>WA 4-3753</td>
<td>35 Hayden St.</td>
<td>William Bonsall</td>
<td>Pat Hennessy</td>
</tr>
<tr>
<td>Imperial Advertising Ltd.</td>
<td>Halifax</td>
<td>3-9373</td>
<td>38 Blowers St.</td>
<td>J. B. Regan</td>
<td>J. B. Regan</td>
</tr>
<tr>
<td>Industrial Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>WA 4-6671</td>
<td>631 Spadina Ave.</td>
<td>(Mrs.) Vera Percival</td>
<td>(Mrs.) Vera Percival</td>
</tr>
<tr>
<td>Inter-Canada Que. Adver. Agency Ltd.</td>
<td>Montreal</td>
<td>UN 6-4806</td>
<td>1265 Stanley St.</td>
<td>A. G. Temple</td>
<td>A. G. Temple</td>
</tr>
<tr>
<td>Jarvis, Albert Ltd.</td>
<td>Toronto</td>
<td>EM 3-2483</td>
<td>94 Yonge St.</td>
<td>Yvon Fortier</td>
<td>Yvon Fortier</td>
</tr>
<tr>
<td>Kenyon &amp; Eckhardt Ltd.</td>
<td>Montreal</td>
<td>AV 8-9234</td>
<td>1466 Crescent St.</td>
<td>Evan Morton</td>
<td>Evan Morton</td>
</tr>
<tr>
<td>Lovick, James &amp; Co. Ltd.</td>
<td>Hamilton</td>
<td>JA 2-1155</td>
<td>427 Main St. E.</td>
<td>Jack Price</td>
<td>Jack Price</td>
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<tr>
<td>Kenyon &amp; Eckhardt Ltd.</td>
<td>Toronto</td>
<td>WA 4-9531</td>
<td>321 Bloor St. E.</td>
<td>Dorothy Gill</td>
<td>Dorothy Gill</td>
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<tr>
<td>McCartney Advertising (Canada) Ltd.</td>
<td>Montreal</td>
<td>PL 2354</td>
<td>550 Sherbrooke St. W.</td>
<td>John Winter</td>
<td>John Winter</td>
</tr>
<tr>
<td>MacLaren Advertising Co. Ltd.</td>
<td>Toronto</td>
<td>EM 4-0321</td>
<td>111 Richmond St. W.</td>
<td>Bud Hayward</td>
<td>M. R. Woodward</td>
</tr>
<tr>
<td>McGill Advertising Ltd.</td>
<td>Edmonton</td>
<td>UN 6-8391</td>
<td>550 Richmond St. W.</td>
<td>Nora Thorvalson</td>
<td>Olive Jennings</td>
</tr>
<tr>
<td>McLean, East &amp; Co. Ltd.</td>
<td>Toronto</td>
<td>EM 3-7004</td>
<td>147 University Ave.</td>
<td>Nora Thorvalson</td>
<td>Nora Thorvalson</td>
</tr>
<tr>
<td>McCracken, W. A. Ltd.</td>
<td>Toronto</td>
<td>WA 4-9721</td>
<td>153 St. Clair Ave. W</td>
<td>June Duncan</td>
<td>June Duncan</td>
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<tr>
<td>McGregor-Deville Advertising</td>
<td>Toronto</td>
<td>WA 2-8484</td>
<td>1510 Drummond St.</td>
<td>George R. Bothwell</td>
<td>George R. Bothwell</td>
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<tr>
<td>McGuire Advertising Ltd.</td>
<td>Windsor</td>
<td>CL 2-7297</td>
<td>200 Bloor St. E.</td>
<td>Colin Beale</td>
<td>Jean Richards</td>
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<tr>
<td>McKim Advertising Ltd.</td>
<td>Montreal</td>
<td>VI 9-4152</td>
<td>Peel Centre</td>
<td>Dave Mcmaster</td>
<td>Dave Mcmaster</td>
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<tr>
<td>Muter, Culiner, Frankfurter &amp; Gould Ltd.</td>
<td>Toronto</td>
<td>WA 4-5736</td>
<td>1121 Bay St.</td>
<td>Hugh Horler</td>
<td>Mary Moran</td>
</tr>
<tr>
<td>McDonald, East &amp; Co. Ltd.</td>
<td>Edmonton</td>
<td>ED 4-4910</td>
<td>210 Civic Block</td>
<td>Lloyd Hefford</td>
<td>Lloyd Hefford</td>
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<tr>
<td>O'Brien Advertising Ltd.</td>
<td>Toronto</td>
<td>MU 1-9174</td>
<td>1455 W. Georgia St.</td>
<td>Greg MacKinnon</td>
<td>Greg MacKinnon</td>
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<tr>
<td>Orr, William R. Ltd.</td>
<td>Vancouver</td>
<td>MU 6-9266</td>
<td>355 King St. W.</td>
<td>W. H. Howard</td>
<td>Michael Collins</td>
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<tr>
<td>Otto Roberts &amp; Co. (Canada) Ltd.</td>
<td>Toronto</td>
<td>EM 3-6047</td>
<td>380 Victoria St.</td>
<td>Michael Jackson</td>
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</tr>
<tr>
<td>Paul-Phelan Advertising Ltd.</td>
<td>Montreal</td>
<td>UN 1-3437</td>
<td>1501 Shell Tower</td>
<td>Wib Perry</td>
<td>Joyce Rhodes</td>
</tr>
<tr>
<td>Payeur Publicité Inc.</td>
<td>Montreal</td>
<td>LA 9-3322</td>
<td>639-8th Ave.</td>
<td>George P. Vale</td>
<td>George P. Vale</td>
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<tr>
<td>Pennell Advertising</td>
<td>Toronto</td>
<td>EM 4-2079</td>
<td>81 Queen St. W.</td>
<td>George P. Vale</td>
<td>G. H. Payeur</td>
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<tr>
<td>Plant, Elton M. Co.</td>
<td>Windsor</td>
<td>CL 4-1159</td>
<td>303 Bartlett Bld.</td>
<td>P. E. Giguerre</td>
<td>Mary Barber</td>
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<tr>
<td>Pursik, Thornton Ltd.</td>
<td>Montreal</td>
<td>EM 3-3762</td>
<td>330 Bay St.</td>
<td>E. M. Plant</td>
<td>Mary Ann</td>
</tr>
<tr>
<td>Reynolds, E. W. Ltd.</td>
<td>Toronto</td>
<td>EM 2-2831</td>
<td>154 University Ave.</td>
<td>Gladys Race</td>
<td>Jubilee Race</td>
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<tr>
<td>Richards, Fletcher D. Inc.</td>
<td>Montreal</td>
<td>BE 8821</td>
<td>550 Sherbrooke St. W.</td>
<td>Henry E. Karpus</td>
<td>Vera Hopkins</td>
</tr>
<tr>
<td>Ronalds Advertising Agency Ltd.</td>
<td>Montreal</td>
<td>UN 6-9571</td>
<td>Keefer Bld.</td>
<td>Jean Tougas</td>
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<tr>
<td>Ross Roy of Canada Ltd.</td>
<td>Toronto</td>
<td>EM 3-2037</td>
<td>108 Peter St.</td>
<td>T. A. Deans</td>
<td>(Mrs.) Mild MacLeod</td>
</tr>
<tr>
<td>Schneider Carbon Ltd.</td>
<td>Montreal</td>
<td>UN 1-4764</td>
<td>1224 St. Catherine St. W.</td>
<td>Jerry Lodge</td>
<td>Mary Laphak</td>
</tr>
<tr>
<td>Sils, Allan R. Ltd.</td>
<td>Toronto</td>
<td>EM 8-6434</td>
<td>137 Wellington St. W.</td>
<td>Carl Hassel</td>
<td>Arthur Weithnal</td>
</tr>
</tbody>
</table>

Note: The above list includes various advertising agencies located in different cities across Canada, along with their contact information and broadcast directors. The list is a continuation from the previous page and includes agencies such as Morningstar Advertising, Compagnie des Affaires Eastman, and others.
## ADVERTISING AGENCIES (cont'd)

<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Phone</th>
<th>Address</th>
<th>Broadcast Dept. Dir.</th>
<th>Radio-TV Time Buyer</th>
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<tr>
<td>Smith, R. C. &amp; Son Ltd.</td>
<td>Toronto</td>
<td>EM. 4-9396</td>
<td>380 Victoria St.</td>
<td>G. Alec Phare</td>
<td>G. Alec Phare</td>
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<tr>
<td>Spitzer &amp; Mills Ltd.</td>
<td>Toronto</td>
<td>EM. 6-2811</td>
<td>50 King St. W.</td>
<td>Bob Stevenson</td>
<td>Susie McCullagh</td>
</tr>
<tr>
<td></td>
<td>Montreal</td>
<td>MU. 1-0344</td>
<td>3405 Addington Ave.</td>
<td>T. R. Hart</td>
<td>H. T. Harbinson</td>
</tr>
<tr>
<td>Stanfield, Johnson &amp; Hill Ltd.</td>
<td>Toronto</td>
<td>UN. 6-8741</td>
<td>Dominion Sq. Bld.</td>
<td>B. A. C. Quill</td>
<td>J. P. O'Flaherty</td>
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<tr>
<td></td>
<td>Montreal</td>
<td>WA. 4-8481</td>
<td>255 Davenport Rd.</td>
<td>Rick Campbell</td>
<td>Bernie Rusak</td>
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<tr>
<td>Stevenson &amp; Scott Ltd.</td>
<td>Montreal</td>
<td>UN. 6-9631</td>
<td>1260 University St.</td>
<td>Sheldon Lodge</td>
<td>Mary Martin</td>
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<tr>
<td></td>
<td>Toronto</td>
<td>MU. 3-5696</td>
<td>102 Adelaide St. W.</td>
<td>(Mrs.) Doris Reay</td>
<td></td>
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<tr>
<td></td>
<td>Vancouver</td>
<td>3-8608</td>
<td>402 West Pender St.</td>
<td>Sherrill Adair</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Halifax</td>
<td>WA. 1-9499</td>
<td>8 Prince St.</td>
<td>Ronald Kitley</td>
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<tr>
<td>Tames Advertising</td>
<td>Toronto</td>
<td>EM. 3-6362</td>
<td>20 Carlton St.</td>
<td>John G. Tames</td>
<td>John G. Tames</td>
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<tr>
<td>Tandy Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>EM. 5-6771</td>
<td>602 Dominion Sq. Bld.</td>
<td>A. C. Haignt</td>
<td>Joan Chilcott</td>
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<tr>
<td>Thompson, J. Walter Co. Ltd.</td>
<td>Toronto</td>
<td>EM. 8-9042</td>
<td>600 University Ave.</td>
<td>Phillipine Fisette</td>
<td>Mary Cardon</td>
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<td></td>
<td>Toronto</td>
<td>WA. 5-5899</td>
<td>913 Sun Life Bld.</td>
<td>Edward Bowman</td>
<td>Edward Bowman (Through Toronto)</td>
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<tr>
<td>Torobin Advertising Ltd.</td>
<td>Toronto</td>
<td>HU. 9-5331</td>
<td>310 Victoria Ave.</td>
<td>M. A. Isaacs</td>
<td>Simon Torobin</td>
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<td>Vamplew Advertising</td>
<td>Toronto</td>
<td>WA. 3-5589</td>
<td>1175 Bay St.</td>
<td>Thomas Vamplw</td>
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<tr>
<td>Vickers &amp; Benson Ltd.</td>
<td>Montreal</td>
<td>UN. 6-7701</td>
<td>Keefer Bld.</td>
<td>G. G. Beedham</td>
<td>(Mrs.) Jeaine Guerin</td>
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<tr>
<td></td>
<td>Toronto</td>
<td>EM. 4-6001</td>
<td>110 Church St.</td>
<td>(Mrs.) Laura Jensen</td>
<td>(Through Toronto)</td>
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<tr>
<td>Walsh Advertising Co. Ltd.</td>
<td>Windsor</td>
<td>CL. 6-2671</td>
<td>1787 Walker Rd.</td>
<td>Renault Champagne</td>
<td>(Mrs.) Muriel Murray</td>
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<tr>
<td></td>
<td>Toronto</td>
<td>EM. 3-3053</td>
<td>44 King St. W.</td>
<td>Will Charland</td>
<td>Muriel Murray</td>
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<td>Montreal</td>
<td>UN. 6-8921</td>
<td>1255 University St.</td>
<td>Clarence Kenney</td>
<td>Therese Cote</td>
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<tr>
<td>Whitehall Broadcasting Ltd.</td>
<td>Montreal</td>
<td>VI. 9-4156</td>
<td>1510 Drummond St.</td>
<td>Chris Yanef</td>
<td>Joan Bridge</td>
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<tr>
<td>Willis Advertising Ltd.</td>
<td>Toronto</td>
<td>EM. 3-2073</td>
<td>220 Richmond St. W.</td>
<td>Gaby Lalonde</td>
<td>Clarence Kenney</td>
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<td>Young &amp; Rubicam Ltd.</td>
<td>Montreal</td>
<td>UN. 6-9481</td>
<td>1255 University St.</td>
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<td>Frank Collins</td>
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<td></td>
<td>Toronto</td>
<td>EM. 2-3921</td>
<td>44 King St. W.</td>
<td></td>
<td>Doreen Dunlop</td>
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</tbody>
</table>

## 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 "Maritimes 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."
PERSONNEL REGISTER (Television)

BRITISH COLUMBIA


ALBERTA


SASKATCHEWAN


CCKK-TV, REGINA: 35.5 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Trans-Canada Communications Ltd. — (2) Clifford Sifton
Canadian Broadcaster

May 8th, 1958

ONTARIO


AWAITING THE CUE IN DEGAS’ DAY ... ONLY A FEW BALLERINAS.

TODAY, 45,000 SASKATCHEWAN FAMILIES WAIT TO BUY YOUR PRODUCT...

CONTACT TV REPRESENTATIVES LTD.

_CHANNEL 8_
Join the happy advertisers who ring cash sales in our captive market of over 30,000 TV homes.

B.B.M. Shows

84% of sets in use in "A" time.
Average cost per 1000 in "A" time . . $2.10
(Third lowest in Ontario)

Check our LOW rates.
And our HIGH sales potential.

On Channels 6-3-2
Timmins, Kapuskasing, Elk Lake

CFCL-TV

SEE . . . Paul Mulvihill & Co. Ltd. - Toronto, Montreal
John H. Hunt - Vancouver
Joseph H. McGillivra - U.S.A.

CJBC-TV, SAULT STE. MARIE: 15 kw.
Audio; 28 kw. Video on Channel
2. CBP Basic (1) Hylind Radio
TV Ltd. - (2) Mrs. J. G. Hyland -
Russ Ramsay - (5) Mike Filion -
Lionel McClellan - (10) Russ Ramsay - (11) Mrs.
Helen Connors - (13) Paul Foulds -
Rita Purdy - (15) Murray McGilvray - (16) Ben
McGillvray - (17 & 18) Bev Gav -
Don Gibson - (20) Dave
Irwin - (21) All-Canada Television -
(22) Weed Television.

CJBC-TIMMINS: 9.25 kw.
Audio; 18.5 kw. Video on Chan-
el 6. CBC Basic (1) J. Conrad
Landry Enterprises Ltd. - (2)
J. Conrad Landry - (3) Rene
Barrette - (4) Jean de Villiers -
(5) Harve Charbonneau -
(6 & 7) Jean de Villiers -
(8) Mrs. Jean
Larocher - (9) Mrs. Betty Shields -
(10) Gaston Bergeron -
(11) Mrs. Isabella Appleby -
(12) Bob St. Clair - (13) Mrs.
Adde De Villiers - (15) Michael Duncan -
(16) Bob St. Clair - (17 & 18)
Mrs. Hazel Clermont - (19) Mario
Canadien - (20) Roch Demers -
(21) Paul Mulvihill & Co. -
(22) J. H. McGillivray Inc.

CFCL-TV, KAPUSKASING: 0.095
kw. Audio; 0.014 kw. Video on Chan-
el 3. Satellite of CFCL-TV.
Same staff.

CFCL-TV, ELK LAKE: 1.75 kw.
Audio; 3.32 kw. Video on Channel
2. Satellite of CFCL-TV. Same staff.

CBLT, TORONTO: 53.5 kw. Audio;
99.5 kw. Video on Channel 6.
CBC Microwave. Owned and oper-
ated by the Canadian Broad-
casting Corporation.

CKLW, WINDSOR: 180 kw.
Audio; 325 kw. Video on Chan-
el 7. CBC Basic (1) Western
Ontario Broadcasting Co. Ltd. -
(2 & 3) J. E. Campeau -
(4) S. Campbell Ritchie -
(5) Tom Sutten - (7) S. Campbell Ritchie -
(8) Wally Townsend - (9)
Austin Grant - (10) Jim Van
Kuren - (11) Mrs. Myrtle Labbitt -
(12) Austin Grant - (13) Art
Gloster - (14) Bruce Chick -
(15) Marian Johnson -
(16) Art MacColl - (19 & 20) Stewart Clark -
(21) All-Canada Television -
(22) Young Canadian Television.

CKXN, WINGHAM: 19 kw.
Audio; 36 kw. Video on Channel
8. CBC Basic (1) Radio Station
CKXN Ltd. - (2) W. T. Cruck-
shank - (3) G. W. Cruckshank -
(4) Don Hildebrand - (5) Ros
Hamill - (6 & 7) Don Hilde-
brand - (8) Leander Boucher -
(9) John Strong - (10) Johnny
Brent - (11) Marg Brophy - (12)
Bob Carbert - (13) Mrs. Helen
Fleury - (14) Mary Louise Flach -
(15) Rudy Heinrich - (16) Gerald
Mitchell - (17) Miss Bev Nethery -
(18) Harold Swarbride -
(19) Ross Harris - (20) Sol
Koehler - (21) All-Canada Television -
(22) Young Canadian Ltd.

QUEBEC

CKRS, TV, JONQUERIE: 2 kw.
Audio; 4 kw. Video on Chan-
el 12. CBC Basic (1) Radio
Saguenay Ltee. - (2) Henri Lepage -
(3) Tom Brouillette (4) Rodolphe
Richard - (5) Paul J. Audette -
(6) Rodolphe Richard - (7) Odette
Arseneau - (8) Maurice Plouffe -
Lionel Tremblay - (10) Jean
Martin - (11) Bernadette DuFresne -
(12) Tom Burrett - (13) Odette
Arseneau - (15) Rea Fillon -
(16) Odette Arseneau - (17 & 18)
Eugene Michaud - (19) Jos. Louis
Fortin (20) Gerard Lemieux -
(21) J. O. A. Hardy & Co. - (22)
Adam J. Young. (Expected start-
ing date August, 1938).

CBLT, TORONTO: 50 kw. Audio;
100 kw. Video on Channel 2. CBC
Microwave Owned and operated
by the Canadian Broadcasting
Corporation.

CBMT, MONTREAL: 26.2 kw. Audio;
43.8 kw. Video on Channel 6. CBC
Microwave. Owned and operated
by the Canadian Broadcasting
Corporation.

CFCM, TV, QUEBEC: 6.3 kw. Audio;
12.6 kw. Video on Channel 4.
CBC Basic (1) Television de Quebec
(Canada) Ltee. - (2) Gaston
Pratte - (3) Jean A. Pouliot -
(4 & 5) Emme W. Miller - (7)
Jacques Filteau - (8) Pauline
Dufour - (9) Gaetan Plante -
(10) Guy Lemoine - (11) Heline
Roberge - (12) Emme W. Miller -
(14) Mrs. Francoise Cochrane -
(15) Marcel Labadie - (16) Louis
Tardif - (17) Paul St. Jacques
(Film Man. - Gerald Ross) -
(18) Martine Parrot - (20) Marcel
Chabot - (21) J. O. A. Hardy & Co.;
John N. Hunt & Assoc. (Van-
couver) - (22) Weed Television.

CKMI, TV, QUEBEC: 2.8 kw. Audio;
5.6 kw. Video on Channel 3. CBC
Supp. (1) Television de Quebec
(Canada) Ltee. - (2) Gaston
Pratte - (3) Jean A. Pouliot -
(4 & 5) Arthur P. Fitzgerald -
(7) Gerald Taffe - (9 & 10) Peter
Daniel - (13) Andrew P. Leli-
lan - (14) Mrs. Francois Cochrane -
(15) Marcel Labadie - (16) Helen
Cleary - (17) Gerald Ross -
(20) Marcel Chabot - (21) Stovin-Byles Ltd. - (22)
Weed Television.

CBJR, TV, RIMOUSKI: 34.55 kw.
Audio; 60.6 kw. Video on Chann-

Best Wishes for
A Successful Convention

HOUSEHOLD FINANCE
Corporation of Canada
Like one white pea in a pod

Though on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest.

IN YOUR PRODUCT or in its use, just as in you yourself, there is genuine individuality.

This lies, not in any superficial differences that others may match next season, not in any trick presentation, but in the creation of a unique and distinctive personality that belongs to you alone.

Determined, consistent association can fasten this individuality more and more firmly, until it is your product.

Then, every unit of your promotional effort—from the package and shipping carton themselves to publication advertising, outdoor, radio, television, film—becomes increasingly effective as it identifies and isolates your product from those of your competition.

In many different fields the J. Walter Thompson Company has assisted clients to achieve this individuality... helped make their products stand out like the one white pea in a pod.

J. Walter Thompson Company, Limited
Dominion Square Building Montreal, and
600 University Avenue, Toronto
Newspaper.

Over 90% of all TV sets in St. John’s Coverage Area are tuned in from 5 p.m. to 1 a.m. — the highest tune-in percentage in Eastern Canada.

In 1957, Retail Purchases in CJON-TV’s viewing area approximated $300,000,000.

CJON-TV, and its satellite CJOX Argentia — which gives advertisers extra audience at no extra cost — DOMINATE A CAPTIVE, READY-TO-BUY MARKET. 70% of the total population of Newfoundland is reached by TV, but less than 8% of the same total population buys any daily newspaper.
May 8th, 1958

Canadian Broadcaster

Page Eighty-Seven

The RED CARPET IS OUT

and there's a royal welcome waiting for you at the Canadian Marconi Suite in the Queen Elizabeth Hotel. We're hoping all our friends in the radio and television industry will visit us during the CARTB Convention. We'll be at home every day, May 11th to 14th inclusive.

CANADIAN MARCONI COMPANY
Montreal 16, Tel: Riverside 8-7711

Broadcast & T.V. Station Equipment Sales

830 BAYVIEW AVE.
TEL. HU 1-3221
TORONTO
372 BARRINGTON ST.
TEL. 3-1323
HALIFAX

1710 3RD ST. N.E.
TEL. 77571
CALGARY
20 BARNES ROAD
TEL. 2881
ST. JOHN'S, Nfld.

5394 MAIN ST.
TEL. EH 4174
VANCOUVER

www.americanradiohistory.com
Meet the Jacksons of Rexdale

(it could be a profitable friendship!)

Ray Jackson, sales supervisor, says that he and Isabelle are gradually getting their new home the way they "want it."

The Jacksons have full confidence in their future, and they’re willing to work for it. "On weekdays I don’t get out much," Isabelle says, "but with radio for company, my work goes quickly. And, of course, I always keep my date with Gordon Sinclair each morning on CFRB."

Theirs is only one of the 1,194,800 families* in CFRB’s coverage area—Canada’s richest market—where annual family income totals almost $6½ billion.*

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


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.

www.americanradiohistory.com