



*Canadian*  
**BROADCASTER**

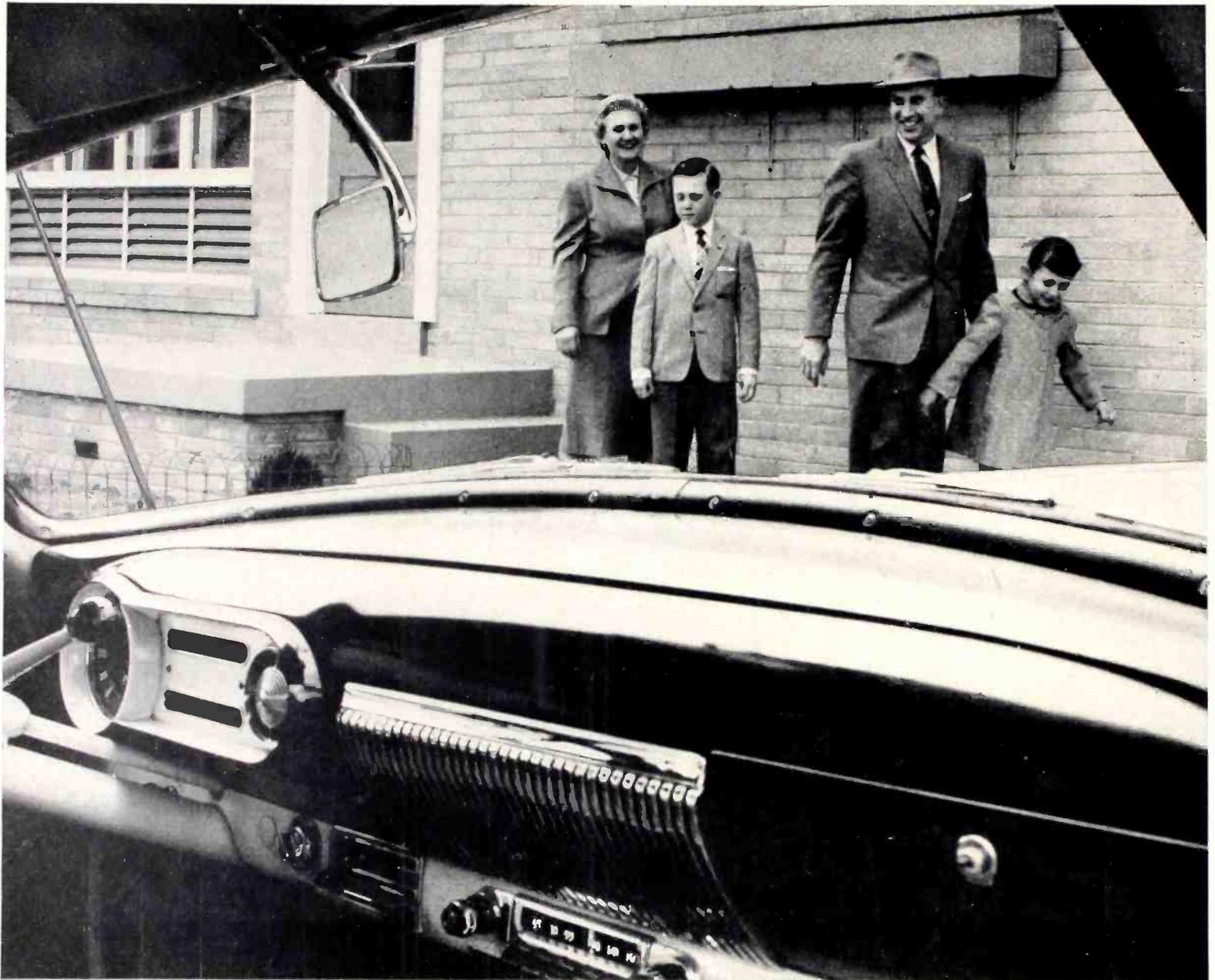
Vol. 17, No. 10

TORONTO

May 22nd, 1958

ONE GENERATION OF BROADCASTING CONGRATULATES ANOTHER as Mrs. Edna Slatter, wife of the late Jack Slatter, accepts congratulations from her son Wally as she receives membership in CAB Quarter Century Club. Mrs. Slatter is now associated with her son in CJOY-Radio, Guelph. Presentation was made at the convention in Montreal.

- Here is what happened, in detail, at this month's ACA and CARTB Conventions



Ready for the Sunday drive . . . to the pleasant accompaniment of CFRB's music over the car radio.

## 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.

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

**CFRB** TORONTO  
1010 ON YOUR DIAL  
50,000 WATTS



**ONTARIO'S FAMILY STATION**

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



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

**RADIO REACHES CANADIANS-ON-THE-GO**

**THE PROBLEM:—**  
How to locate and reach the \*50 thousand Canadian families who move to new homes each year.

**THE SOLUTION:—**  
RADIO . . . . because radio is the ONLY medium with them when they leave, throughout their move, and for the first days when they arrive.  
They quickly discover a familiar type of program. The radio advertiser has the first opportunity of establishing new buying habits with Canadians in their new homes.

To Reach Canadians-On-The-Go,  
The Smart Advertiser Uses Radio!

\* BAB estimate



*Radio Division*

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

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

# CARTB Convention

## RADIO & TV PLAN CODE WITH TEETH

PLANS FOR A voluntary code of ethics for both radio and television were outlined at the Sunday May 11 meeting of the CARTB Convention by Herb Stewart, CHCT-TV, Calgary, speaking on television, and Bob Buss, CHAT, Medicine Hat, for radio.

At a later meeting it was decided to leave action on both in abeyance for 60 days, to enable all members to study the drafts and submit their suggestions.

Herb Stewart outlined the phenomenal five year growth of the television medium and called on TV broadcasters to "accept the responsibility" for the proposed television code, thereby taking a giant step in the direction of progress and enlightenment."

In evidence of the growth of Canadian television, Stewart provided five facts:

- (1) Canadian set count has reached 3,000,000 sets.
- (2) Television coverage has grown from 2% to 75% of the nation's households in five years.
- (3) There are now forty-two stations on the air as compared with thirty only one year ago.
- (4) Average viewing hours are 5 hours, 17 minutes per day.
- (5) Number of viewers per set - - 3.49.

Stewart did not read the draft code prepared by him and his committee. Copies were distributed subsequently to members and the press. It is a 19-page mimeographed document, in which all phases of TV broadcasting are covered. These include clauses dealing with education, acceptability of program material, responsibility toward children, decency and decorum, community responsibility, news and public events, controversial issues, politics, religion, presentation of advertising, acceptability of advertisers and products, food and drug advertising, premiums and offers, standards for advertising copy, dramatized appeals and advertising.

### THE RADIO CODE

The code committee on radio presented a seven page preamble and code for the consideration of the meeting, through the mouth of Bob Buss. The preamble stressed the fact that radio is part of the press of Canada and that its first responsibility is to disseminate news and entertainment varied to meet the various tastes of listeners and to establish ethical business standards in dealing with advertisers and their agencies.

The proposed code contains ten clauses. They might be synopsised in this manner:

- (1) Stations must broadcast something for everyone,
- (2) They must closely supervise children's programs.
- (3) They must identify themselves with their communities.
- (4) They must make their educational efforts useful and entertaining.

(5) News must be presented fairly and accurately to inform people on what is happening. Commentaries and editorials must be clearly labeled as such.

(6) All controversial matters must be treated fairly in relation to public interest.

(7) Advertising must be handled with good taste.

(8) Stations must co-operate with their advertisers and make their facilities available to them without bias.

(9) They must pledge themselves to the fair treatment and encouragement of their employees.

(10) Recognition and right to use symbol shall be at the discretion of a Code of Ethics Committee, comprised of four past presidents, ratified by the vote of two thirds of the board of directors.

### 1/4 Century Club Admits 15

FIFTEEN VETERANS in broadcasting became members of the CAB's Quarter Century Club at a luncheon ceremony at the CAB convention. The Club now has 116 members, with an additional nine who have died since its inception in 1951.

Eligible for membership are employees of member stations of the CAB who have "actively served the industry for 25 years," and to those with similar service qualifications in allied fields of broadcasting.

Club Chairman John Beardall of CFCO-Radio, Chatham, welcomed the new members:

- A. J. Balfour, CFCO, Grande Prairie;
- Jack Kemp, C-FUN, Vancouver;
- Henry J. Viney, CFCN, Calgary;
- Edna M. Slatter, CJOY, Guelph;
- Aurele Groulx, CKCH, Hull;
- Roy Malouin, James Hammond, Percy Smith and Miss Berthe Robitaille, CKAC, Montreal;
- C. L. Engelbreicht and Oscar Hierlihy, CJON, St. John's;
- Jack Short, CJOR, Vancouver;
- Mrs. Aline Fortier, CHRC, Quebec City;
- Miss Kay Callaghan, CKOC, Hamilton;
- and Richard G. Lewis, Canadian Broadcaster.

# Newfoundland IS A GROWING Radio MARKET



Here, at Cabot Tower, Marconi introduced wireless telegraphy to the world on Dec. 12th, 1901.

**NEWFOUNDLAND NOTEBOOK**

Newfoundland has changed so amazingly in the past few years, and reached such high prosperity, that our ideas of it as a Market must be changed too. Modern stores, supermarkets and specialty shops are well stocked with "prestige" brand-name goods. St. John's shopping centres would do credit to any city in Canada, and its shoppers are as quality and style-conscious as anywhere else. Too, shoppers have money to spend. Personal incomes between 1950 and 1956 increased 69.1% — more than in any other Province in Canada. The story of YOUR goods and services may profitably be told in St. John's, Newfoundland, too — to a ready, waiting and growing market.

Radio Station CJON St. John's not only covers the Avalon Peninsula, but reaches out to communities 200 miles away who come in to St. John's to do much of their shopping. You'll find CJON a good buy in Newfoundland.



Represented in CANADA by STOVIN-BYLES LTD.

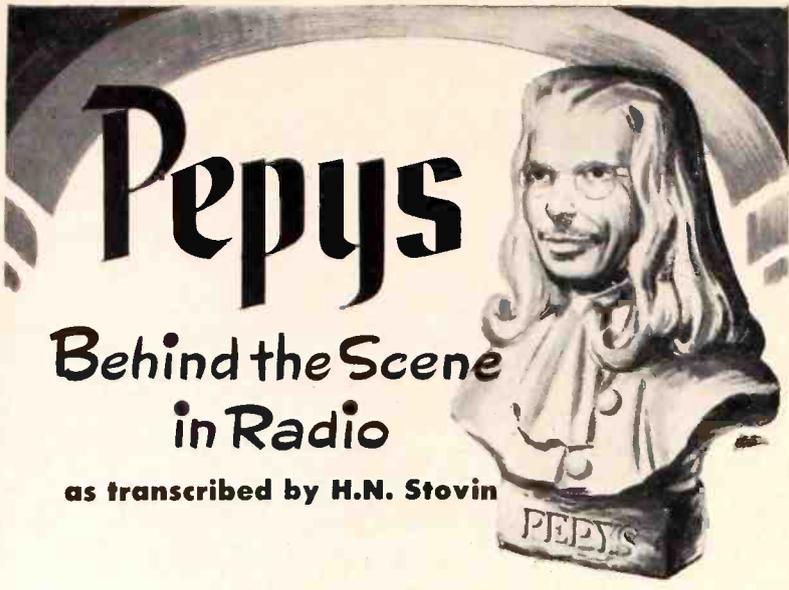
**CJON**

RADIO — NEWFOUNDLAND

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

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

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



Do with right goodwill salute a great Canadian organization who is indeed a three fold user of the airways — a strange thing for Pepys to record, whose progress has always been more leisurely and at most times afoot! I do refer to Trans-Canada Airlines, who daily lead the way to faster and better air travel ● ● ● Each day, TCA flights do carry thousands of Canadians on their way, speeding business travelling, extending pleasure trips, and oftentimes delivering radio and television personalities from distant points, even from overseas, to appear on a program in person ● ● ● This practical use of the airways is indeed the modern and luxurious way to travel. By TCA, the traveller does go non-stop from Toronto to London or Glasgow in but a few hours, by a Super-Constellation with every comfort and service fully provided ● ● ● Daily trans-continental flights from Montreal through Ottawa, Windsor and Western Centres provide great travel facility; and many a radio script and tape has been put aboard at the last moment, to be safely delivered in time for its scheduled program, on these speedy planes ● ● ● Nor may we forget the minute-by-minute uses of Radio by every plane TCA does have in the air — keeping in constant contact with landing fields, receiving news of weather conditions ahead, and being enabled to land by their specialized uses of radio ● ● ● What strange progress we Canadians have made, in so few years, from the covered wagon days and the long and perilous passage around the Horn by sailing ships, to the swift flight of luxury planes and the even swifter use of the airwaves by radio itself. Here entertainment, news, education and current happenings speed continent-wide in a flash, carrying into our homes the stories of world activities and the news of goods and services available in the market places of the nation ● ● ● In the use of Radio as a medium of advertising, TCA has long been a consistent supporter on its own behalf, for the telling of its services to the public — and Pepys does doff his beaver accordingly in appreciative salute.



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

Representing:

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

## Sounding Board

### A FRIENDLY DIG

**A**N ITEM IN the April 24th issue of the **CANADIAN BROADCASTER** appearing on page 19 has been brought to our attention.

The item in question appears in the column headed "Lewisite" under the sub-heading "Prospective Advertiser". It is a highly amusing note about Frozen BAND-AID Adhesive Bandages for cold cuts.

We are of course, delighted to have our products appearing under such humorous and eye-catching circumstances. However, we must also take every possible precaution to ensure that the trade mark "BAND-AID" is not misused. The trade mark is our property, and I am sure you will appreciate the fact that we consider it to be one of our most valuable assets. If we were to allow constant misuse of the mark we would run the risk of being denied the right to use it ourselves.

To be more specific, the trade mark should always appear in block letters, in the singular form, and should always be followed by the product. For example, BAND-AID Adhesive Bandages.

The purpose of writing this letter is to be helpful, not critical, and we sincerely hope that you will accept it in the friendly sense in which it is written.

-- C. R. COOK  
Acting Secretary-Treasurer  
Johnson & Johnson Ltd.

### NOT SO SAVAGE

This is a fan letter . . . to you and your staff. The May 8th issue is a doozer! Not only for the lineage that has you gasping with glee in your own column, but for the many wonderfully interesting and provocative articles and stories.

Having recently been assured that my status here at Cockfield, Brown may now be considered more or less permanent, it was necessary that I learn to read. I've been subscribing to and looking at **CANADIAN BROADCASTER** for years under the impression that it was the **CALGARY EYE OPENER** (Ontario Edition), so you can imagine my delight on getting your latest issue. Not only am I now a pretty good reader but I'm well informed, thanks to you and the many fine contributions to the paper.

-- ALAN SAVAGE  
Radio-TV Department Director  
Cockfield, Brown & Co. Ltd.

### V-Tape Irks US Film Men

**T**EN THOUSAND American film technicians went out on strike on May 5 in protest against video tape, the new technique which is rapidly supplanting movie film in the TV industry.

The strike ended the next day when the Film Producers Association of New York, which does most of the filmed TV commercials, promised the union it would have jurisdiction over the use of video tape.

Networks are now using it mainly to rebroadcast programs from one time zone to another. But new uses are being considered for video tape -- at the expense of film -- because it eliminates the cost of film processing and produces a superior picture.

**A GROWING MARKET**

April 24, 1958 was "D Day" for the Prince George Area  
( "D" For Double )

On this date . . .

The B.C. Government approved a land annexation program which extends the city boundaries to include an additional 2600 acres . . . guaranteeing accommodation for demanding industrial development . . . and land for a coming extensive housing project. (See: April 24 issue, Broadcaster.)

**AND THERE IS MORE TO COME for this is "A GROWING MARKET"**

# CKPG

**PRINCE GEORGE, B.C.**

550 Kcs.      250 Watts

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



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

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

Phone for Booklet in  
**Toronto      Montreal**  
**WA. 4-4471      UN. 6-6921**

Did you know that . . .

**CKRC Winnipeg**  
reaches a total of 203,981\*  
adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

# Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

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Vol. 17, No. 10

25c a copy (Directory Issues 50c) — \$5.00 a Year — \$10.00 for Three Years

May 22nd, 1958

## One Industry

There was a different tone at this year's broadcasters' convention. Maybe the decision to change back the name to the Canadian Association of Broadcasters rekindled some of the fervor for which the old CAB conventions used to be famous. Whatever the reason, it was a heartening experience to see and hear the business part of the convention — and that is what most of it was — get down to brass tacks as such forgotten subjects as programming came up for earnest decision and action. It was stimulating also to hear their deliberations on their code of ethics, complete with the teeth it would need to make it effective.

The code question was not completely resolved, because it was felt that the members should have sixty days in which to do their reading and thinking. It is our bet that, at the end of this period, this code will be incorporated into the constitution and set to work.

Another encouraging aspect of the 1958 meeting was the frank and outspoken way the membership attacked the resolutions.

Under the chairmanship of that 67-year-old veteran of broadcasting, Gordon Love of CFCN, Calgary, who has been known to be frank and outspoken himself upon occasion, those resolutions were far from rubber stamped by the members. Words were replaced with phrases and phrases with words. They eliminated, replaced, altered and re-altered. And each time Mr. Love thought they were going off the track, he set them straight, but always explaining that, as chairman of the resolutions committee, he should not be expressing his own opinions.

Stories of dissension between some of the members and the association's manage-

ment, which have been circulating of late, were brought out into the open. Opinions of all shades were aired with vigor and candor in the privacy of a business meeting. And after the cards had been laid face up on the table, it became apparent that what had seethed into something not far short of a whirlwind of name-calling while it was under cover, had resolved itself into a simple question of whether or not the association should employ a full-time paid president, presumably in place of the present voluntary one.

The problem was turned over to the incoming board of directors who took office at the close of the convention. They will conduct an intelligent and orderly investigation of this problem, and report to the membership in due course.

There was at least one other healthy sign at the 1958 convention. The board decided to ask the retiring president, Vern Dallin, to serve for another year. This seemed healthy to us, indicating as it did that all is well with the CAB.

With the new and favorable legislation which is about to be introduced in Parliament, there could be only one stumbling block in the industry's way. That would be dissension from within. While it would be absurd to suggest that everyone agreed with every opinion expressed at the meetings, or, for that matter, with the result of each call for a show of hands, it seemed to us that the various measures were passed with overwhelming majorities, and with very few abstentions, so we think we can say that after some rocky travelling, the broadcasters found unity last week at the Queen Elizabeth Hotel.

### CARTB BOARD OF DIRECTORS

**PRESIDENT:** Vernon Dallin, CFQC, Saskatoon  
**VICE-PRESIDENT RADIO**  
Phil Lalonde, CKAC, Montreal  
**VICE-PRESIDENT TELEVISION:**  
Geoff Stirling, CJON-TV, St. John's, Nfld.

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Phil Lalonde, CKAC, Montreal Radio  
Tom Burham, CKRS-TV, Jonquière Television

### CENTRAL CANADA

J. A. Dupont, CJAD, Montreal Radio  
W. H. Stovin, CJBQ, Belleville Radio  
W. N. Hawkins, CFOS, Owen Sound Radio  
Murray Brown, CFPL, London Radio  
R. T. Snelgrove, CKVR-TV, Barrie Television

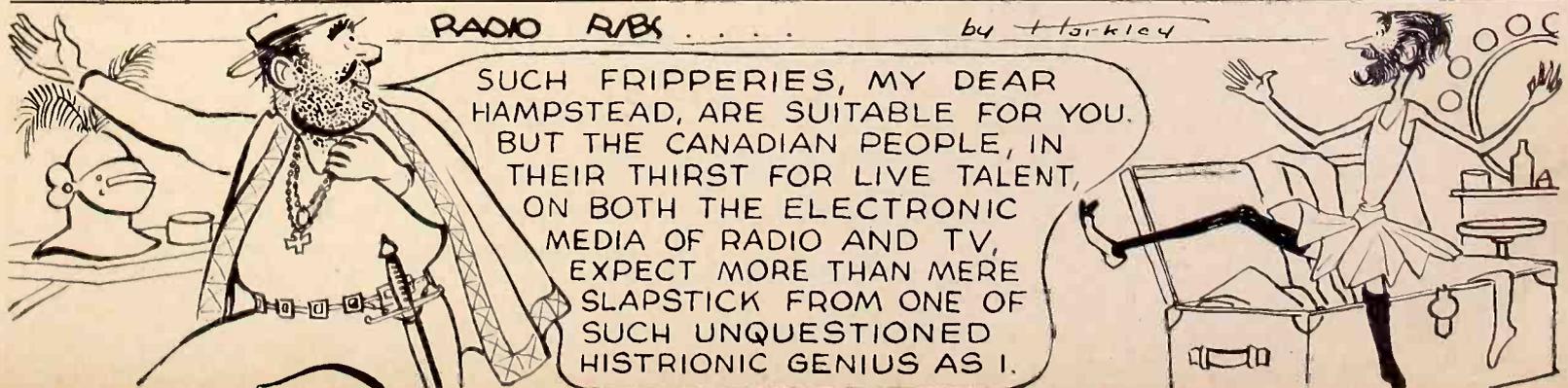
### PRAIRIES

R. J. Buss, CHAT, Medicine Hat Radio  
Vernon Dallin, CFQC, Saskatoon  
J. O. Blick, CJOB, Winnipeg Radio  
Norman Botterill, CJLH-TV, Lethbridge Television

### PACIFIC

J. Sayers, C-FUN, Vancouver Radio  
A. G. Seabrook, CJIB, Vernon Radio  
D. M. Armstrong, CHEK-TV, Victoria Television

Jim Allard was appointed Executive Vice-president for the fourteenth consecutive year.



## ACA Convention

# PROGRAM RESPONSIBILITY RESTS WITH ADVERTISERS IN NEW-LOOK TV

By Ian Grant

Staff Writer

"THE BIGGEST challenge in the new look TV will not be a drive for the lowest cost-per-thousand, but a recognition that advertising has a responsibility to a broadcasting system that is, by choice, the way it is - - and forever shall be", said Hugh Horler, vice-president and director of radio and television, MacLaren Advertising Co. Ltd. He was speaking to this month's ACA Convention.

"It's almost six years now since Canadian television started with two stations and great expectations," he said. "During this time we have seen fantastic growth, great frustration and, as an added attraction, one of the most fanciful football games in the history of Canadian advertising. We've seen an increasing respect for television, which has become a convenience in three out of four Canadian homes, and an increasing sense of responsibility by those who control and use it.

"Let us remember 1952 when a group of agency and advertising people was asked to meet with representatives of the CBC to hear what had to be said about television. Mr. Alphonse Ouimet's statements that the CBC would exercise complete and absolute control over the content of Canadian programs were greeted with a deal of consternation and predictions of disaster and doom - - we were hurt. But whatever our point of view, not many were prepared to give the system much of a chance to succeed."

Horler said that "when you discuss the coming 'new look' of competition there are the pessimistic Obadias who point out that our major market is already sliced into several segments. To make matters worse, the juiciest portion is commandeered by a shaggy old boy across the line, a station of little practical value to most Canadian television clients.

### SOMEBODY MAY GET HURT

"The possibility of a new plan to operate broadcasting and the CBC is another concern," he said. "I think most people in our business have sided with the private broadcasters' plea for a separate regulatory body. But it could be that advertisers may be better off with the system as it stands, for a very practical reason. The present Board of Governors of the CBC could be far more accessible than a tribunal approachable only through the learned gentlemen of the law and at great expense to the management.

"We are investing at the rate of forty millions a year to sell our goods and services. But this new look in our television set-up comes at the time of a recession. Obviously our new look stations will be 100 per cent at the mercy of the advertising dollar. If it follows that Mr. Fowler's recommendation that the CBC continue to be more aggressive in collaring commercial coin is adopted, then it shapes up as quite a battle - - and someone is going to get hurt. It could be the advertiser," Horler said.

"Clients who pull out of network TV and plump for the private stations may find that they have backed

the wrong channels. There will be others who, sticking to the network plan, will discover it being watched only by relatives and friends because some unexpected local competition is commanding that attention of the viewer.

"It may be the CBC that gets hurt. But let us keep in mind that if the

and they are probably, in total, the biggest TV spenders, a realigning of TV plans is probable. My guess is that they will not drop out of the national system entirely, but rather supplement with the local force of the second station. Then we have another group of potential TV clients - - both national and regional manu-

include the total dollar for network participation."

### NEW CHANNELS - - NEW CHALLENGE

Horler said that the "Canadian advertiser is going to have more influence in TV programming. If agencies and advertisers step in to fill a production role on the new stations, then they must also accept the responsibility.

"I believe we have a responsibility, a tough and serious one, in this new look television. Many thousands of dollars of hard, cold, advertising cash are being poured into Canadian programming and a great deal of it reluctantly and under protest. Too many advertisers have bought too few Canadian programs by free choice. But with the new channels - - new challenges, those of us who have asked for production control to prove we-can-do-it-better, may get the chance.

"I believe we should welcome this new look. We should hope that the broadcasters will give us healthy competition. We should count on our side supporting this strong, persuasive medium, not only to our commercial advantage, but with an eye on the whole objective of Canadian broadcasting."



Hugh Horler



Davidson Dunton

CBC stations suffer to any alarming degree, that could upset anybody's plan for the continuation of a network structure dedicated to Canadian ideals and principles and partially backed by practical private industry dollars. However, the private stations may cut into the potential of the old line media.

"For a number of reasons, CBC has done little to develop the low budget national or local advertiser, and there is little doubt that an aggressive private operator is going to develop the client with the average type budget. This could mean more competition for radio, for the newspapers and even for the national print media.

"But what about the people who think the new look is a good thing? First of all the guy who makes the money that his wife spends. About 65 per cent of Canadians have had nothing but the two channel system - - on and off - - since they paid for the set. There isn't any doubt that the television viewer in the captive market will welcome the competitive, or second station. Even in the non-captive areas of Toronto, Vancouver and Kingston, there should be a warm welcome for the newcomer who, not being handicapped with any overall national responsibility, will perhaps deliver a far more exciting type of local programming.

"In the CBC the attitude is that competition will help sharpen some of their ideas. These people think that it will also increase the country's total strength in this medium.

"Right now a number of advertisers with a substantial investment in network programming are seriously concerned about this next stage in Canadian TV. They see cost-per-thousand figures soaring with some of the captive markets cut into by competition. Most of these advertisers have stayed with network TV because it makes sense in their kind of marketing strategy. For this group,

facturers - - who either haven't been able to secure suitable network time or those whose advertising plans, for one reason or another, do not

## ADMEN CAN'T CROWD OUT NEW IDEAS

PROVIDED THAT public and private enterprise continue to co-operate, A. Davidson Dunton, chairman, Board of Governors of CBC, forecasts big things for Canadian television in the 1960's.

Dunton told the ACA at their Toronto Convention this month, that "advertisers will play a big part in TV," but warned that they should not "put on too much pressure coming from straight commercial considerations." He urged them to leave room for new broadcasting ideas "that will throw the lie in the face of those who try to say that the whole influence of TV is deadening and tending to force the minds of people into one mold of conformity."

Looking at the future, Dunton said that "television coverage will grow so that we will at least cover part of the 13 per cent of the population which does not receive TV. The number of sets will grow from the present three to about five millions over the next ten years."

Dunton said there was not much doubt that "additional television stations would be added to the present list of private and CBC stations," adding that he hoped that "the new stations will be true parts of a Canadian TV system and not mainly importers of programming.

### COLOR IS STILL COMING

"It is a rather obvious prophecy that color will come to Canadian television during the 1960's. It definitely seems on the way although for a long time it's been just around the corner," he said.

"The 1960's should see consolidated,

efficient production centres for the national service in Montreal and Toronto. The long run economics and extra efficiencies will be very decided. The economic activity generated by TV will continue to grow quite considerably. A good guess is that by 1965 it will be about \$150,000,000."

Dunton said he imagined that more members of the Canadian public than at present "will come to take Canadian productions on their merit, and lose the suspicion in the back of their minds that Canadian work in this kind of field tends to be inferior to others; that anything from across the border is congenitally better. At the same time still more Canadians than now will recognize to a fuller extent the value and abilities of some of their own performers, writers and producers.

"One sign I believe will be an increasing export of Canadian programs on film or live. I do not think we have to or should rely on the opinions of others about quality. But international recognition would itself help our talent, and also provide badly needed additional financial support."

Dunton said there were some big ifs to his forecast. Among them were the high costs of producing and distributing programs and "whether we continue to have an integrated system drawing on the strength both of public agency and support of private station enterprise and assistance and of advertising contribution and stimulus - - all so essential in providing a national television service."

# CARTB Convention

## INGENUITY RANKS HIGH WITH TV SPOTS

THE RANGE of commercial presentations available to the advertiser using television, from spots costing \$10 in production fees to full-scale \$3,000 presentations, and the job TV could do as "Canada's number one salesman" were detailed in a TV workshop at the CAB convention in Montreal.

Using a closed circuit TV system and a giant screen, chairman Ray Peters of CHCH-TV, Hamilton, showed 15 Canadian-made commercials, specially chosen to illustrate his remark that in Canada, "we use ten cents in money and a dollar in ingenuity, not the other way around."

Eight of the commercials were produced by private stations for local advertisers, most of them ranging in cost from \$150 to \$200. They were selected from submissions by nearly every station in Canada and were specially chosen to point up the advertiser's success story as a result of TV advertising. Two of the commercials were produced live on stage, with Don Cameron, Toronto commercial announcer, handling the delivery.

Private stations chosen for the workshop illustrations were KKNX-TV, Wingham; CFQC-TV, Saskatoon; CKVR-TV, Barrie; CKRS-TV, Jonquière; CJON-TV, St. John's; CHCH-TV, Hamilton; CFPL-TV, London; and CJLH-TV, Lethbridge.

### IN THE NATIONAL FIELD

Commercials made for national advertisers ranged from \$500 to \$3,000 in cost.

In the \$500 class, four were shown: Mazola Oil, produced by Omega Films, Montreal, in French and English, through Vickers and Benson; Baby's Own, Omega Films, through J. Walter Thompson; Rothman's, produced by Williams and Hill of Toronto, through Young and Rubicam; and Goodyear Tire and Rubber, produced by S. W. Caldwell Ltd., through Young and Rubicam.

In the "Under \$2,000" class, two were shown: Dupont Nylon, produced by Omega Films of Montreal, through Vickers and Benson; and Surf, produced by Peterson Film Productions of Toronto, through J. Walter Thompson.

In the "Under \$3,000" class, two were shown: Studebaker-Packard, produced by Williams and Hill of Toronto, through Tandy Advertising; and Savage Shoes, produced by Robert Lawrence Productions, through Breithaupt, Milsom.

### PHENOMENAL GROWTH

Keynoting the workshop was the address by Karl Steeves, sales director of BAB-TV, on the theme, "Television, Canada's Number One Salesman."

He pointed out that television had

grown from a negligible force -- with sets in only two per cent of Canadian households in 1952 -- to a major medium with sets in 70 per cent of Canadian households in 1957. BBM figures showed that in all areas, rural and urban, average listening per family per week was now 37 hours.

Steeves also pointed out that the October, 1957 study made by BBM showed that Canadians spent more time watching TV after they had owned a set for a year or more than when they first got the set. Three-year owners spent an even greater time watching TV, averaging over an hour more per week than householders who had had their set less than a year.

The workshop concluded with a panel discussion on TV questions as they affect station operators, agencies, advertisers and program production houses.

On the panel were Murray Brown, CFPL-TV, London, chairman; S. W. Caldwell, S. W. Caldwell, Ltd.; Don Jamieson, CJON-TV, St. John's; Ralph Snelgrove, CKVR-TV, Barrie; Mrs. G. (Red) Myers, Screen Gems (Canada) Ltd.; Hugh Horler, MacLaren Advertising Co. Ltd.; Warren Reynolds, E. W. Reynolds & Company; William Inch, General Foods Ltd.; and W. L. Charland, McKim Advertising Ltd.

DUAL COVERAGE  
IS COMPLETE  
COVERAGE

in Brandon and  
Western Canada's  
rich farming  
area!

### Vital Statistics of the CKX, CKX-TV Market

Population: 325,000 DBS  
\*Homes: 90,000 "  
Farms: 42,000 "  
Retail Sales: \$266,175,000  
\* Sales Management — all  
figures for 1956.

**CKX**  
TV & RADIO  
BRANDON



## RICH, SOLID AND HEALTHY TYPE OF AUDIENCE

Moncton is not only one of Canada's fastest-growing industrial cities — it also has rich, substantial residential growth, second to none in Canada . . . here's proof!

Moncton is literally busting at the seams. Four suburbs have been added to Moncton in the past five years and four more are being added. The population of greater Moncton City is 55,000. The average family income in 1957 was higher for both the Moncton area and the city of Moncton, than was the Canadian average family income. One fact which backs up this statement is that there is more cars per capita in Moncton than any other Maritime city.

Just where else can you reach such a wealthy per capita market . . . one that can't be overlooked in the Maritimes . . . but through the hard hitting, sales promotional services of CKCW and CKCW-TV?

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

Representatives:  
STOVIN-BYLES IN CANADA ADAM YOUNG IN U.S.A.  
**CKCW**  **CKCW - TV**  
**MONCTON** **NEW BRUNSWICK**

## CARTB Convention

# CANADIAN TALENT AND A UNITED INDUSTRY ARE TOP TOPICS AT MONTREAL

By Dick Lewis

THERE WAS A NOTE of determination in the discussions and resolutions which emanated from the CARTB (renamed CAB) Convention at the Queen Elizabeth Hotel in Montreal last week, first, to lay plans for an increase in the use of live Canadian talent and, second, to get cracking right now.

Following reports from both radio and television Program Source Committee chairmen, the meeting went on record with a resolution authorizing the directors and officials of the CAB to "take whatever steps may be necessary to impress upon all members the use of program production and network standards to achieve major policy objectives."

In another resolution the same officials were authorized to "take whatever steps may be necessary to seek the establishment of the right to form networks freely." They were also instructed to "forthwith appoint an appropriate committee to explore full details of network operation and report back to the board of directors as quickly as feasible".

The association's president, Vern Dallin of CFQC, Saskatoon, fired the opening shot on the talent-program question in his opening address, in these words: "Years ago, we produced exciting programs whose titles were household words. Surely it is possible for us to pool our efforts to produce programs which will stimulate and refresh as well as relax, programs which will provide not only necessary information but actual and positive leadership in critical times. Let us pool our efforts for the public welfare as well as our own."

He reminded the members that they ran private networks in the 1920's and occasionally during the 1930's, and suggested that it shouldn't be impossible to do so again.

Dallin opened his address with a plea to the membership to give the organization their goodwill and whole-hearted support.

In a survey of present day conditions, as they effect broadcasting, he touched on everything from space platforms which may one day jam frequencies to internal disruptions from within the association which could cripple the industry.

He spoke of the frightening new responsibility that has been thrust upon the broadcasters, of keeping people informed in a free world which is "taking a harder look at its educational system, its educational

background and many of its long-accepted beliefs. No longer is the word 'egg-head' one of derision," he said, and "suddenly the intellectuals and the dreamers are no longer regarded as impractical."

Turning to the international scene, Dallin charged the broadcasting industry with the responsibility for "maintaining broadcasting as an alert, vital means of communicating information, opinion and criticism," at a time when "cold wars and dangerous times breed fear and often panic." These, he said, in turn breed concentrations of power which always dislike and resist and often suppress free interchange of information and opinion. "These responsibilities have been thrust upon us whether we want them or not", he continued, "and our future depends on how we accept them."

Turning to a "completely changed atmosphere in Ottawa," he pointed out that "the rapidly rising cost of the state-owned broadcasting system is of great concern to any party or administrator." In the face of this situation, he drew attention to the fact that the CBC "has become more commercial and a substantial importer, especially in television, of American programs. Essentially, it is quite like what a private national network organization would be if one existed," he said.

Dallin then expressed his belief that "if any mature, responsible group of private citizens came forward with a specific, workable plan for a network to link all sections of Canada, it would be performing a great public service."

### A PLEA FOR UNITY

Speaking of the imminent overhaul of "the regulatory structure of Canadian broadcasting", the speaker said that Ottawa's realization of this need is "due partly to circumstance", but, in the main, he said, "it is due to the consistent and vigorous information campaign conducted by your association over the years." He also pointed out that it was given impetus by the recommendations of the Fowler Report. "Let there be no mistake about this", he said. "We are now going to get competitive television licenses and a new regulatory board. The only question now is - 'in what form?'. It can follow the form laid down in the Fowler Report, or the carefully thought out and highly practical form always recommended by your association."

The delegates were told by their president that the struggle to obtain these twin objectives was conducted "against opposition, open and concealed, outside our ranks, and frequently within."

He expressed the view that getting these two measures in a practical form will require unity, courage and understanding. "It will also require a realization", he said, "of the fact that if you elect people and hire

personnel to inform themselves about your interests and protect those interests, you must give them your support and also give weight to their experience and judgment." He paid tribute to the "number of able and devoted men giving of their time and talent without any charge to you", and also to the "efficient and well-informed staff which has never paid any attention to the many, many extra hours of work performed in serving your interests." He called upon the broadcasters to stand by their guns and maintain unity in their ranks. "If you have any grudges or jealousies in your system", he said "work them out on somebody else, not on your friends and supporters."

Warning his audience that there will always be opposition from without, some open and some indirect, Dallin spoke of the newspaper and magazine writers who "constantly take side-swipes at your association and its personnel; who compare individual stations to networks; who talk about crime programs on radio and TV while carrying crime stories on their front pages. They talk too", he said, "about too much US material when their own productions are full of it. They accuse us of excessive commercialization, when their papers and magazines are two thirds advertisements."

### OPPOSITION FROM WITHIN

"External opposition is enough", he said, "but in the past there has almost never been an occasion when a public statement of principle was issued by your association, that it wasn't met by opposition, either public or hidden, by members in its own ranks."

In closing, he urged all members to speak their minds at the meetings. "Let us not forget", he said, "that we are one of the biggest, most important and influential groups in Canada and not merely a collection of individual stations meeting together once a year."

### LIVE TALENT CAN PAY

Chairmen of both radio and television Program Source Committees reported to the Convention and both indicated that private broadcasters could and should undertake more program projects in the field of live Canadian talent.

Ken Soble of CHCH-TV, Hamilton, spoke first on behalf of television and his report was followed by that of Stuart MacKay Smith of Corporation House Ltd. The last named chairman was unable to appear, so his report was read by Chas. Fenton of the Broadcast Advertising Bureau (Radio).

Ken Soble came right to the point with the statement that "we, the private television broadcasters, must supply more and better programs than we ever have before."

He told how at CHCH-TV they had added very considerably to the live Canadian programming they had been doing, and, he said, "we discovered that there was talent; that the staff could use this talent properly and intelligently; and that after they had created a worth-while vehicle, they could sell it."

Soble went on to say that all but one or two of these programs were either showing a profit or breaking even. Two of them had been picked up by prominent advertising agencies for accounts, and had been conditionally booked, one for a coast to coast network and the other for Ontario and the east, subject to the CBC being able to make their microwave facilities available.

Projects like these, Soble said, could be readily undertaken by large and medium sized stations. The smaller stations would have to pool their resources to carry them through.

One problem is that there is only one trans-continental link, which might not be available when it was in use by the CBC.

With this thought in mind, CHCH-TV had explored the possibilities of using video-tape, but had found that the cost, so far, is prohibitive. They then found a solution in Auricon Kinescopes, priced as he put it, "so that most if not all of us could afford it."

He went on to explain that they had ironed out some of the problems of this type of filming and that they now found that they can produce acceptable programs and commercials. This, he said is at least the solution for the present.

Later, the same evening, many of the broadcasters saw screenings, by Soble, of parts of several of the programs and commercials they have been making.

### CANADIAN TALENT IS WANTED

Radio has been criticized more than it has been praised and some of the criticism is unfair while some of it is justified. This was the crux of MacKay's report on the radio side of the question.

Top on the list of criticisms was the lack of production of original programs, and the conclusion was that the key to the future of radio broadcasting lies in programs.

The report went on to point out the growing feeling of Canadian nationalism, as evidenced by the last election campaign and also the report of the Gordon Commission. It drew the conclusion that, from a radio standpoint, original Canadian ideas are not only accepted at home but earnestly sought in other countries, especially the United States.

It should be recognized, Mr. MacKay Smith felt, that the demand for Canadian programs should in no way be read as an exclusion of US and other foreign efforts.

The report urged private broadcasters to work out ways and means of operating their own networks, pointing out that whenever good quality programs, like any other good quality products, are produced, they gain a good market in the United States.

The problems connected with the production of original programs and running regional and national networks must be worked out by the private broadcasters themselves, the report said.

Did you know that . . .

**CFDA Victoriaville**

reaches a total of 52,424\* adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

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

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

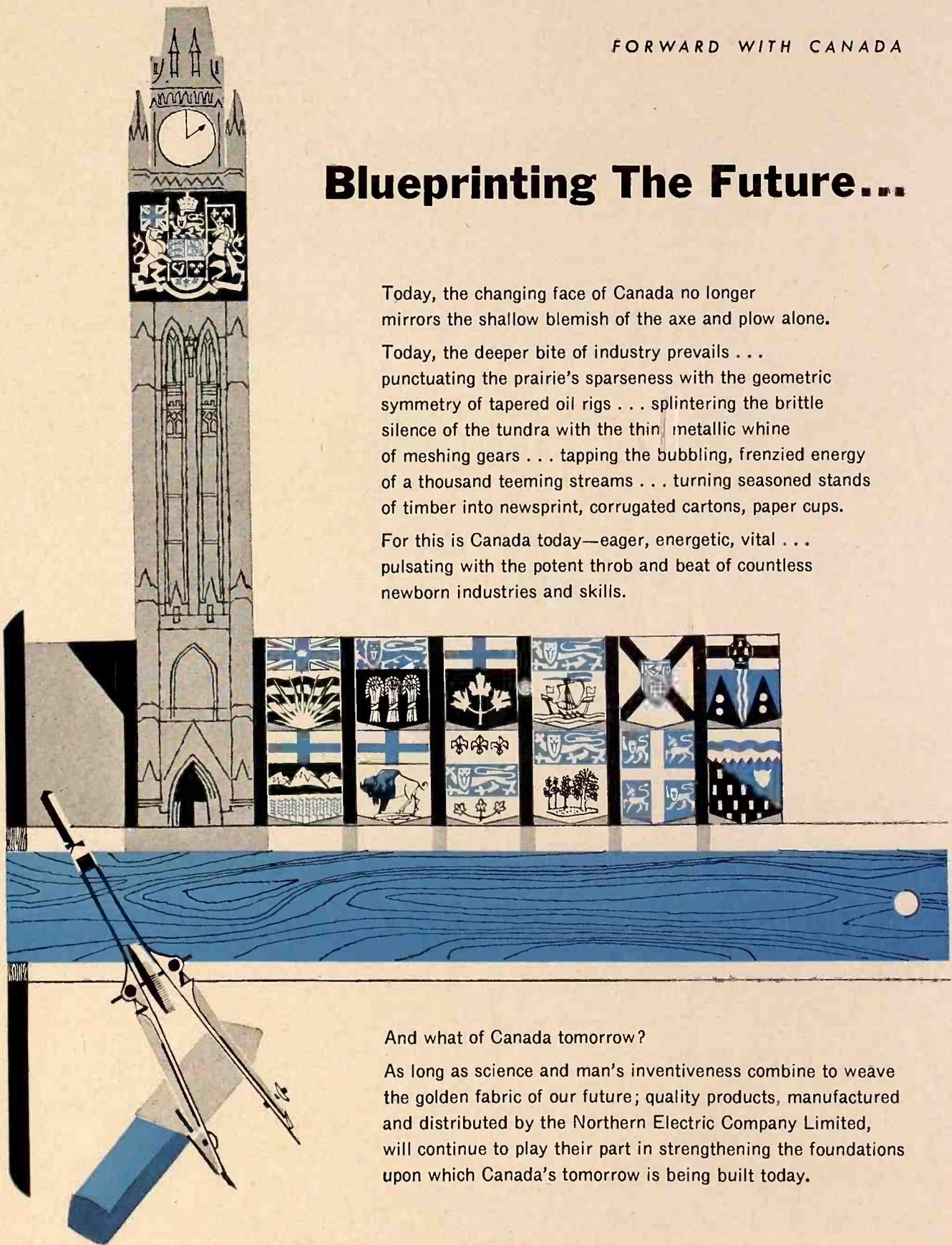
FORWARD WITH CANADA

# Blueprinting The Future...

Today, the changing face of Canada no longer mirrors the shallow blemish of the axe and plow alone.

Today, the deeper bite of industry prevails . . . punctuating the prairie's sparseness with the geometric symmetry of tapered oil rigs . . . splintering the brittle silence of the tundra with the thin metallic whine of meshing gears . . . tapping the bubbling, frenzied energy of a thousand teeming streams . . . turning seasoned stands of timber into newsprint, corrugated cartons, paper cups.

For this is Canada today—eager, energetic, vital . . . pulsating with the potent throb and beat of countless newborn industries and skills.



And what of Canada tomorrow?

As long as science and man's inventiveness combine to weave the golden fabric of our future; quality products, manufactured and distributed by the Northern Electric Company Limited, will continue to play their part in strengthening the foundations upon which Canada's tomorrow is being built today.

## Northern Electric

SERVES YOU BEST

6658-3

*ACA Convention*

**PRODUCTIVITY AND DISTRIBUTION ARE KEYS TO RECESSION OF RECESSION**

By Ian Grant  
Staff Writer

**F**OUR OF THE SPEAKERS who addressed the 43rd Annual Convention of the Association of Canadian Advertisers, at the Royal York Hotel, Toronto, this month approached advertising from an economic standpoint, having special reference to present day uncertainties and other problems.

The president and general manager of General Motors of Canada Ltd., E. H. Walker, stressed the importance of distribution.

Dr. James R. Petrie, Montreal consulting economist, forecast the end of the present recession in the second quarter of 1959.

Dr. David W. Slater, economics professor at Queen's University, could not see much chance for a decline in consumer expenditures on food, but other commodities would become less of a financial drain.

Productivity was the cry of David Wallace, president of Standard Brands Ltd., who said that expanding production will necessitate a 90 per cent raise in our living standards.

**WHAT ARE THEY GOING TO BUY?**

The distribution of people, raw materials, merchandise, ideas and government, plus the placing of money where it will do the most good, are the factors which hold the key to Canada's future said E. H. Walker.

The president of General Motors explained that not only were Canadians neighbors of the United States, and therefore must keep up with the American Joneses. So far, he

"Therefore when a Canadian housewife sees an American television commercial, she is influenced not only by the direct selling message aimed by the American adver-

In taxing, by taking measures to be fair and equitable at all times and in all circumstances, we must ensure that taxation policies are always designed to build up, not level down, the energy and ambition of the Canadian people.

"When I talk about distribution of effort," he continued, "I mean hard work. I'm all in favor of the rewards of productivity - - high wages, holidays with pay, welfare plans, security and pleasure, so long as we all realize that these good things must be the logical outcome of high productivity, not a substitute for it. They've got to be earned.

"More money must be matched by more productivity, or all we get is more inflation - - the situation of too much money bidding for too few goods and services. It is this economic dropsy, called inflation, that brings me to my third commodity which in my opinion needs wider distribution and that is responsibility.

I believe it would help all working Canadians to achieve a greater distribution of personal responsibility, if unions did not have almost complete immunity from legal sanctions. I believe that it is time that labor leaders had some restrictions like leaders of other businesses. Isn't it time that the legal position of unions was carefully reviewed? Organized labor has an important job to do, an adult part in helping frame the future of Canada. But adulthood implies responsibility.

Are we, as managers, responsible? Are we true managers, true leaders? Are we taking our full and responsible parts in our relationships with people, with our customers, our suppliers, community and provincial officials, educators, teachers of our children, labor union representatives and officials, our own employees and all the other people who are part of the fabric of our daily lives?

The last and most productive step in all distribution is selling. Selling might rightly be called the constructive force of progress and advertising is the architect that prepares the way for that. And in the twentieth century the most precious commodity we have to sell is stability.

**RECESSION WILL END IN '59**

It will be about the second quarter of next year before a real upturn in the present recession takes place, was the opinion expressed by Dr. J. R. Petrie, Montreal consulting economist, who told the ACA that he saw several factors contributing to the current dip.

They included tight money, expansion of the last several years, shrunken world demand for Canadian products and the economic adjustment in the United States. "In my opinion", he said, "there is no doubt that tight money was a factor in causing the recession we are in.

"On the production front, the recession was not so much a matter of lessened production as of increased facilities which are capable of greater production. We are digesting the development of recent years and, for the present, we have excess capacity.

"There are however", Dr. Petrie stated, "many plus factors in this



E. H. Walker      Dr. J. R. Petrie      Dr. D. W. Slater      David Wallace

said, we have done a pretty good job. He felt we should also bear in mind that "we have 200 million 'Joneskis' living to the north and west of us and we had better keep up with them too".

Whether we are aware of it or not, Walker said, the Americans influence our thinking 24 hours a day, because unlike the countries in Europe we have no language or emotional barrier separating us. We read American papers, listen to their radio, watch their television and millions of us commute back and forth on business and pleasure trips every year.

tiser, but by a whole host of intangibles and incidentals also. All these things, multiplied time and time again, day after day, create demands and attitudes which Canadian manufacturers have to satisfy and adjust to, if they are to survive economically. The biggest of these, right from the start," he said, "was distribution."

Every manufacturer, in every country, has the problem of trying to second guess what people are going to be buying next month. But add to these predictions the fact that, in Canada, where centres of population are separated by vast distances, the lipstick your wife buys in Toronto may only be produced in Vancouver. Then you begin to get an idea why those who work in Canadian manufacturing and merchandising must pay particular attention to distribution.

However, he said, there seems to be no doubt that in years to come our distribution problems are going to get easier. This is due to the fact that our country is becoming more heavily populated, which in turn will increase the gross national product.

"By distribution, I do not mean the movement of goods and services only, but the distribution of capital, effort and responsibility," he said.

"Repeatedly, in the past, American and occasionally European capital has been boldly and wisely ventured in the development of Canadian resources, when Canadians have been too timid or have lacked money to seize the opportunities that were before us. All of us, whatever our jobs, have a part to play in putting money to work where it will do the most good:

Management, by sensible capital investment which does not mean timid capital investment when a small recession breeze starts to blow.

Labor, by taking responsible and realistic attitudes around the bargaining table, based on ultimate realities of productivity.

Government, by keeping a flexible and sensible point of view towards our spending policies and towards our taxation policies.

In spending, by making sure that money goes where it is needed most and that every single dollar spent gets a dollar's worth of value,

**IF YOU LIVED IN LONDON**

**\*MOST OF YOUR**

**RADIO ADVERTISING**

**WOULD BE ON**



\* LONDON MERCHANTS CHOOSE CKSL 2 TO 1

situation. The capital expenditure program, though short last year, is still heavy. The housing pick-up probably would result in 140,000 new residential dwellings this year, an increase of 15 per cent. And it has been estimated that each new home means an expenditure of \$2,000 on appliances and furnishings, - - a lot of retail trade.

"Total employment is almost at a peak, despite the fact that ten per cent of the labor force is unemployed, so that consumer income should be close to last year's level, and retail sales are still rising.

"There are also the built-in stabilizers such as unemployment insurance, old age pensions and family allowances. So that when a man is laid off today he still has a cash income.

"The recovery of the United States will come earlier than that of Canada", Dr. Petrie said, "and it should help to relieve the downward pressure in Canada."

On a long term basis Dr. Petrie said he could see nothing but the continued expansion of the Canadian economy.

**27% IS GOVERNMENT'S SHARE**

"The net take-home pay of Canadian households from all sources is a smaller fraction of the total value of the national output, now than it was roughly thirty year's ago." This was the thought expressed by Dr. David W. Slater, professor of economics of Queen's University.

"As you might suspect," he said, "the explanation of this phenomenon lies in the extraordinarily large growth of government expenditures on goods and services during the last thirty years. The combined levels of government in Canada now take almost 27 per cent of the value of the national output through various taxes and contributions to welfare and pension funds compared with about 15 per cent in the late 1920's.

"The main reason for this", Dr. Slater said, "has been the vast increase in the program of military preparations, but other government programs have also been increased somewhat. These increases are mainly at the expense of the consumer and he feels them primarily by his take-home pay becoming a smaller part of the value of the national output."

Dr. Slater predicted that the personal disposable income of Canadians should probably grow at about the same rate as the gross national product over the next ten to fifteen years. The Gordon Commission's forecast was for a roughly 50 per cent increase in the total value of the gross national product in the next ten years.

"Under the general assumptions of the Commission's work, it was assumed that while defence expenditures would grow absolutely, they would probably account for a smaller fraction of the national output in the future than they have in past years. My judgment was that other forms of government expenditures in goods and services would probably increase somewhat but that, in contrast with our past trends, the overall size of the government's share of the national output would not grow appreciably."

Referring to savings Dr. Slater said that "there had been no long-run trend of change in the proportion of personal disposable income

which has been saved. This was true of the United States, Canada, Sweden and the United Kingdom during the last three quarters of a century."

Looking at the future he predicted that "many of the past trends in the distribution of consumer expenditure would continue. In particular we might expect more rapid than average increases in expenditure on medical care, drugs, cosmetics, household appliances, automobiles, air transportation and sporting and hobby equipment."

Dr. Slater said he believed that "the decline in the proportion of our budgets devoted to food would be quite modest and that clothing and personal furnishings, housing and the operation of households would take smaller fractions of our budgets."

**A JOB FOR ADVERTISING**

"By the end of this year Canada's productive capacity will be somewhere in the neighborhood of 32 billion dollars. By 1967, and that is just nine short years away, it is estimated that our capacity will reach a phenomenal 55 billion", said David Wallace, president of Standard Brands Ltd.

Wallace told the ACA that "in nine years, to take care of our expanding productivity, we will have to raise our living standards a full 90 per cent. In dollars, this represents an additional 16½ billion to the present level of consumer purchases.

"The opportunities come in developing new markets fast enough to take care of this colossal increase by changing the consumption of our Canadian population. This can only take place if we change their habits, desires, motives and their ideas of what satisfies them. In so doing we will significantly change their level of demands for goods and services, which measure the standard of living. It is in this expanding of the economy that marketing will prove it is the vital economic force we all believe it to be."

Wallace said that "in this era of the new marketing concept, management seemed to have a new found conviction that advertising was essentially an investment in the development of a market. If we looked back at the minor business recession of 1953-54 we would see that sales were down about 4 per cent. But advertising volume did not fall with the declining sales volume. Actually it increased 5 per cent. It is an accepted fact that sustained or accelerated advertising pressure helped to lead us out of that recession."

Considering the present business recession and the fact that personal savings were greater than perhaps before, Wallace said "it is my personal conviction that continuing advertising can be a powerful influence and force in persuading Canadians to spend some of these savings that will help to get us out of this recession."

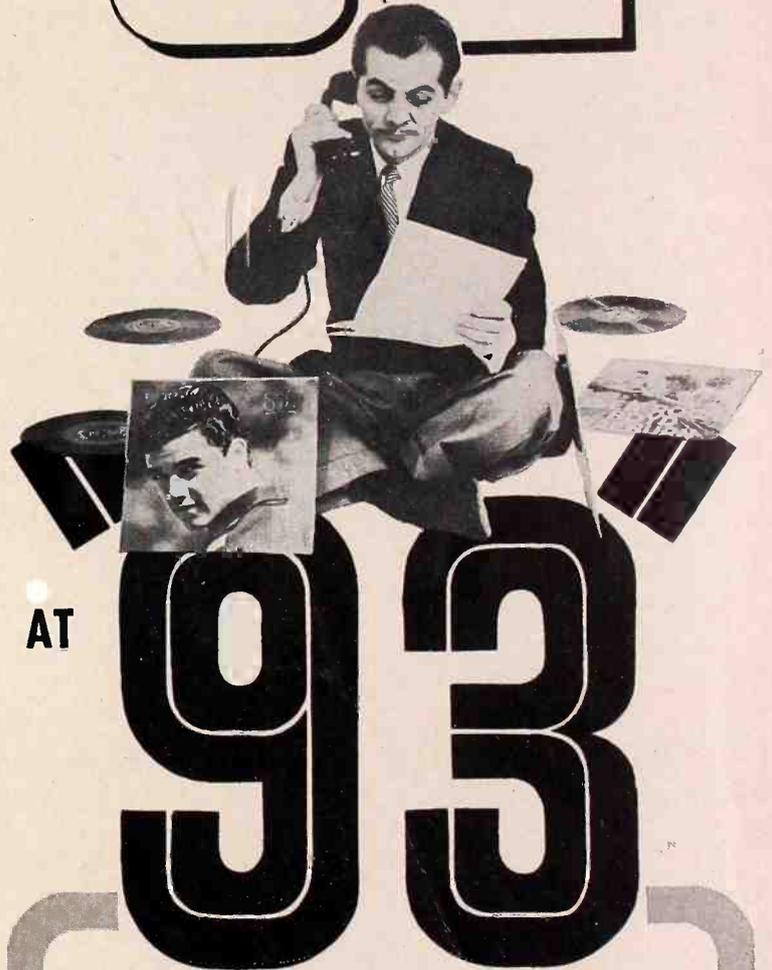
Whatever your needs,  
let us do your shopping

Book Department

**CANADIAN BROADCASTER**

54 Wellington St. West, Toronto

**CG**



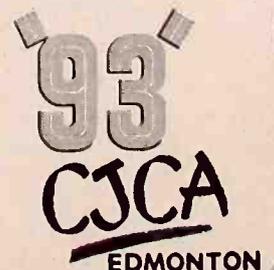
AT

**93**

Here's a fellow that certainly rates at winning sales for his many sponsors. It's CJCA's own Curley Gurlock — a most powerful salesman! "C.G. at 93" has gained highest acclaim for presenting the very best in popular music. In 1955 Curley was selected Mr. D.J.-U.S.A. by Radio Station WSM in Nashville, Tennessee. "C.G. at 93" really influences sales!

**MUSIC FANS**

**AGREE ON**



Did you know that . . .

**CBOT Ottawa**

reaches a total of 353,838\* adult viewers every day.

**\*ELLIOTT-HAYNES CIRCULATION REPORTS**

# Potts' SPOT

● CFCW, Camrose, Alberta, has begun a 15-week series of two hour broadcasts every Friday evening from 15 towns and cities in East Central Alberta called "Talent Search". This program is being done in co-operation with the local Agricultural Society. Another first for CFCW, East Central Alberta's Farm Station.

● Congratulations to George Vale, of Paul-Phelan Advertising—a baby daughter—I wonder if George is teething her with a cribbage board?

● CKLB, Oshawa, during Radio Week, ran twenty-four hours a day — both AM and FM. The response was remarkable. Congratulations CKLB.

● CKNX, Wingham, serves 300 miles of Canada's best Summer playground, located along the shores of Lake Huron and Georgian Bay — with summer tourists contributing \$65,000,000 in retail sales — are you getting your share of these dollars?

● CJIC, Sault Ste Marie report that their change to 1050 on the dial is receiving excellent response throughout Algoma — check the current issue of Elliott-Haynes for proof that CJIC is Number 1 in the Soo.

● Many thanks to all clients and agency people who dropped in to see us at the CARTB.

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

• • •  
*Lorrie*

## Potts

and Company

LORRIE POTTS  
SCOTTY SHERIDAN  
NEIL HENDERSON  
JIM PITTIS

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

## Radio

# CARS ARE THE TARGET FOR NEW STATION

By Dick Lewis

THE HUNDRED AND fifty mile Sunday drive to the summer resort and lumbering centre of Huntsville, Ontario, started out as a quest for an article about a market, and ended up as a profile of a broadcasting character.

They imported fiftyish-plus Bob Dean from South Dakota to build and manage CKAR (pronounced

him on a franchise. And this same car, the KAR in CKAR, promises to play a starring role in the new station, which will open Saturday, June 14.

You might almost say that CKAR is being built mainly for the auto trade. Situated on a rise just to the east of Highway 11, in full view of the daily bumper-to-bumper parade

where guests are accommodated are tying in with the deal, but whether they do or not, the cars will be buzzing around advising people where to stay, with or without children and/or dogs.

It may be the need for a station.

It may be the character who is running it, but six weeks before opening they had \$26,000 worth of bookings in the kitty, so you figure it out.

### FACTS AND FIGURES

Statistically speaking, the population of the area is 60,000. A further 48,000 move into cottages in the area between May and November. In the season, cars travel up and down the twelve highways to the tune of about 320,000 a year. The total floating population at the season's height is around 150,000.

Off season, there are in the Muskoka-Parry Sound area 191 industrial plants, with a seven million dollar payroll. According to the Dominion Bureau of Statistics, the 1957 retail sales in the area were just under \$59,000,000.

Bob has set up an arrangement with five editors of local weeklies who will go on the air for five minutes each every day, to give their own uncensored viewpoints on local and national news, with the accent on local of course.

One of these editors, Paul H. Rice, of the HUNTSVILLE FORESTER, enthused to me over the arrangement. "This radio station is good for our tourist industry," he said, "and what is good for the tourist industry is good for us."

Key people at the station, under Bob Dean who will function as general manager, are Jim Bishop, head of the Huntsville Arena, who will be sports director; Lloyd Olan is sales manager, with Frank McIlroy as sales representative; Nadine Mosbough is music director, doubling in women's news.

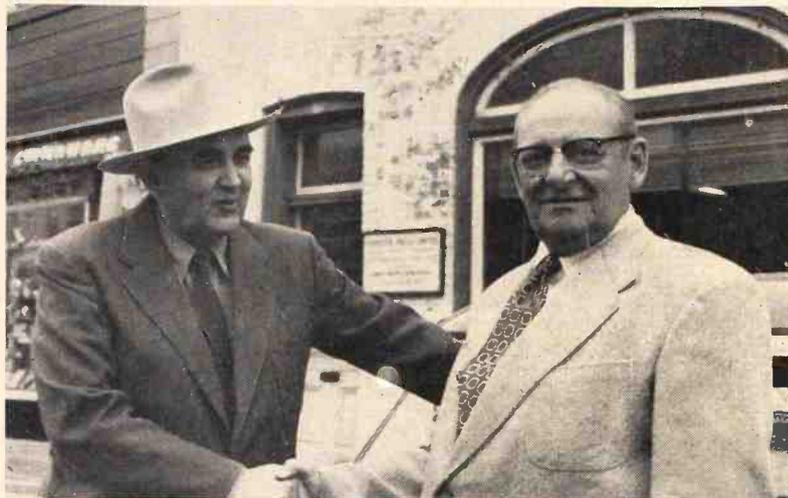
CKAR has engaged six announcers, all graduates of the Ryerson Institute of Technology — Robert Sher, Louis Gwartz, Gary Undershultz, Donald Wilcox, Bruce Fortnum and Ted Darling. Another from Ryerson is copy-writer Karen Hazard. National Sales Reps are Radio Representatives Ltd.

The company president is Lloyd G. Olan, a Huntsville appliance dealer. Vice-president is Norris Mackenzie of G. N. Mackenzie Ltd., Toronto. Other directors are Alan D. Rogers, Toronto barrister and Douglas M. Haig, of Barber, Mapp and Mapp, Toronto chartered accountants.

### Caldwell Appointment

SIDNEY BANKS has been appointed vice-president in charge of production at S. W. Caldwell Ltd. Well known in the film production industry and the advertising field, he joined Caldwell's in 1955 and was, prior to his new appointment, executive producer at the Queensway Film Studios.

In his new capacity he will handle the supervision and administration of all film activities and complete printing and processing lab operations.



BOB DEAN OF CKAR (left) and Paul Rice, editor of the Huntsville Forester, indicate in this picture that radio stations and weekly newspapers have a common aim in their communities.

"see-car") and even without a station they bought themselves a package.

Bob Dean has built and operated seven radio stations in the United States. He was offered a seat on the U.S. Federal Communications Commission, but found he had to sell his stations — he had two at the time — at a terrific loss, in order to qualify. He devised and put into operation the "Courtesy Car", rights to which CFCN, Calgary holds from (and vice versa), the station will

send its cars out through the lakes that dot the country. It will cover the sporting events and social activities, and become a real resident of this terrific holiday area. One big part it will play in the operation will be in safety promotion, and Bob has already arranged mutual co-operation in this regard with local police units and schools.

The CKAR cars will conduct watercraft courses, with the lessons going out over the air. From the cars, CKAR will give driving lessons, and this has been set up in conjunction with the schools. Here again, the proceedings will be aired.

British American Oil Company bulkheads are set on top of the cars — there will be three of them by the time they get going — and the same company's gas stations will be tied in with the guide book of guest homes (Autotravel Blue Book) which Dean is publishing in connection with the project.

Many of the 1247 places in the area

Did you know that . . .

**CKBI Prince Albert**

reaches a total of 93,344\* adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

### 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, barbecue 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 CJBQ"  
to enhance summer advertising from your  
nearest STOVIN-BYLES office

*Bureau of Broadcast Measurement*

# Hoffman Anticipates Seven-Day Surveys Soon

By Brian Swarbrick  
Staff Writer

**A** PROMISE OF more detailed audience studies, and a call for more members in the Bureau of Broadcast Measurement to help pay their additional research costs, were among the key points raised in two BBM meetings at the CAB convention in Montreal.

At a special Sunday night "bull session," attended by about 180 representatives of stations, agencies and advertisers, C. C. (Bud) Hoffman, executive vice-president of BBM, said that members could expect to see seven-day logs, recording trends for every day, being used. "We are pretty certain we will see them coming up in the next survey," he said.

"Last year you remember I promised them, and we then found out that they would not be practical or feasible at the time. We are now prepared to recommend again that we go to seven-day logs, probably in the next survey."

At a luncheon meeting on Tuesday, May 13, Charles Vint, president of BBM, also announced that the Bureau hoped to introduce three surveys annually, starting with this year. It was also stated that BBM was working to cut down the time between the survey and publication of the reports. To illustrate, the first copies of the report on the survey just taken were shown to the audience.

Resignations of Mr. Vint and BBM Vice-President Horace Stovin were announced at the luncheon. Mr. Vint has also retired from his own Company. Silver trays were presented to them on behalf of the BBM membership, in appreciation of their 14 years' voluntary service to the organization. Mr. Vint will continue as honorary president of BBM, while Mr. Stovin will be chairman of the advisory committee.

### SIX DIRECTORS CHOSEN

Two new directors were elected and four serving members of the 15-member board were re-elected, all by acclamation. The board now includes: Robert M. Campbell, vice-president of J. Walter Thompson Co. Ltd.; W. Hal Poole, head of marketing services of Young and Rubicam Ltd.; T. Ralph Hart, vice-president in charge of radio and TV, Spitzer and Mills Ltd.; William E. Trimble, copy chief of Baker Advertising Agency Ltd.; Leslie F. Chitty, Toronto manager of BBD&O; George F. Bertram, advertising manager of Swift Canadian Co. Ltd.; Ray B. Collett, advertising director of Lever Brothers Ltd.; A. M. Sanderson, president of Whitehall Pharmacal (Canada) Ltd.; William W. Vanderburgh, advertising manager of Coca-Cola; E. Lloyd Moore, manager of CFRB-Radio, Toronto; W. Clifford Wingrove, assistant manager of CFPL-TV, London; Ross A. McCreath, television time manager of All-Canada Radio and Television Ltd.; William N. Hawkins, manager of CFOS-Radio, Owen Sound; and André Daveluy, traffic manager of CKAC-Radio, Montreal.

At the luncheon meeting, Charles Follett, secretary of BBM, announced a proposed new schedule of fees for BBM members, effective January 1,

1958. It is proposed to increase advertisers' fees by 100 per cent, agencies' fees by 50 per cent, and representatives' fees by 100 per cent. It was stated that the boost would go into effect only if the financial situation at the end of this year still warranted the increase.

### WILL CBC JOIN BBM?

The special "bull session" on Sunday night was similar to the one held recently in Toronto. Bud Hoffman and Wilf Hudson, BBM's research director, answered questions

from the floor, covering a wide range of topics. Hoffman stated that arrangements are now being made to have similar meetings held throughout the maritime provinces this

summer. They have already been held in Vancouver, Edmonton, Calgary, Saskatoon, Winnipeg, Toronto and Montreal. Among the questions raised was the query by Murray Brown, manager of CFPL-TV, London, as to whether the CBC was being offered a special rate to make use of BBM. Hoffman replied that discussions had been held with CBC, but that they had never reached the point of making an offer of any kind, other than the regular rates.

"However," he said, "we still hope

the added revenue would help our overhead costs and eliminate the necessity of increasing fees for our present members."

Hoffman was asked several times about the possibility of qualitative surveys. He replied that BBM could provide whatever its members wanted, providing they were willing to pay for it. One way to pay for increased services, it was pointed out, was for additional stations, advertisers and agencies to join BBM.

### Full Scale V-Tape Is Next

**T**HE NATIONAL BROADCASTING COMPANY opened a \$1,500,000 video-tape recording centre in Burbank, California on April 28, in the final step of the network's conversion to a full-scale tape operation.

Outlining the potential of video-tape for television's future, NBC President Robert Sarnoff said he had commissioned an extensive development project for determining new uses of tape.

"Can we, for example, tape highlights of various winter programs and rebroadcast them in omnibus fashion during the traditional months of program repeats? Can we ultimately, through tape, operate a national network with fewer studios and with a consequently lighter burden of capital investment? How can we use tape to strengthen and expand our news operation? What is the potential in taping commercials?"

The principal use of video-tape at the moment, he said, was to bring nearly every NBC affiliate program regularly - - they all get the same show at the same time. Dependence on kines and lenticular films, Sarnoff said, "is substantially behind us. Programs are flowing through the summer months in their accustomed winter time periods."



**TOKENS OF RECOGNITION** for 14 years of service to the Bureau of Broadcast Measurement were presented Charles Vint, retiring president, and Horace Stovin, retiring vice-president, in the form of these silver trays at a BBM luncheon during the CAB convention. George Bertram, advertising manager of Swift Canadian Co. Ltd., makes the presentation.

from the floor, covering a wide range of topics. Hoffman stated that arrangements are now being made to have similar meetings held throughout the maritime provinces this

to get the CBC into BBM. We feel it would be good for them and would cost them less than they are now paying for their own research. We feel too that if the CBC came in,

## NAB MAY SUSPEND SEVEN MEMBER STATIONS

**I**N AN unprecedented public step, the National Association of Broadcasters (US equivalent of the CARTB) has initiated suspension proceedings against seven TV stations on charges of violating the industry's code of ethics.

The announcement of the suspension plans was made at the 36th annual convention of the NAB in Los Angeles last month. William B. Quarton, chairman of the TV Code Review Board, said the proceedings were being initiated on charges of multiple spotting, exceeding the allotted amount of commercial time, accepting personal product ads not considered suitable for TV, and scheduling program-length commercials.

In the past six years, since the code was put into effect, only a half dozen stations have been asked to resign for infractions of the code, and these have done so quietly. None has been reinstated.

The seven stations now under investigation will get a letter detailing the charges against them, and will have 20 days' warning before the

actual start of suspension proceedings.

Mr. Quarton said he hoped that the stations would make changes which would keep them in good standing, but "in fairness to the overwhelming majority of the stations and networks which do observe, in substantial fashion, the code's recommendations, it is the board's intent to deprive of subscriptions those stations which cannot or will not operate consistent with the code's provisions."

No station was named specifically in the announcement, which came during the session on the code of ethics, and no questions were raised from the small audience in attendance.

The ethics of broadcasting was the subject of a featured luncheon address at the convention, delivered by Marion Harper, president of McCann-Erickson.

He stated that the majority of responsible telecasters and advertisers were being penalized by the poor taste of a few.

Bad advertising, he said, hurt all advertising - and if a station lost its audience, or a portion of it, through the poor taste of certain sponsors' messages, it would probably end up losing the sponsors themselves.

Mr. Harper said the whole problem of good taste was a difficult one, because "what may not be annoying or disturbing in some homes will be found offensive in others. It is easy to understand how a small proportion can color people's attitudes. It would seem desirable to determine what the threshold of irritation for your audiences actually is, and take precautions accordingly."

"The code's provisions for self-discipline are certainly to be preferred to outside censorship. If the violations were more common, an industry czar might be indicated. Last year, 75 per cent of all violations were found on 15 per cent of the monitored stations. Not only must the abuses of this minority be corrected, but the remaining violations among all other stations. A 100 per cent compliance is needed."

**CARTB Convention - Radio**

**THE NEED WAS FOR MEDICATION . . . NOT EMBALMING**

By Brian Swarbrick  
Staff Writer

TELEVISION is the best thing that ever happened to radio, because it forced radio broadcasters to "shrug off their lethargy and get to work improving the product to meet present-day demands," Donald McGannon, president of the Westinghouse Broadcasting Company in the US, said in his keynote speech to the radio workshop of the CAB convention in Montreal May 12.

Five speakers addressed the large audience of some 400, each taking some aspect of the theme, "Radio - - the Key." Fellow keynoter Worth Kramer, executive vice-president of WJR-Radio, Detroit, said that broadcasters must build public confidence in the stature of radio. He said a station's stature should be evident in its programs, its good taste in the type and frequency of commercials, and its dealings with the business community.

**FAVORABLE SOCIAL CLIMATE**

Kenneth Clarke, manager of Canadian sales and market development for the International Nickel Co., of Canada Ltd., Toronto, told how his firm used radio to build its public relations. INCO, he explained, rarely sold its products directly to the public, but "it is vital to a company such as ours to create in the public consciousness a favorable social climate in which we can operate effectively. INCO's many refined

metals tend to lose their identity in the manufacturing process. These radio messages are designed to help restore that identity."

The institutional program was as important to companies such as his,

real chain of supermarkets, told how radio was the key to merchandising in an industry in which goods are sold "not by the tin, but by the ton."

Radio was used primarily he said, "because it is a fast, efficient means

network radio," summed up Mr. McGannon, "had moved across the living room to the TV set."

**NETWORK TO LOCAL**

"Our company had always been closely associated with the networks and it was a painful decision for us to make, but we had to quit the network if we intended to stay in business. Thus, in the summer of 1956, local programming was introduced."

The program policy adopted was one of music, news and service.

Music. McGannon said his company did not believe in the "top-fifty" formula in music, but in a balanced programming which included standards and popular music. "We believe an independently produced musical program can have tremendous appeal. But it requires thought and pacing, and the effective use of personalities which are the final elements of the 'musical mix' that we think ultimately will achieve the greatest appeal."

News. The coming of the space age, Mr. McGannon said, had introduced a totally new dimension of living. It has brought with it a desire to learn on the part of the public. Listeners will no longer accept rip-and-read news. "It now must be written and produced from the local point of view - - and put on a competitive basis with the best newspaper in town. Reporters have to get out on the beat, and use every technical device we have to create interest."

Service. "Up to the coming of television, and the program policy changes it dictated, radio's public service was of the 3-D variety - - dull, drab and dreary," McGannon said.

"Now we pepper the entire schedule, 24 hours a day, with public service features. There is of course the basic service, which includes weather reports, time signals, traffic conditions, where the fish are biting, and so on. But now our public service approach is to keep our listeners aware of all worthwhile aspects of community life, presented in the most interesting and entertaining way. It is our belief that a station can establish itself, through public service, as reliable and believable, and in turn stimulate listener response on behalf of a community cause - - or an advertising message."

**INTIMACY AND SERVICE**

McGannon concluded with the remark that radio is a fundamental entertainment medium. It is totally different now from what it was 10 years ago, providing intimacy, companionship and service. Television, instead of killing it, has done radio tremendous good by stirring the broadcasters out of their "complacency, lethargy and intransigency."

"This is not the passivity of the printed word," he said. "Our product - - pleasing sound - - is the most transient in the world, always subject to change. If we can accept change, and can sell ourselves aggressively, radio will emerge strong."

"Radio, in fact, is the dynamic saturation medium for 1958, and for many years to come," he said.



**SPEAKERS AT THE RADIO WORKSHOP** of the CAB convention were, left to right, top row: Donald McGannon, president of Westinghouse Broadcasting Company; Howard Caine, CHWO-Radio, Oakville, chairman of the workshop; Worth Kramer, executive vice-president, WJR-Radio, Detroit; bottom row: E. R. Fisher, advertising manager of the Pepsi-Cola Company; Kenneth Clarke, sales manager of International Nickel Company of Canada; and Ben Dobrinsky, advertising director of Steinberg's Limited, Montreal.

he said, "as the hard-sell message is to the soap advertiser."

**RADIO THE BASIC MEDIUM**

Mr. Clarke was followed by E. R. Fisher, advertising manager of the Pepsi-Cola Company, Montreal, who spoke on how his company directs a complete national campaign using radio as the basic medium. Pepsi-Cola, he explained, owns seven branch plants and also deals with 104 franchise bottlers. It must pick a medium which can accommodate advertising requirements in a specific area, or blanket the entire country.

He said it was radio's flexibility of buying and flexibility of programming which made it a key to Pepsi-Cola advertising.

**SPEED AND EFFICIENCY**

Ben Dobrinsky, director of advertising of Steinberg's Limited, Mont-

of communicating with the buying public, and in the food business, speed and efficiency are paramount."

**A SURVEY OF RADIO'S FUTURE**

In his keynote speech, Mr. McGannon of Westinghouse spoke on radio in the television age, as its problems had been experienced by his company.

"I am frank to admit," he said, "that we at Westinghouse suffered from many of the miseries that were prevalent when the whole medium was undergoing its phenomenal readjustment to the full impact of television. But we were convinced that although the patient was in a critical state, prompt and effective medication was more in order than embalming."

It was decided to conduct a survey of radio's future, which brought out the following:

1. In all major markets, network radio was losing its audience.
  2. Income had declined to a negligible amount as the networks, endeavoring to "stem the downturn," sold at bargain basement prices.
  3. Radio was showing more and more appeal and interest in local programs than in network shows.
- "Everything that had been good in

Did you know that . . .

**CKDM Dauphin, Man.**  
reaches a total of 26,525\*  
adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

**POINTS OF SALE**

**CKVR-TV**

Barrie

is the

**Dominant Station**

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**102,000**

**TV Homes**

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MURRAY MacIVOR  
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The greatest French advertising medium in Quebec

300 000 KV

**CHLT-TV** CHANNEL 7

SHERBROOKE

We cover the Montreal market

News

FACTS MUST COME BEFORE OPINIONS

RADIO, TELEVISION AND press journalism is on the threshold of the toughest job it ever faced, declared Frank Stanton, president of the Columbia Broadcasting System, in an address at the Missouri School of Journalism recently.

"Our ability to report swiftly and thoroughly the events of our time in a way to compel the attention, interest and understanding of tens of millions of people," he stated, "is essential to the very survival of democracy itself.

"Democracy rests on public opinion and democracy succeeds only to the extent that public opinion is intelligent, well informed and responsive. The facts of life in the world today make this need for an informed public far more urgent than ever before."

Stanton argued that pure propaganda has lost its effectiveness. Instead, he recommended sensible opinion based on known and understood facts to influence people.

"People generally resist being told what to do or think," he continued. "They want to know all the facts and then make up their own minds about the merit of the opinions of others and the suggested courses of action.

"Opinion can never be mobilized in this country, unless there is first - - and continues to be - - prompt, clear and arresting news of events. The great event which marks the end of a chain reaction is explosive only because the lesser events lead-

ing up to it were inadequately known and hence imperfectly understood.

"Even if the reporting of these lesser events cannot be counted a wholly new role for modern journalism, it must certainly be counted as a role wholly new in urgency and emphasis in this ICBM age," he said.

Although newspapers offer a more complete and more detailed news coverage than radio or TV, he added, it will be the role of the radio and television media to arouse the interest of the people in new events, personalities and problems - - sending them to the printed media for further and continual information.

Radio and television are improving as reporters of the news, he added, and we are getting the major stories and getting them to the people.

Pay TV Faces New Probe

IF THE FEDERAL Communications Commission in the United States authorizes a test of pay-TV after Congress adjourns, it will probably face a new investigation of its operations.

This threat was the text of a message sent to the National Association of Broadcasters' convention in Los Angeles last month by Representative Oren Harris, chairman of the House Committee on Interstate and Foreign Commerce, who headed the recent investigation of the FCC.



CKY

TOP RATED STATION IN MANITOBA



B.B.M., A.C.A., C.A.A.A. asked all stations to avoid special promotions during survey week.

CKY is the ONLY Winnipeg station to adhere to this request.

BALANCED PROGRAMMING and BROADCASTING INTEGRITY have brought CKY more listeners than any other radio station on the prairies.

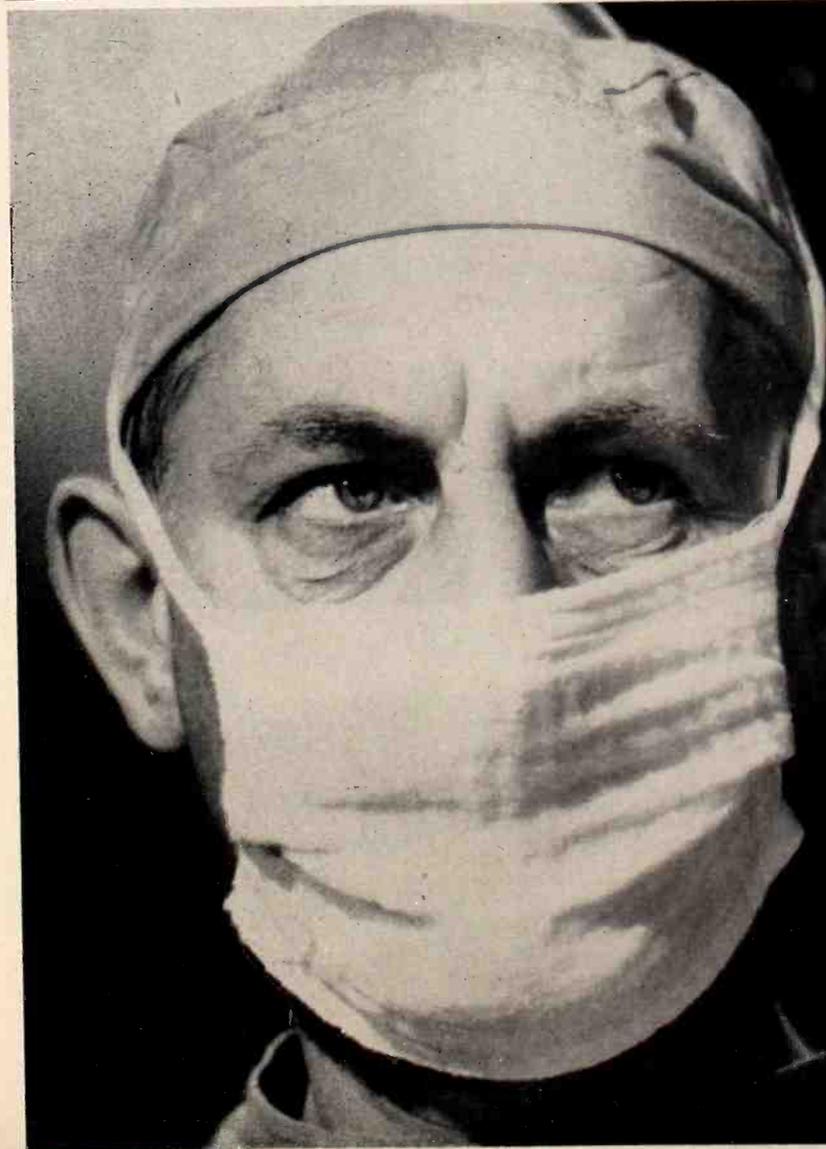
5000 Watts  
580 Kcs.



WINNIPEG

"The Station that Never Signs Off"

Reps.: Stovin-Byles, Canada • Forjoe, U.S.A.



59 EPISODES  
MEDIC

No one else in 1958 will offer a program that approaches Medic's prestige, production, quality and dramatic content. First run off the network, through FREMANTLE exclusively.

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*ACA Convention*

# US RESEARCHER TAKES A CLOSE LOOK AT JOHNNY CANUCK

**A** CALL ON CANADIAN advertisers to look into the future rather than gazing perpetually at the status quo was sounded by Dr. Ernest Dichter, president of the U.S. Institute for Motivational Research at the ACA Conference early this month.

Pointing out that people who believe that the world is headed for collapse, or their country for a depression, will "buy less or buy differently" than if they have a more optimistic philosophy. Dr. Dichter blamed the present American recession on a "lack of realization of what are the goals for America".



Dr. Ernest Dichter

He went on to say that "50 per cent of the people in this country could get along without cars, and 80 per cent without television sets, without movies, without liquor, without

cigarettes or candy and so on down the line. It becomes clear then", he said, "that the real defenders of a positive outlook on life, the real salesmen of prosperity, and therefore of democracy, are the individual salesmen who defend the right to buy a new car, a new home, a new radio."

Dr. Dichter referred to more than a dozen studies which his organization has undertaken in Canada, and said one of this country's most important problems is to "discover the psychological platform for its own role".

The speaker elaborated on three "trends" he had developed from these studies as guideposts to selling in Canada.

(1) **Strong Desire To Have Canadian Products.** "... the Canadian consumer today, in almost every field of buying, demands products equal to or superior to those manufactured in the U.S."

(2) **Canadian Women Are Achieving Independence.** "They too are becoming more independent of American beauty standards... The need for glamor is being replaced by emphasis on naturalness and self-realization."

(3) **Straining At The Puritanical Leash.** In the proprietary drug field, we found that Canadians... are more puritanical and straight-laced, yet, at the same time, are envious of American relaxed standards. Canadians are about to break the puritanical ropes that bind them... French Canadians are more receptive to symbols of tradition... English-speaking Canadians look ahead rather than back..."

**CANADIAN INDIVIDUALITY**

"Real competition does not exist in imitating and copying, but in the development of one's own individuality", Dr. Dichter said. "I think that the real future of Canada does not lie in copying America, but in discovering its own individuality and

determining its own goals." He felt that Canada has to "stop feeling inferior or to attempt to over-compensate - - to do things bigger and better."

He then listed six "directives which can serve simultaneously as rules for the discovery of Canada's uniqueness and at the same time be useful to forestall a continued recession":

(1) **Permit The Canadians To Enjoy The Good Life.** "Canadians need the permission to enjoy their life. Advertisers have to stress the fact that their products provide new experiences."

(2) **Admit To The Consumer That He Is Back In The Saddle Again.** "... manufacturers, salesmen, advertisers must recognize that the consumer feels he has not been persuaded enough; he has not been wooed or pleased or given to understand how important he is."

(3) **Prices Must Be On The Consumer's Side.** "What is needed is not merely a reduction of prices, but a better communication between the advertiser and the consumer - - an explanation of price policies. Now is the time to take the consumer into confidence."

(4) **Re-Evaluate Your Advertising Appeals.** Find out whether your company has the right kind of product image and company personality. Are you developing enough new products? Different products? Products more in line with the change in consumer psychology?

(5) **New Markets Are Continuously Developing.** "Sixty per cent of the products that exist today did not exist ten years ago. The reason for their existence is, on the one hand, technological development in the field of electronics, plastics, etc., but even more importantly, the desire on the part of the people to experience life in a more exciting and fulfilling fashion."

(6) **Develop A Clear-Cut Goal For The Role Of Canada.** "It is wrong for Canada to simply try to imitate

America. It is equally wrong for her trying to be different at all costs. The right answer lies in discovering the uniqueness of Canada. In our opinion, Canada's role could very well become an example of a truly balanced nation in a modern age, an example for Americans

Canada can become, and has already in some respects become a bridge between England and America. But even more, Canada has, in a wider sense, become the bridge between English tradition and American technological progress between Europe and America. The fact that Canada has a large and important French population adds weight and importance to that role...

"The real test of a country's survival will not be how much its citizens have to eat, nor how passively contented they are, but the degree to which they have achieved a sense of fulfilment. The goal of a democratic society is to develop citizens who can become more and more independent in the psychological sense. Citizens who are not afraid to contemplate the possibility of a life that constantly improves not only materially, but also in terms of eventual prosperity of mind and soul, is the objective.

"We need to put all public servants, all educators, all advertisers and salesmen, everyone with the power and skill to influence others, into the service of this moral and at the same time practical goal. Attitudes towards depression are deeply influenced by the clear definition and understanding of our society's goal."

**Stations Link In Car Drive**

**T**ORONTO RADIO and Television join forces to back the Toronto Automobile Dealers Association in their "You Auto Buy Now" campaign from May 24 to 31.

Representatives of CFRB, CHUM, CKEY, CKFH and the three CBC stations - - CBL, CJBC and CBLT met May 12 with the TADA's advertising committee, and were informed that the dealers were allocating their advertising funds equally among broadcast media and daily newspapers for the campaign.

The broadcasters immediately held meetings with their advertising and production personnel. The budget was amicably split among the 7 stations, and promotional plans were co-ordinated.

As a result, radio and television audiences will be told that they "Auto Buy Now", between 300 and 400 times daily during the final week of May. Concurrently, all the stations will broadcast announcements and interviews and other special programs aimed at stimulating retail buying generally. One station man suggested a slogan for this supporting campaign: "Don't EYE it, BUY it".

**Dairy - Farm income is UP this year —**

Cover the Dairy County of Oxford by using

**CKOX**

WOODSTOCK ONTARIO

Lorrie Potts & Co. - Toronto  
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**C K B W**

**Add a Profitable PLUS**

Summer Budgets should include

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for Coverage of Nova Scotia's

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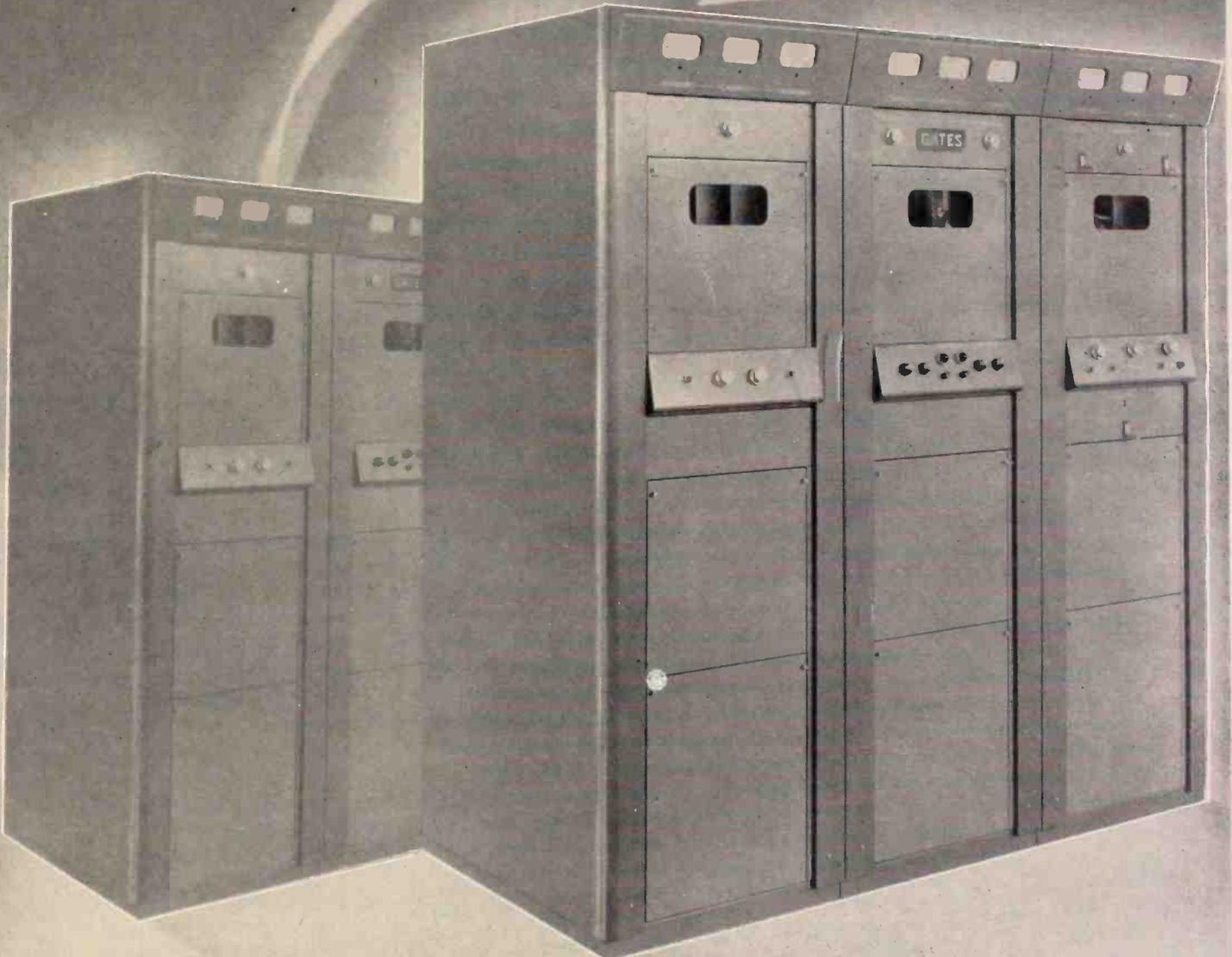
*Serving the Wealthy South Shore*

RADIO REPS in CANADA  
DONALD COOKE in the USA

Say You Saw It  
in  
**The BROADCASTER**

# POTENTIAL POWER!

FROM 5 KW TO 10 KW



## INCREASE POWER AT ANY TIME WITH GATES BC-5P

By planning ahead, you can guarantee a quick and easy increase to 10-kilowatts when the time comes. This is power increase insurance that every five kilowatt station must have. Simply by modification you can convert the BC-5P to 10,000 watts (BC-10P) usually without loss of air time. This is an investment in power that will yield many returns in time, savings, and convenience of installation.

The BC-10P is available for original 10-kilowatt operation, incorporating the many outstanding features that have made the BC-5P the leader in the 5-kilowatt field.

Contact the Gates Radio Company today for complete details on the BC-5P/BC-10P transmitters.



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Tel. 3-1325  
Halifax

20 Barnes Road  
Tel. 2881  
St. John's, Nfld.

## ACA Convention

# PEOPLE BUY WHAT THEIR SOCIAL BETTERS BUY

**F**OR THE MARKETING man, a social class is important not only for its own buying habits but for those of a higher class that the first class is trying to imitate and crash into. So the advertiser must get his product accepted as high on the social ladder as possible and then marketing is done by a process of trickling down". This was the thought presented to the ACA by Dr. Margaret Pirie, Research Fellow, Department of Anthropology, Yale University.

Dr. Pirie's social ladder consisted of four classes, lower, middle, upper-middle and upper. She said that a better understanding of these groups as to their likes, dislikes, habits and morals, would help toward a better all round marketing job.

**Upper Class.** "These are the people oriented to the past. They have several generations of money and social position behind them. They keep their genealogy and have oil paintings of their ancestors on the wall, and, as a rule they are a closed community.



Dr. Margaret Pirie

"These people are the most secure of any our society produces. They are the most tolerant because they have everything. As consumers these people are what anthropologists call conspicuous non-consumers.

"They tend to wear the same clothes they wore 40 years ago; they don't trade in their cars often enough to suit the car manufacturers, because their social position is so secure they don't have to make a show of their purchases."

**Middle Class.** "These people are the muscles and hands of society. The middle class man is the guy who plays canasta, rummy, and poker. He drinks beer, highballs, rum and coke and rye and ginger ale, definitely not cocktails, if he drinks at all that is.

"The middle class people don't do much drinking because they are probably the most inhibited people this culture produces. They live by slogans - - Honesty is the best Policy, or Cleanliness is next to Godliness. They raise their children by these slogans. They have a very strong moral code and are very, very susceptible to shame and gossip.

"These people, if I had to put a label on them, are those who go through life worrying about what the neighbors think. They have great pride in their independence and they pride themselves on buying nothing but the best. By this I mean the best in the stores in which they deal.

These people would never buy stuff at auctions or accept hand-me-downs."

Dr. Pirie said that "the kitchen is the best equipped room in the house. This because they pride themselves on not stinting on food.

"Mostly the middle class is oriented to the future. They put off everything for tomorrow. They work like the devil now so that in the future they will be a success. Consequently education is important. In the middle class, the parents and the teachers side together to prepare the child for the future.

"This is a problem for the little kids growing up in the middle class, because the parent does not serve as a model in the way the upper class parent does. They are not educating the kid to do what they do, but because it will give him all the advantages they never had.

"Whatever the middle class person does, buys and thinks about, in his mind's eye is the professional group that he wants to be like and that he wants his children to become part of. Therefore his reference group is the upper middle class, of which I will talk later."

**Lower Class.** "These are the people who have no professional training and are the last hired and first fired. They are oriented toward the present - - they live for today. Their way to success is a lucky break.

"They are not literate people - - they don't read or think in a paper-and-pencil way at all. When they do their shopping, they buy on impulse and do not pay attention to ads. They see and buy - - just like that.

"These people", Dr. Pirie said, "are failures conditioned by their surroundings. Kids can see how their

parents are treated and all they want out of life is a steady job with a pension at the end of it, and not to be hired and fired according to the whims of the market. Therefore their reference group is middle class person."

**Upper Middle Class.** "This is the most important group in terms of marketing. They are the business and professional persons - - the eyes and brains of society. They have no family traditions or inherited wealth and all they have to offer is brains.

"The important thing about this group is that their possessions are new to them and they are forever changing things. Their reference group is the upper class. They are the most insecure people for several reasons. One is that these men all have high-salaried jobs, but there is no room in them for their sons, so they worry about what is going to happen to them. They also live very close to their income and this creates economic insecurity.

"A man in the upper middle class gets married, not to preserve family tradition like the upper class, but because he wants a woman who can help him get where he's going, a woman who can help him buy the right things and be a vehicle for his buying power. Consequently, important changes in buying power, in buying patterns around the country begin with the upper middle class woman - - she's the key.

"Now" Dr. Pirie said, "as I see it, marketing is done by a process of trickling down. Things trickle down and you start them as high up as you can, get them accepted as far up the social ladder as possible, because nobody will take up something that is being done by inferiors."

in B. C.

# C J O R

## PERSONALITIES

ARE  
"BEST SELLERS"

(your product is protected against  
competitive advertising)

see

## Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

# C J O R VANCOUVER, B.C.

## KEEP AHEAD OF CHANGING DEMANDS

"**M**ARKET ANALYSIS and knowledge of changing customer demands are the soundest foundations for the introduction of improved or new products", said Dr. R. P. Dinsmore, vice-president, Goodyear Tire & Rubber Co.

Dinsmore told the ACA Convention that "every year we see hundreds of gadgets that are ingenious enough in their design, but did not fill a demand economically or otherwise. This clearly indicates a need for basing the design for a new market on a real need and on an economic analysis of the consumer market.

"A reputable company is honest with its customers and stands behind its mistakes, not out of kindness, but because experience has shown that only a satisfied buyer will buy again and again from the same supplier."

Dr. Dinsmore pointed out that "satisfaction does not come from quality alone. It must be based on a conviction of good value. A company's business reputation needs to include progressiveness. No customer likes out-dated products or those

which are outclassed by the competitive producers. The customer usually is unable to appraise a product himself, he relies on the assurance of a reputable supplier.

"There is also a need for constant alertness to the condition of the market which any selling organization is active in or intends to approach. No market is static. Many a concern has failed to note the changes that were going on, only to awake and find out that the portion of the market they were catering to was dead or dying off."

Dr. Dinsmore said he felt that "the production of new products stimulated improvements in manufacturing, selling and advertising as well enhancing company prestige that helped create customer confidence.

"New products permit the advertising man to tell a new and interesting story which makes his task somewhat easier and helps his efforts to build up public acceptance and demand. When they are fitted into a logical plan which everyone accepts, they give the occasional lift which successful selling requires."

ACA Convention

AGENCY PLAYS SAME ROLE IN NEW ECONOMY

THE ADVERTISING agency occupies a key position in today's system of mass communication, but its role is still the same as it was thirty years ago," said Dr. Vergil Reed, vice-president, J. Walter Thompson Co., New York.

He told the ACA that the agency "merely had more media, more specialists, better research and improved methods with which to carry out its role of increasing the effectiveness of its client's advertising."

Turning back to the war years, Dr. Reed said that "advertising appropriations did not shrink as much as expected during the war for three reasons. First, most advertisers had come to appreciate the fact that advertising was a long range force and investment and that continuity was necessary to success in gaining leadership or maintaining a position in the market. Second, Federal tax laws allowed liberal advertising expenditures to be deducted as a business cost. Third, advertisers, media and agencies did a generous amount of public-service



Dr. Vergil Reed

advertising during the war period. Speaking of the increase of advertising budgets today, Dr. Reed said, "this constant expansion of advertising volume is the outgrowth of a very dynamic economy, of course, but it is partly due to a better understanding of the functions and necessity of advertising in keeping that economy dynamic. "In an economy of abundance, our production facilities can supply goods faster than our population learns to want these goods or consider them necessities. To remedy this is the role of advertising. "Naturally", Dr. Reed said, "with the growth of the economy, the increasing dependence of this economy on advertising, and the rapidly growing volume of advertising, the advertising agencies, too, grew at a disconcerting rate and still continue to grow. Jobs, specialists and titles, but not functions, multiplied."

THE ROLE NEVER CHANGES

Dr. Reed offered a word of warning to the advertisers against "confusing size, specialization, new mass media and new methods with role or function. The advertising agency's sole interest in marketing", he said, "should be to achieve greater effectiveness in advertising, not to add a new function or enter a new field. Better integration of advertising into the marketing plan should be the aim. Sound agency counsel in these

related fields is essential to maximum effectiveness in advertising, but let's not get our bailiwicks mixed."

Dr. Reed said that the advertising agency should not "attempt to take over the marketing function of the client - - for this would indeed be a new role for the advertising agency. Even changing the name of the agency to "marketing agency" would not in reality change the function or role, just the name.

"If I could be certain of being around to collect, I'd be willing to wager that the role of the advertising agency in 2000 A.D. will still be "increasing the effectiveness of the client's advertising," he said.

CBC Will Film Brussels Ex

THE CBC INTERNATIONAL Service is preparing a TV film for showing at the Brussels Universal and International Exhibition.

The Peace and the Plenty, a documentary film on the Peace River area of Alberta, was originally shown on CBC Folio. The film's running time will be cut from 60 minutes to 30 minutes and commentaries will be in French and Flemish, the two official languages of Belgium.

Prepared at the request of the Belgian Institut National Belge de Télévision, the film is intended for showing August 25, the day set aside to honor Canada.

CHNS TOPS

in

Halifax!

THE best radio way to sell Nova Scotia's richest market - Halifax - is to buy CHNS radio. And the latest Elliott-Haynes Evening Programme Report for January 1958 bears out this fact. Here's the proof:

Monday to Friday: 6.00 p.m. to 10.00 p.m.

CHNS	54.2%
Station B	33.4%
Station C	9.8%

Saturday: 6:00 p.m. to 10.00 p.m.

CHNS	49.9%
Station B	33.1%
Station C	14.0%

NO MATTER WHAT YARDSTICK YOU

USE . . .



is the station to buy in Metropolitan HALIFAX

To serve you still better . . .

Jos. A. Hardy & Co. Ltd. have appointed Arthur C. Harrison as Toronto Manager.

Art Harrison with a background of more than 12 years in broadcasting will work in close association with



These Hardy men head up an organization of specialists who make it their business to know their stations, their markets . . . these key stations in these key markets:

RADIO

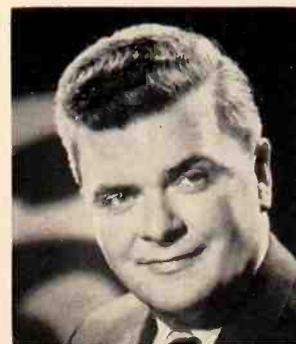
- CKRS Jonquiere - Kenogami
- CKBL Matane
- CHNC New Carlisle
- CHRC Quebec
- CHRL Roberval
- CHLT Sherbrooke
- CKTS Sherbrooke (English)
- CKSM Shawinigan Falls
- CJSO Sorel
- CKRN Rouyn
- CHAD Amos
- CKVD Val D'Or

- CKLS La Sarre
- CKLD Thetford Mines
- CKVM Ville Marie
- CKNB Campbellton, N.B.

TV

- CKRS-TV Jonquiere - Kenogami
- CFCM-TV Quebec City (French)
- CHLT-TV Sherbrooke
- CKRN-TV Rouyn - Noranda
- CKCO-TV Kitchener
- CKTM-TV Trois Rivieres

Guy Daviault, Montreal Manager.



JOS. A. HARDY & CO. LTD.

Toronto EM. 3-9433

Montreal PL. 1101



*ACA Convention*

**ADMAN IS CITED FOR RAISING STATURE OF ADVERTISING**

**E**INAR V. RECHNITZER, president of MacLaren Advertising Co. Ltd., was awarded the Association of Canadian Advertisers' Gold Medal Award at the association's 43rd annual meeting this month. Vice-president of a major Canadian advertising agency when he was 29 years old, Mr. Rechnitzer began his career as a newspaper reporter

The ACA Gold Medal Award was presented to Mr. Rechnitzer "in recognition and appreciation of outstanding leadership qualities shown during his long and distinguished service in the field of Canadian advertising, as exemplified by his constant efforts directed toward the implementation of the best principles of advertising methods and practices and the overall improvement of the stature of the advertising industry in Canada."

Born in London, Ontario, Mr. Rechnitzer was educated at Appleby College, Oakville, and the University of Western Ontario. He then became a reporter for the old LONDON ADVERTISER. Subsequently he was Ontario Legislature Correspondent for the TORONTO STAR and later foreign news editor of the PHILADELPHIA PUBLIC LEDGER.

In 1930 he joined the public relations department of MacLaren's in Toronto, and within four years was appointed vice-president of the agency. He later was made senior vice-president, and on the death of J. A. MacLaren in 1955, became president.

He is immediate Past President of the Canadian Association of Advertising Agencies, having served two terms of office, and is vice-president of the Canadian Advertising Advisory Board.



**EINAR RECHNITZER** (right), president of MacLaren Advertising Ltd. is seen admiring his gold medal which he received at the ACA convention this month. Seen with him are **Harry E. Whitehead**, newly elected president of the ACA and **Marlene Duff** a Toronto model.

tion of Canadian Advertisers' Gold Medal Award at the association's 43rd annual meeting this month. Vice-president of a major Canadian

and now heads one of Canada's largest agencies.

**Harry Whitehead Heads New ACA Board**

**H**ARRY E. WHITEHEAD, vice-president, Kimberly-Clark Corporation of Canada Limited, was elected president of the Association of Canadian Advertisers at the association's 43rd annual meeting this month.

He was appointed vice-president of Kimberly-Clark seven years ago. Active in association work, he has served on several ACA Committees, and has been association treasurer, and last year executive vice-president. He is also director of the National Sales Executives Association, Toronto chapter, and is past president of The Travelling Men's Auxilliary, Ontario Retail Pharmacists Association.

The ACA also elected its board of directors for 1958 - 59, they are as follows:

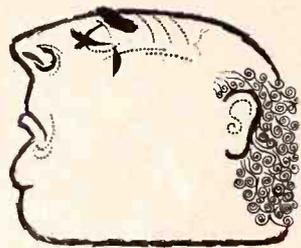
Executive vice-president - - Jack J. McGill, advertising manager, Imperial Tobacco Co. of Canada Ltd., Montreal.

Vice-presidents - - Ernest T. Gater, vice-president, Sterling Drug Mfg. Ltd., Windsor; J. W. Cook, advertising supervisor, Shawinigan Water & Power Co., Montreal; K. J. Farthing, manager, general advertising, Canadian Westinghouse Co. Ltd., Hamilton; P. J. McGinnis, advertising manager, Bell Telephone Co. of Canada, Montreal; J. C. Miller, director of advertising, Ford Motor Co. of Canada Ltd., Toronto.

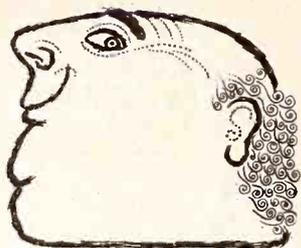
Vice-president & treasurer - - A. B. Yeates, assistant director, advertising, sales promotion & public relations, The Prudential Insurance Co. of America, Toronto.

General manager & secretary - - B. E. Legate, Association of Canadian Advertisers Inc., Toronto.

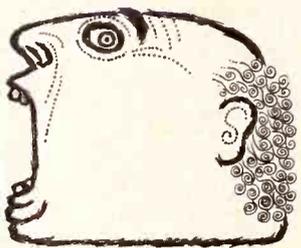
Directors - - T. M. Atkinson, advertising department manager, Du Pont Co. of Canada (1956) Ltd., Montreal; R. B. Beadon, director of advertising, The Procter & Gamble Co. of Canada Ltd., Toronto; J. A. Blay, director of information, The Hydro-Electric Power Commission of Ontario, Toronto; E. J. Coleman, vice-president & advertising manager, Kraft Foods Ltd., Montreal; R. B. Collett, advertising director, Lever Brothers Ltd., Toronto; W. T. McFarlane, division manager, advertising, Canadian Pacific Railway Co., Montreal; Mrs. Grace Wilson, advertising manager, S. C. Johnson & Son Ltd., Brantford; W. W. Vanderburgh, advertising manager, Coca-Cola Ltd., Toronto; E. H. Woodley, advertising manager, Northern Electric Co. Ltd., Montreal.



**SUDDENLY**



**THEY'RE**



**WIDE OPEN**

**POINTS OF SALE**

+  
**25.1%**

This is the population increase for St. Catharines and Grantham Township over the past five years

Buy  
**CKTB**

- CJFX** Antigonish
- CKBB** Barrie
- CJCH** Halifax
- CFPA** Port Arthur
- CKTB** St. Catharines
- CHOK** Sarnia

**PAUL MULVIHILL & Co. Ltd.**

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

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



**THIS IS THE YEAR**  
in B.C.

**10th** Year for Radio **CHUB**

**100th** Birthday of British Columbia

**10,000 Watts** for **Radio CHUB**

**NOW** is the time to see our Reps: Stephens & Towndrow Stovin-Byles (Wpg.) John N. Hunt & Assoc. Donald Cooke Inc.

**RADIO**

**CHRC**

**QUEBEC CITY**  
800 K.C.

10,000  
**WATTS**

Reps.  
Canada: Jos. A. Hardy & Co. Ltd.  
U.S.A.: Young Canadian Limited

# Technicolumn

**V**ERA - - Vision Electronic Recording Apparatus (the British answer to the Videotape Recorder produced by Ampex) has been developed by BBC research technicians.

The new equipment works on the principle of recording pictures and sound on magnetic tape by electrical means, in much the same way as sound is recorded on a tape recorder. It records the electrical impulses from which the pictures are built up on the screen and stores them until reproduction of the pictures is required. The machine has the important advantage, according to the BBC, that continuous monitoring of the picture recorded on the tape can be carried out while recording is actually in progress. Recordings can be edited by cutting and joining the tape and can be played back as soon as the tape has been re-wound.

The BBC describes VERA as giving a high degree of definition and freedom from defects in the picture, and unlike the system in operation in the US which uses a two inch wide tape, it uses a standard grade of magnetic tape, half an inch wide, in general commercial use for sound recording. Because of this fact VERA is said to run at about a third of the cost per hour compared to the US system.

**F**ROM LOS ANGELES come reports that broadcasters can get into the background music business by the use of sound only on community TV. Charles C. Cowley, president of Muzak Corp., said that this can be done with a minimum of capital investment and they can make a profit while at the same time enhancing the value of their TV properties.

He pointed out that the Muzak franchise operations now extend into more than 5,000 communities in the US, Canada and abroad. But until now, with the exception of spot installations and some minor additional coverage by FM beep, the service has been limited to metropolitan areas and their immediate suburbs.

Cowley said that community TV, coupled with multiplex FM transmissions, will make "it possible to more than double our coverage in the next eighteen months."

**D**UPONT OF CANADA recently developed a new aerosol spray which they say provides a quick and efficient method of locating defective parts in electrical circuits.

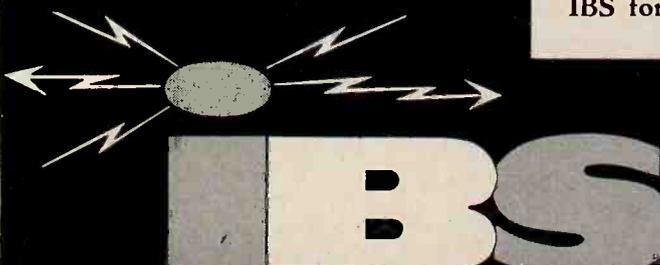
The aerosol chills capacitors, resistors, transistors and similar components to be tested, spraying them one at a time with small amounts of a non-flammable and non-explosive refrigerant until frost forms. If the circuit begins to operate satisfactorily but fails when the frost melts, then the part is a source of trouble. Typical applications are in pinpointing paper, mica and ceramic capacitors that break when overheated, transistors that are ineffective when overheated but function normally when cool and electrical contacts which have become oxidized.

This spray can also be used to shrink small metal parts where close tolerances make assembly or disassembly difficult at normal temperatures.

# The Key to French Canada's \$5,000,000,000 markets!

H. R. (Roy) Green  
Acct. Executive  
Toronto

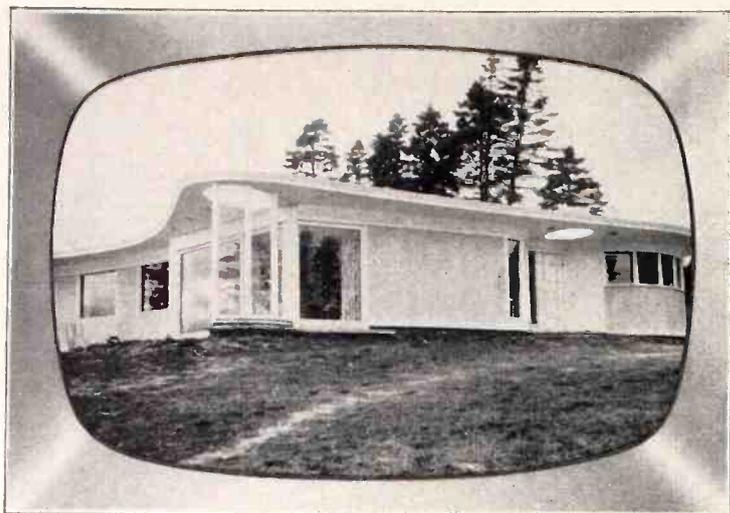
Your IBS man holds the key to your sales problems in French Canada. IBS stations reach over 97% of all French radio homes. No other group of stations can deliver the same selling influence in the French market. Call IBS for facts and service.




**INTERPROVINCIAL BROADCAST SALES LTD.**

TORONTO: K. W. DAVIS, GEN. MGR. 199 BAY STREET, EM 4-1197 • MONTREAL: L. MORIN, MGR. 1411 STANLEY STREET, VI 9-5221

# THIS IS Newfoundland



One of St. John's many new and modern homes

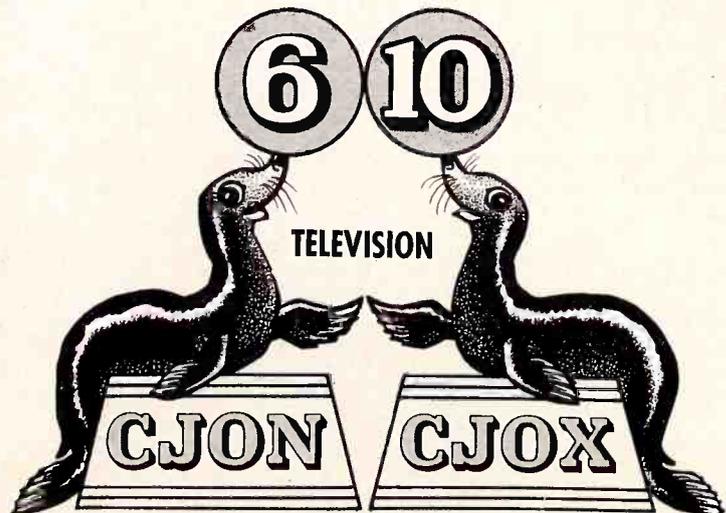
Now . . . new capital is coming into Newfoundland . . . her resources are getting increasing development . . . people have more money to spend than they ever had before. Take mining, for example. In 1956, operating mines in Newfoundland produced MORE THAN 50% of Canada's iron ore, 9% of its lead, 8% of its zinc, 99.2% of its fluor spar, and quantities of gold, silver and copper. Newfoundland mining output increased 238.5% between 1950 and 1956 — a greater increase in mining production than occurred in *any other province*, and nearly 2½ times as great as the Canadian average increase.

Newfoundland is growing population-wise, faster than its neighbors — 14.8% in 5 years.

Newfoundland personal incomes are growing faster than in *any other province* in Canada — 69.1% between 1950 and 1956.

St. John's — its Capital city, and the oldest city on the North American continent — has had Television for 2 years, and already has 85% TV ownership (BBM) — an amazing record.

To sum up . . . CJON-TV and CJOX-TV give national advertisers *the only blanket coverage* of the wealthy Avalon Peninsula, Canada's most captive audience.



Represented in CANADA by STOVIN-BYLES LTD.

ST. JOHN'S NEWFOUNDLAND

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



**Over the Desk**  
**THEY'VE JUST** left me room in The Desk this issue to add our congratulations to those which have been bobbing up all over the place to a wiry young Yorkshireman by the name of Ambrose John Denne, who has just completed his first half

ments in his early days considerable prowess in the games of golf and lawn bowling. Also in his earlier days, he cut quite a figure in dramatic circles, his specialty being along the lines of Stanley Holloway's "Albert and the Lion".



century in the advertising business.

Our picture shows him between CAAA President Elton Johnson and Toronto Ad Club President Jim Knox, with the illuminated address he received at an ad club meeting the other Tuesday.

Nobody seems to be absolutely sure of the year, but in or about 1907, A. J. climbed off the boat that had brought him over from England and took to a stint of ditch digging in Hamilton. This lasted about a week, when he turned up a job with a Toronto wholesale drygoods concern. But his Canadian career really began when he joined McKim Advertising (it was probably A. McKim & Co. at the time) and became impregnated with the advertising business.

In 1909, Mr. D. became the Denne in the advertising agency of Smith, Denne & Moore, and it was in 1916 that his present firm of A. J. Denne & Company Ltd., came into being.

Somewhere along the line, Mr. Denne produced a booklet to publicize his agency. In it he wrote some words which have been frequently quoted since. They were:

"The science, art, business or profession of advertising is like religion and politics - - every man graduates therein without going to college".

He counts among his accomplish-

He has a son and daughter. The son is a doctor who is married to a doctor. His daughter is married to a doctor. Mr. Denne says he can never get any medical attention. Probably he looks forward to the coming of state medicine, but that is only my idea.

### NOVEL PROMOTION

**R**ADIO STATION CJMS, Montreal, in order to draw attention to the several hundred CJMS car cards placed on buses throughout the Montreal area, gave away five portable radios during Canadian Radio Week, to the persons sending in the most bus numbers displaying these cards.

Among the more than 15,000 entries received were a few dozen listing every bus in the area, with and without CJMS cards, a total of some fifteen hundred.

One contestant, not realizing that she could send her entire list in one envelope, sent in over five hundred envelopes, each containing one bus number.

Possibly the most unique entry received, was that of a twelve-year-old boy who listed his numbers within the letters CJMS, drawn on a pink background. Although he did not get all the numbers, he was given a special consolation prize by the station.

### THE BIG SQUEEZE

**I** REALLY GOT squeezed this issue, and so, incidentally, did Messrs. Poole, Frey and Kober, whose ACA speeches will be covered in our next issue. And in order that it may contain something besides these three speeches, buzz me if you hear anything, won't you?

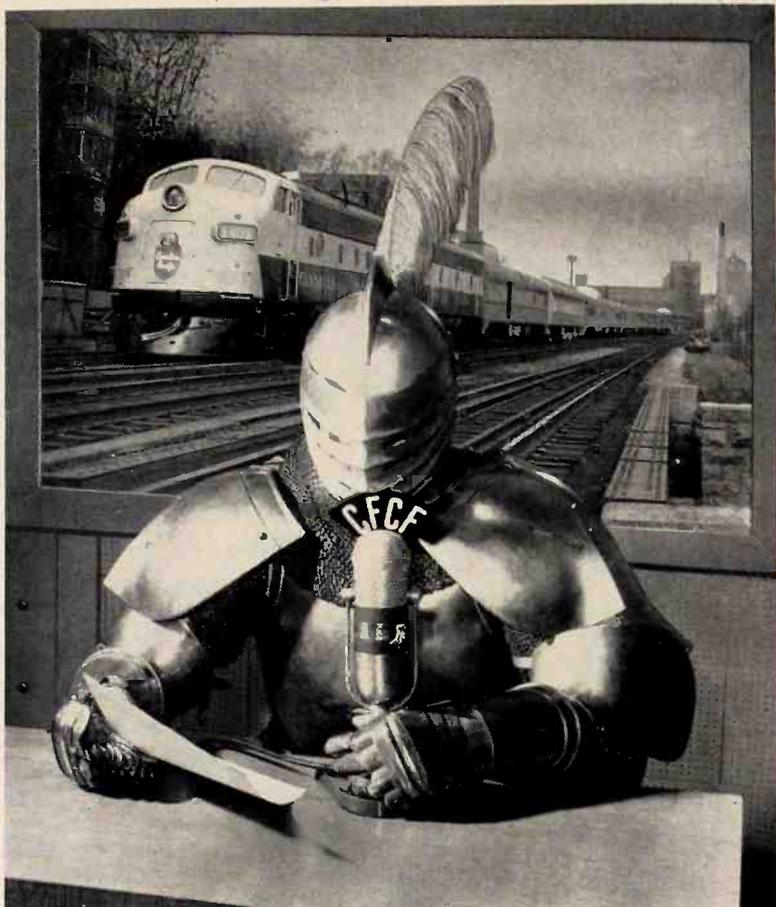
Did you know that . . .

**CKCK Regina, Sask.** reaches a total of 217,704\* adult listeners every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

*Radio*

**O'KEEFE SPONSORS CFCF ALL-NIGHTER SATURATION TELEVISION?**



**A**LL-NIGHT PROGRAMMING began at CFCF-Radio in Montreal on May 1 with the introduction of *Knight Train*, sponsored by O'Keefe Brewing Co. Ltd. of Toronto.

Three months were spent in preparing the program, which was designed specifically to satisfy two prime needs of the sponsor: to reach the large all-night audience which it felt existed in Canada's largest city, and to create a strong brand identification for its products.

With the brewery interested in the potential of all-night radio, CFCF's Laurie Raspberry and Doug Delaney sat down with John Bartram, Stu Loonan and Pierre Petel of Foster Advertising to work out the campaign. They came up with *Knight Train*, with CFCF deejay Earl Campbell acting as host, and known as "your knight until day." The point here was to create a constant reference to the "knight" symbol which appears on all of the brewery's brands.

To build immediate interest—both in the product and CFCF's first try at all-night programming — Program Director Vin Dittmer launched a teaser campaign 10 days before May 1. This consisted of a "voice from the blue" intoning the numbers 5-1-24-600 at various times in the program day. The switchboard was beset with calls from curious listeners, and on April 24, CFCF announced that 5-1-24-600 meant: "Beginning May 1, CFCF, 600 on your dial will be on the air 24 hours a day."

The music for the show covers the complete range of musical fare, starting with the latest hits, followed by Latin American music, old favorites, light classics, barbershop, and finally an hour of country and western music. It is designed to

graduate from the popular vein into "background" numbers in the wee hours and picking up its tempo again as dawn approaches. However, the instrumental, melodic selections are counter-balanced each half hour with a feature selection from among the current popular music.

*Knight Train* hits the air at midnight and continues to 6 am.

**Win ACRTA Awards**

**F**RED DAVIS of *Front Page Challenge* and Charles Templeton of *Close-Up*, two Toronto-produced CBC-TV shows, were presented with awards at the annual ball of the Association of Canadian Radio and Television Artists in Toronto this month: Davis as the best performer of 1957 and Templeton as the best new performer of the year.

Davis is Emcee on both *Challenge* and a local CBC show, *Open House*, as well as doing occasional acting parts.

Templeton is the chief interviewer for *Close-Up*, which has sent him all over the world to talk to famous people. He has also worked on *Court of Opinion*, *Challenge* and *Fighting Words*.

The awards are given each year by Canadian artists themselves to those within their midst judged to have made the most significant contribution to the entertainment field.

**CBC Will Air Stampede**

**H**IGHLIGHTS OF THE CALGARY Stampede, July 7-12, will be seen across the country this year through CBC telecasts. It is also understood that US networks will be carrying the telecasts. Stampede features to be shown include a parade, chuckwagon races, and rodeo competitions.

Up to a reasonably short time ago, SATURATION TELEVISION was virtually unheard of in Canadian Television. Lately however, . . . several advertisers have elected to try a new approach, the use of heavy schedules in "B" & "C" periods.

In connection with one of these current campaigns — BAB-TV has undertaken to study the effect of SATURATION TELEVISION, and advertisers and their agencies will be advised of the results of the research.

For a personal behind-the-scenes look at the new medium of . . . . . TELEVISION, contact BAB-TV.

**TELEVISION  
CANADA'S NUMBER ONE  
SALESMAN**

*CARTB Member Stations*

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

**BROADCAST ADVERTISING BUREAU**

*TV Division*

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

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

*CARTB Convention*

**TWO BROADCASTERS WIN COVETED-TROPHIES**

WILLIAM JEYNES, chief engineer of CHCH-TV, Hamilton, has won the Col. Keith S. Rogers Memorial Award, presented each year by the Canadian General Electric Co. Ltd. for "outstanding contributions in the broadcasting engineering and technical field."

The presentation was made at the annual dinner of the CAB convention in Montreal and the citation read "in recognition of his contribution to the technical advancement of television, for the development of an excellent and inexpensive special effects generator for TV picture mixing."

The citation was signed by W. B. Smith, senior engineer of the air service and telecommunications branch of the Department of Trans-



AWARD WINNERS ADMIRE THEIR TROPHIES at the annual dinner of the CAB during the convention in Montreal. William Jeynes, left, is the chief engineer of CHCH-TV, Hamilton, and Geoff Stirling is president of CJON-TV, St. John's.

port, who is chairman of the selection committee. The other committee members are Keith A. Mackinnon of Ottawa and George McCurdy of McCurdy Industries Ltd. of Toronto. The John J. Gillin Memorial

award, a citation for public service is presented each year in recognition of a radio station's contributions to its community in public service. This year the winner was CJON, St. John's, Newfoundland, and the award was accepted by Geoff Stirling of that station. The presentation was made at the annual dinner by Mr. Jean T. Richard M.P. who, together with Mr. Crossley Sherwood of the House of Commons administrative staff, made up the awards committee.

**Creativity Is The Thing**

"ADVERTISING HAS got to find a new and better ways to create and write good persuasive advertisements - - advertisements that will produce genuine interest in the consumer", was the message given to the ACA by Elton M. Johnson, president CAAA and Chairman of the Board, Stanfield, Johnson & Hill Ltd.

"Today there is a trend to conformity", Johnson said. "The job we in advertising face, is to rebel against this uniformity of life. The creative departments of the agencies can do this because the creative man is non-conformist and dislikes the common ideas.

"The planning board is not what it used to be, it is now the board of revue of the creative man's efforts," he said.

**Broadcasts Can Be Too Real**

THE "PROFESSIONAL EXCITEMENT" of a television sports commentator can be more dangerous to a heart disease patient than the excitement of the game itself, according to Dr. Harold Segall, chief of Cardiology at the Jewish General Hospital in Montreal.

He told the annual meeting of the Canadian Medical Association, Quebec Division, recently that some of his patients always turned the sound off when watching sports on TV. It enabled them to watch the game without getting worked up by a "supercharged" commentator.

Did you know that . . .

**CBOFT Ottawa**

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

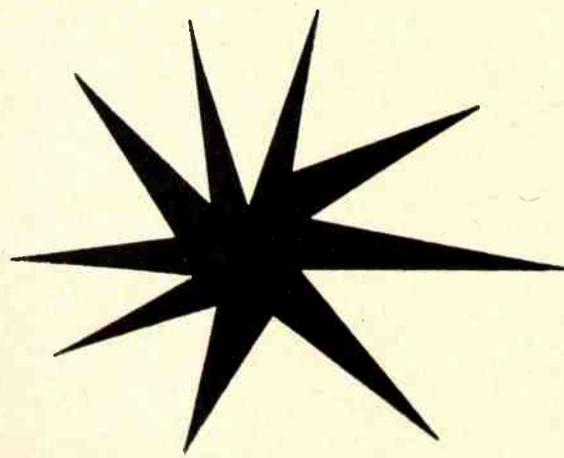
\*ELLIOTT-HAYNES CIRCULATION REPORTS

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

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

*SESAC Introduces a new concept in programming*

**repertory recordings**



**WHAT THEY ARE:** "repertory recordings" are a series of smartly packaged EP albums created particularly for the broadcaster and given free to the entire industry by SESAC.

**WHAT THEY DO FOR YOU:** They Attract and Retain Your Audience because "repertory recordings" are designed for repeated listening.

**WHERE THEY'RE FROM:** "repertory recordings" are samplers of the diversified SESAC Transcribed Library, the complete program service.

**To receive these FREE EP albums**



SESAC

10 Columbus Circle, New York 19, N.Y.

I would like to receive free "repertory recordings."

NAME & TITLE .....

STATION ..... ADDRESS .....

CITY ..... PROV. ....

Research

ELLIOTT-HAYNES SAYS BAM-CARF PANEL METHOD INEFFECTIVE AND COSTLY

A WARNING that the industry is "being led down the garden path" if it makes any "hurried or passive acceptance" of the report of the BAM-CARF committee on broadcast measurement, has been voiced by Walter Elliott, president of Elliott-Haynes Ltd.

A 13-page memorandum documenting the research company's views, and its reasons for not "jumping on the band wagon" and accepting the BAM committee report, has been circulated in the industry.

The memorandum states that nothing new would be added to the existing services for measuring audiences by adopting the BAM recommendations, but that the cost of implementing the recommendations would be about 300 per cent higher than they are now.

Elliott-Haynes sharply criticizes the panel method of audience measurement as being obsolete, inaccurate and expensive. Admitting that under certain conditions it can produce accurate information, Elliott-Haynes maintains that it is "ineffective and unreliable as a method of measuring day-long or week-long listening and viewing habits of individuals or families.

"Looking at it realistically: could you, your wife or some member of your family be expected to maintain a thoroughly accurate and dependable diary of the listening and viewing habits of each and every member

of your family, through-out 24 hours of the day, for seven consecutive days of the week - - and this, month after month?"

Elliott-Haynes is frankly dubious that if there is any doubt as to whether this system would work "in your own family," it would work in the 10,000 average homes across Canada recommended as necessary to make up the measurement panel.

POINT BY POINT

Here is a summary of the company's objections and observations, quoted from the memorandum:

1. The BAM committee findings are based on a minority report, representing a 12 per cent segment of the industry.

2. Its analysis of the reported needs of the industry bears confirmation of the fact that all of these

needs are currently being met through existing services, and a new BAM-recommended service would not add anything further to what the industry already has.

3. The proposed method - - the diary panel - - has long been discarded as an accurate and reliable means of measuring radio and television audience trends, the application of week-long diary-keeping to one's self or to one's family, proving its impractical approach to audience measurement.

4. Any recommended service should have as its basic purpose the serving of all segments of the industry. While existing services meet this requirement, the BAM-recommended service might, in part, satisfy the national advertiser and the broadcaster in the larger key markets, but it would fall short in

meeting all-industry requirements.

5. The BAM Committee suggests that the industry is prepared to spend substantially more than it is spending today for measurement of radio and television audiences in Canada. How much more? Informed estimates place the industry's current research bill at approximately \$500,000 a year. Similarly informed estimates on the BAM-recommended service place the cost at approximately \$1,500,000 a year, or three times the cost of existing services.

Read Your Own BROADCASTER \$5.00 a year \$10.00 for 3 years



OOPS! . . . Perhaps the Halo's slipped slightly — But it's certainly not tarnished!

FOR THE FACTS ABOUT OUR SUPPOSEDLY OFF-CENTER HALO, CALL OUR REP. HE'S IN THE KNOW ABOUT SIX-THREE-OH!

CKRD FIRST in Central Alberta FIRST with the news (16 Daily Newscasts) FIRST with sport (complete sport coverage) FIRST with special Events (covering all communities in Central Alberta) FIRST choice of advertisers in CENTRAL ALBERTA Ask: National Broadcast Sales CKRD RED DEER, ALTA. 850 Kc. 1000 Watts

REPS: ALL-CANADA RADIO & TELEVISION LIMITED IN U.S. WEED & CO.

CKRC WINNIPEG



**Time is the ESSENCE of Sales!**



Dave Brodie, Clockwatchers' Club

**CFQC Goes 'Round the Clock  
To Sell Saskatchewan's LARGEST  
Trading Area for You.  
BUY CFQC NOW!**

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



**THE RADIO HUB OF SASKATCHEWAN**

# Swarbrick and BOUQUETS

By Brian Swarbrick

CANADA'S TOP comedy team, Johnny Wayne and Frank Shuster, have now made their second appearance on the Ed Sullivan Show. And for the second time an American audience found them funny. So did their Canadian fans. So did Sullivan himself, who is paying \$176,000 a year for his laughs. And so did the Canadian reviewers who have been following Wayne and Shuster for years.

Unfortunately there has been a note or two of discord to break the unanimity. John Crosby, the prominent New York TV critic, found them only "intermittently" funny. He felt they were somewhat similar in their style to Bob Hope, "but not in Hope's league."



Brian Swarbrick

Instead of brushing off the comments as one man's opinion, at least two Canadian reviewers seemed to become incensed by Crosby's views. They called him names which were worse than anything he had said about Wayne and Shuster. In fact, their reaction was reminiscent of Harry Truman's when a critic was not completely devastated by his daughter's singing talent.

Why? Why should a simple difference of opinion ruffle the feelings of reviewers, of all people? Probably because the whole Canadian talent world -- its stature and its self-respect -- seemed to be riding on the success of the two Toronto comedians.

They were not just another act hitting the big time and hoping to make good. They were the best comedy act Canada has, seasoned and accepted performers who have been around, making Canadians laugh for 18 years. It was of desperate importance to Canadians that they have the stuff to make Americans laugh, too.

Nor did the loyalty stem from the

fact that Wayne and Shuster are Canadians. For instance, I recall no one publicly crossing his fingers when Hume Cronyn went south of the border, or Jack Carson or Yvonne de Carlo, because these now-famous performers had not been accepted to any degree in Canada, and when they made their name for themselves in the US, we were only following the American lead in applauding their talents.

But this time we were sending an act to New York to appear with our blessing before the biggest (and I suppose for that reason the toughest) audience in the world. When Sullivan presented them, he repeated what he had told TORONTO STAR columnist Bill Drylie, when the comedians were first hired. "They are a great hit up in Canada, and I know you're going to love them because Canadians and Americans think the same way about a lot of things, humor included."

He was right. The audience loved them. Crosby made a few niggardly remarks about the theatre audience being a different cup of tea from "the vast unseen audience." But the observation had no particular worth, true as it might be. Performers on the show -- who had their own acts cut to make way for the nearly 15-minute skit on Julius Caesar -- laughed as freely as everyone else.

Other critics in New York, led by Jack Gould of the TIMES, found them "hilarious."

But what, really, is the judgment of a New York TV reviewer worth? He is not like a Broadway critic, whose exposure to the best stage talent in North America makes him better able to judge good theatre than, say, a drama critic in Winnipeg or Waukegan. He is looking into the same picture box as the rest of us. We all see the same shows, and our experience is as broad as his.

Calling on my own experience, which includes exposure to every funnyman in television, I thought Wayne and Shuster were very funny in spots, not so funny in others. My recollection is that I have had an almost identical reaction from Red Skelton, Danny Thomas, Jackie Gleason, Joyce Grenfell, Mort Sahl, Bob and Ray, Sid Caesar and so on. Nobody bats a thousand.

In short, all the Canadianism aside, if you can understand English, and fall within the group which appreciates humor in the North American style, Wayne and Shuster should hit you as pretty capable purveyors of that humor.

Crosby was mildly critical of the Mickey-Spillane-like "private eye" treatment they gave the Julius Caesar skit. Their second effort, "The Brown Pumpernickel," which was a take-off on The Scarlet Pimpernel, probably struck him the same way. He will have to get used to it; satire is their stock-in-trade, and from all indications around Times Square, they will be dispensing it for another year to that "vast unseen audience," and getting laughs, too.

**\$92,000,000\***

was the

**1957**

**Total Income**

for the

**Trading Area Population**

in the

**Dawson Creek Area**

The only way to cover this wealthy market successfully is through

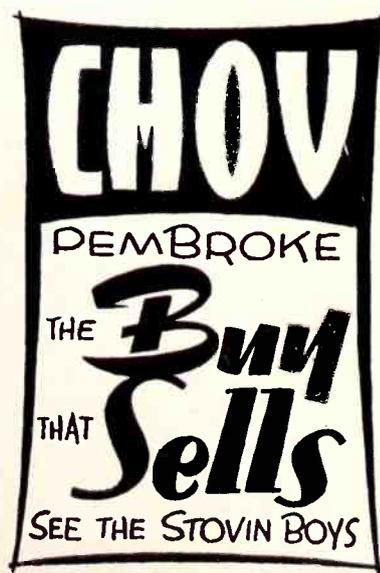
**CJDC**

DAWSON CREEK  
B.C.'s CENTENNIAL CITY

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

\*Trade and Commerce Magazine, March 1958

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





**BREVITY PLEASE**

Moses, with a divine assist, compiled a set of rules for all men - - even including broadcasters - - in ten sentences, but the draft code of ethics for TV broadcasters occupies nineteen pages.

**LINGUISTIC ACHIEVEMENT**

US-born Herb Stewart demonstrated remarkable ability with the French language in his speech to the CAB. All he will have to do now to be perfectly bi-lingual is learn English.

**GIVEN AWAY WITH A POUND OF HAM**

"The time is not very far distant when broadcasting stations will sell promotions and give away the programs as a premium".

-- Don Jamieson  
at the CAB Convention.

**DEFINITIONS DEPT.**

Motivation research consists of:  
50% polysyllabic semantic antics  
25% unproved theory  
25% useful method if honestly applied.

-- Dr. Vergil Reed  
(ACA Speaker).

**POINTS OF VIEW**

CAB's repeater-president, Vern Dallin, has been trying to make this column for a long time, but what we can't help wondering is how on earth he has kept out of it all these years.

**UNACCUSTOMED AS THEY ARE**

The reason why the broadcasters get so much enjoyment out of the entertainment provided after convention dinners could be that they are exposed to so little of it in their everyday lives.

**LUNCHEON AT NINE**

Then there's the time Bob Buss went into the Hotel Queen Elizabeth Café at nine o'clock and ordered his lunch, but it came in two minutes flat and Bob wasn't hungry.

**ST. GEORGE FOR ALBERTA**

We always wondered who wrote the famous Buss gags, until CBC's Jean St. George switched Bob's bailiwick, Medicine Hat to "Pharmaceutical Chapeau".

**QUALITATIVE SURVEY**

One thing which might be of considerable help to program people is their wider use of hearing aids.

*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

# JULY AND AUGUST ARE BIG BUYING MONTHS...



# IN MONTREAL, BUYERS LISTEN TO CJAD

- ★ In total retail sales, July and August are usually bigger than January, February, March.
- ★ In summer, people go outside more — and radio goes wherever people go.
- ★ Over 45% of the passenger cars in the Province of Quebec have radios.

- ★ In addition, of the radio sets sold in this Province last year, 10% were portables and 19% were car sets.
- ★ CJAD is the most listened to station by English families in greater Montreal with a BBM rating of 207,000 radio homes.

*Moral of the story: summer is a good time to sell your products . . . radio is a good summer selling medium . . . in Montreal, CJAD is the best-selling radio.*

# CJAD

**SELLS while it plays!**



Representatives: RADIO TIME SALES, Montreal, Toronto;  
YOUNG CANADIAN LIMITED, New York, Chicago.

## BRAINSTORMING SESSION CREATES LOADS OF IDEAS

TWO SESSIONS set up to present the techniques of brainstorming to delegates attending the CAB convention in Montreal produced more than 500 ideas on how to handle various problems pertinent to radio and television.

Leslie F. Chitty, Toronto manager of Batten, Barton, Durstine and Osborn acted as chairman of the radio panel, while Jack Bedford, BBDO account executive, chaired the TV panel.

Both chairmen briefly reviewed brainstorming, the technique first developed by Alec Osborn, pointing out that it functioned best if four cardinal rules were observed. These were:

Criticism must be withheld. That part of your mind which you use for judicial judgment tends to close off creativity.

Freewheel at will. No matter how crazy the idea may seem, related ideas may come as a result.

Try for as many ideas as possible. Limiting the number of suggestions only restricts the best elements of brainstorming.

Aim to develop the ideas of others. This is called "hitch-hiking", and in a brainstorming session, several people may "hitch-hike" on an original idea, continually developing it.

About 12 to 15 people are considered the ideal number of participants in a brainstorming session. Any more, and the session becomes too unwieldy; any less, and there is an insufficient development of ideas.

Each of the six panels — three for radio, three for TV — had a dozen members, including broadcasters, agency people, reps and members of allied fields.

Subjects discussed in the sessions were:

1. Are ratings necessary and what measurement figures should we have?
2. What is the best way of handling sponsors and agencies who ask for off-card deals?
3. What are the key factors in cost control?
4. What are the best ways of selecting and training personnel?
5. What is the best format for nighttime programming in radio and daytime use by advertisers on TV?
6. What are the best sources of fresh program ideas?

Each panel, working for about 20 minutes, produced 60 to 80 ideas. These were taken down by two secretaries, who did not attempt to identify the speaker, nor record the exact wording of each idea. The audience, while not able to participate directly in the panel, jotted down additional ideas and these were presented at the end of the session to be added to the spoken ideas.

Did you know that . . .

CKCV Quebec, P.Q. reaches a total of 180,199\* adult listeners every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

# SIGHT & SOUND

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



Compiled by  
Ian Grant

## Radio & Television

**P**ROCTER & GAMBLE, through F. H. Hayhurst Co. Ltd., launched a national advertising campaign this month to introduce three new colors of Camay toilet soap.

Using full color, double page spreads in national and weekend supplements they will also be seen on the French TV network program *Pour Elle* and the English TV network program *Loretta Young Show*. Spot announcements will be used in radio and TV markets.

H. J. Scandrett is the account supervisor and F. W. Convery the account executive.

**L**AST MONTH, Lestoil, a product of the Adell Chemical Corp., Holy Oak, Mass., started a television campaign on five Ontario stations. For 52 weeks from April 14 they have bought from 20 to 30 one minute spots per week on CHCH-TV, Hamilton; CFPL-TV, London; CKVR-TV, Barrie; CKLW-TV, Windsor; and CHEX-TV, Peterborough. The account is handled direct.

**A**NSCO OF CANADA Ltd. are currently in the middle of the first flight of a campaign running on 15 radio stations in Ontario, Quebec and the Maritimes. This first flight started March 17 and will run until July 26. The second flight starts November 12 and runs to December 19.

Anso are using times between 7.30 and 8.30 am so that they may take advantage of the disc jockeys' morning audiences. In order that the deejay has first hand knowledge of their product, Anso have sent them an Ansoflex camera outfit complete with flash equipment, Anso All-Weather Pan film and Ansochrome color film.

The stations being used are CHRC, Quebec City; CJAD, Montreal; CKAC, Montreal; CKVL, Montreal; CHLT and CKTS, Sherbrooke; CFNB, Fredericton; CFBC, Saint John; CKCW, Moncton; CJCH, Halifax; CJCB, Sydney; CJON, St. John's; CJKL, Kirkland Lake; CFCH, North Bay; CKGB, Timmins. The agency is W. A. McCracken Ltd.

**C**ARTER PRODUCTS (Super Spray Arid) are starting a radio spot campaign June 16 on 14 stations. The agency is Cockfield, Brown & Co. Ltd.

**Q**UAKER FLOUR, THROUGH Spitzer & Mills Ltd., started a small radio and television spot campaign May 18th in the Prairie provinces. It will run for 13 weeks.

## Agencies

**C**OCKFIELD, BROWN & Co. Ltd. have elected five new directors, three from Toronto and two from Montreal.

From the Toronto office: J. Alan

Savage, R. W. Booth and H. C. Clarke. From Montreal: R. H. Cooper and J. McBride.

These appointments took place at the 30th annual meeting of the shareholders.

**E**FFECTIVE MAY 1, James D. Peachell has been appointed account executive at Robert Otto & Co. Ltd. He brings with him considerable experience in national advertising, sales promotion, public relations and production of sales literature.

**T**HE TORONTO office of Spitzer & Mills has picked up the Fiat Motor Company account. The first shipment of these Italian-produced cars arrived in Toronto last week. There will be no consumer advertising for a while.

**L**DOUGLAS de Savoye has been appointed account executive at the Montreal agency of Torobin Advertising. He brings a wide range of experience with him, having formerly been an account executive at Cockfield, Brown & Co. Ltd., as well as president of de Savoye Advertising Services.

## People

**V**AUGHN BJERRE HAS been appointed program manager of CKSL-Radio, London. He started his radio career with CKBI, Prince Albert in 1943. He came to the East in 1950 to become program director of CKSO, Sudbury. More recently he was with CFRA, Ottawa.

**A**RTHUR P. FITZGIBBONS has been appointed director of operations for stations CFCM-TV and CKMI-TV, Quebec City.

Prior to this appointment he was station sales manager of CKMI-TV. He joined Télévision de Québec in 1954 as sales manager of CFCM-TV following a period of nearly four years with Famous Players.

In addition to his above duties Fitzgibbons will also act in the capacity of sales manager for both stations.

Ernest W. Miller who has been with the company since its inauguration in 1953 has resigned as station and sales manager of CFCM-TV to assume a new position.

**T**HE ADVERTISERS' Guild of Toronto has elected Pat Grassick of Coca-Cola Ltd. as president for 1958-59. Other members elected to office include: vice-president, Jerry Pillsworth, T. Eaton Co. Ltd.; secretary, Cliff Carter, Coca-Cola Ltd.; treasurer, Don Smith, All-Canada Radio & Television Ltd. Directors: Hal Holgate, Rolland Paper Co. Ltd.; Clare Keevil, Sarco of Canada Ltd.; Chris Yanoff, Chris Yanoff Advertising Agency; Don Schofield, Canada Binding Ltd. and Tony King, Ardiel Advertising Agency Ltd.

**R**OSS TEEL, formerly advertising and sales promotion manager at S. W. Caldwell Ltd., has formed

Consolidated Advertising, with office at 719 Yonge St., Toronto. The telephone is — WALnut 1-8031.

The firm will offer a complete counselling and promotion service for advertising, marketing and public relations.

## Stations

**Y**ORKTON, SASKATCHEWAN will get its own TV outlet early in June, when CKOS-TV begins telecasting on Channel 3 with a power of 5,000 watts video.

It is expected that CKOS-TV will cover a population area of 218,000 people, based on 65,000 homes, as reported by the Sanford Evans statistical service of Winnipeg.

Station personnel are: president, Norman Roebuck; vice-president and general sales manager, Harold Olson; station manager, Ronald Skinner; production director, Kristin Olson; and chief engineer, George Skinner. The station is owned by Yorkton Television Co. Ltd. It will be represented nationally by Stovin-Byles Ltd.

It is expected, on the basis of receiving set sales to date, that at least 5,000 TV homes will exist in the coverage area by the time CKOS-TV begins telecasting. Two fringe areas are already considering the installation of community antenna systems as well.

The nearest TV station is now located about 120 air miles from Yorkton.

CKOS-TV will commence as a CBC supplementary, with films and kines. Micro-wave facilities are expected some time next year.

## Miscellaneous

**M**ERIDIAN FILMS is completing two half-hour filmed programs for the CBC. One is entitled *Keeping Up With the Suburbs*, a dramatization of the problem created for the church in Canada by the movement of population to new areas. This show is scheduled for a new television series on religious themes, *Heritage*. The writer is Charles Templeton.

The second television show, entitled *Pour Le Sport*, is a study of the growing popularity of sports-car driving in Canada, for the *Here and There* series. The film documents the sports-car enthusiast and the varied activities of the driving clubs.

Meridian Films reports that there is an unusual increase in the number of television commercials being produced for this time of year.

**C**ANADIAN TELEVISION dramas may have a wider audience next fall, if negotiations in the United States are satisfactorily concluded, H. G. Walker, CBC assistant director for Ontario and English networks, said in Toronto this month.

"We now have a definite agreement with the American Broadcasting Company, in co-operation with Showcase Productions," he said. "The agreement states that ABC will telecast a CBC live, hour-long drama series next fall, providing a reasonable amount of sponsorship for the series can be found in the United States.

"The sponsorship provision might prove to be a big hurdle," Mr. Walker added, "but both ABC and Showcase Productions are keenly interested in the series getting on the air. They are making every effort for sponsorship, and our people are backing them up with any assistance that will bring the matter to a satisfactory conclusion."

Showcase Productions has been involved in the past with television series such as *Wide, Wide World*, and *Producers' Showcase*. One of their best-known television productions was *Peter Pan*.

Did you know that . . .

**CKY Winnipeg** reaches a total of 303,813\* adult listeners every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS



I'm always listening to

## CFOR - RADIO

at 1570

10,000 Watts of News and Entertainment

From Orillia, Ontario

Represented By: Stephens & Tewndrow Ltd. — Toronto & Montreal  
Radio Representatives Ltd. — Vancouver

Stovin-Byles Ltd. — Winnipeg  
Young Canadian Ltd. — U.S.A.

# ACA Convention

## EVERYONE HAS IDEAS ABOUT SELLING

**B**EN H. WELLS, director of sales and advertising, The Seven-Up Company, St. Louis, Mo., addressed the ACA Convention in a humorous vein on the subject of marketing.

Using props and a fictitious character, he plotted out a hypothetical situation in a baked-bean company in which marketing is tried from two different approaches. One was described as the "totem pole" technique, in which Wells' "hero" tries to mastermind a marketing campaign in which the various department heads are told what to do, rather than asked for their own opinions. They all do what they are told, readily enough, even though they feel that as far as their own department is concerned, the basic idea is no good. As a consequence, with everyone privately unhappy with the

plan but not allowed to publicly say so, the campaign fails miserably.

Then Wells has his central character try "marketing with total selling." Here, the problem is offered to the sales, advertising, research and sales promotion department heads and each is given an opportunity to correlate his own experience into the over-all campaign.

"Total selling," said Wells, "is a way of putting the marketing concept to work. It has to start with a marketing man who knows how advertising works, how selling works, and how to get people to work them together. Advertising alone and selling alone can do a certain amount in moving goods. But put them together with Total Selling and you've got jet propulsion."

## Facts Are The Basis Of Ford Research

**I**N THE AUTOMOBILE industry marketing research plays the role of a super radar system," was the message of R. J. Eggert, marketing research manager, Ford Motor Company to the ACA Convention this month.

Eggert told delegates that at Ford "the basic aim of our marketing research program is to provide facts that will help management make decisions or get action that will translate the desires of the customer

into Ford products of the future."

He pointed out that their marketing research plan was geared around five "do's"

- (1) Discovery of major problems.
- (2) Defining problems in specific terms.
- (3) Development of research study details.
- (4) Distilling results for presentation.
- (5) Directing the findings in proper channels for action.

"We recognize that our market is a shifting target and we must constantly adjust our sights by researching all the available sources of information on what the customer will want," he said.

### EXPERIENCED NEWSCASTER

Three years radio background, married, presently employed. Wishes position in Central Ontario.

BOX A369  
CANADIAN BROADCASTER  
54 Wellington W. Toronto, Ont.

### EXPERIENCED NEWS WRITER

Four years experience in radio. Desires to locate in Southern Ontario. Excellent references.

BOX A370  
CANADIAN BROADCASTER  
54 Wellington W. Toronto, Ont.

### AM INTERESTED IN PROMOTION WORK

Four years experience in all phases of radio. Interested in obtaining position in or leading to promotion work. Excellent references.

BOX A371  
CANADIAN BROADCASTER  
54 Wellington W. Toronto, Ont.

## Ottawa

### GOVERNMENT WILL AMEND RADIO ACT

**I**T WAS WHILE the Canadian Association of Broadcasters was in session in Montreal last week that Parliament was told of the government's plan to introduce legislation concerned with broadcasting. The announcement contained in the speech from the throne, was quoted in Hansard as follows:

"There will be placed before you a proposal to establish a new agency to regulate broadcasting in Canada and to ensure that the Canadian Broadcasting Corporation and the privately-owned broadcasting stations work effectively together to constitute a national system to provide satisfactory television and radio services to all Canadians within reach. Related amendments to the Radio Act will also be proposed."

Later the speech said: "You will be asked to set up a select committee on broadcasting . . ."

Two days later, at the closing session of their convention, the broadcasters reaffirmed their desire for a regulatory body independent of the CBC with the following resolution:

"Be it resolved that the directors and officials of the Canadian Association of Radio & Television Broadcasters be authorized and are hereby authorized to take all necessary steps to secure public and official adoption of this association's views in connection with the regulation of broadcasting in Canada both as to principle and procedure as follows:

(a) This association continues to support the principle that the regulatory functions of the state in broadcasting should be separated from any and all of its operating broadcast functions to permit the best service to the public by both the state operated broadcasting agency and the large non-government broadcasting industry, and

(b) This association reaffirms its longstanding belief that the regulatory board should administer minimum essential regulation considered from time to time by Parliament to be necessary in the public interest for the full development of broad-

casting service to Canada."

### SECOND TV STATIONS

A further resolution, in line with the government's apparent intentions, put forward the point of view that "Canadians are entitled to receive the greatest possible amount of television service from Canadian sources, an objective this association believes can best be achieved by,

(a) The grant of one or more television licenses in any area of Canada consistent with the best interests of the community in question to any qualified non-government applicant as recommended in the report of the Royal Commission on Broadcasting and as has been the policy for many years in radio broadcasting licensing.

(b) The granting of such licenses at the earliest possible moment on a basis of equality with existing stations as to regulation and obligations in order to encourage full development of the television medium in the best interests of the Canadian public and so as to best serve those areas of Canada within the reach of competitive United States broadcasting."

### INDUSTRY WILL CO-OPERATE

**A** SPIRIT OF willingness to co-operate with the government in its approach to broadcasting in Canada was evident in the reaction of the Canadian Association of Broadcasters, meeting in Montreal at the annual convention, to the Speech from the Throne on May 12.

Following is a statement issued from the convention by the CAB, representing 147 radio and 32 television stations.

"The members of the Canadian Association of Broadcasters, meeting in Montreal at their annual convention, heard with great interest the announcement relating to broadcasting in the Speech from the Throne at the opening of Parliament on Monday.

"It now appears that those objectives advocated by the Canadian Association of Broadcasters over the years will be implemented.

"The Association is ready to co-operate with any committee of Parliament or department of government to assist in establishing the best possible radio and television service for the people of Canada."

### IRCC Will Meet In L.A.

**L**OS ANGELES has been chosen as the site for the April, 1959 meeting of the International Radio Consultative Committee, one of the key agencies of the International Telecommunication Union. Delegates from 50 countries, including Canada, will meet to chart steps to improve radio communications throughout the world.

### Did you know that . . .

**CJOB Winnipeg** reaches a total of 141,905\* adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

## IT'S A FACT . . . REALLY ! !

**CFNB — The biggest single force in New Brunswick, with a 'nailed-down' listening audience says: "If you want to make your sales impression at the right place . . . try us, because it's a well known fact that CFNB really means B-U-S-I-N-E-S-S.**

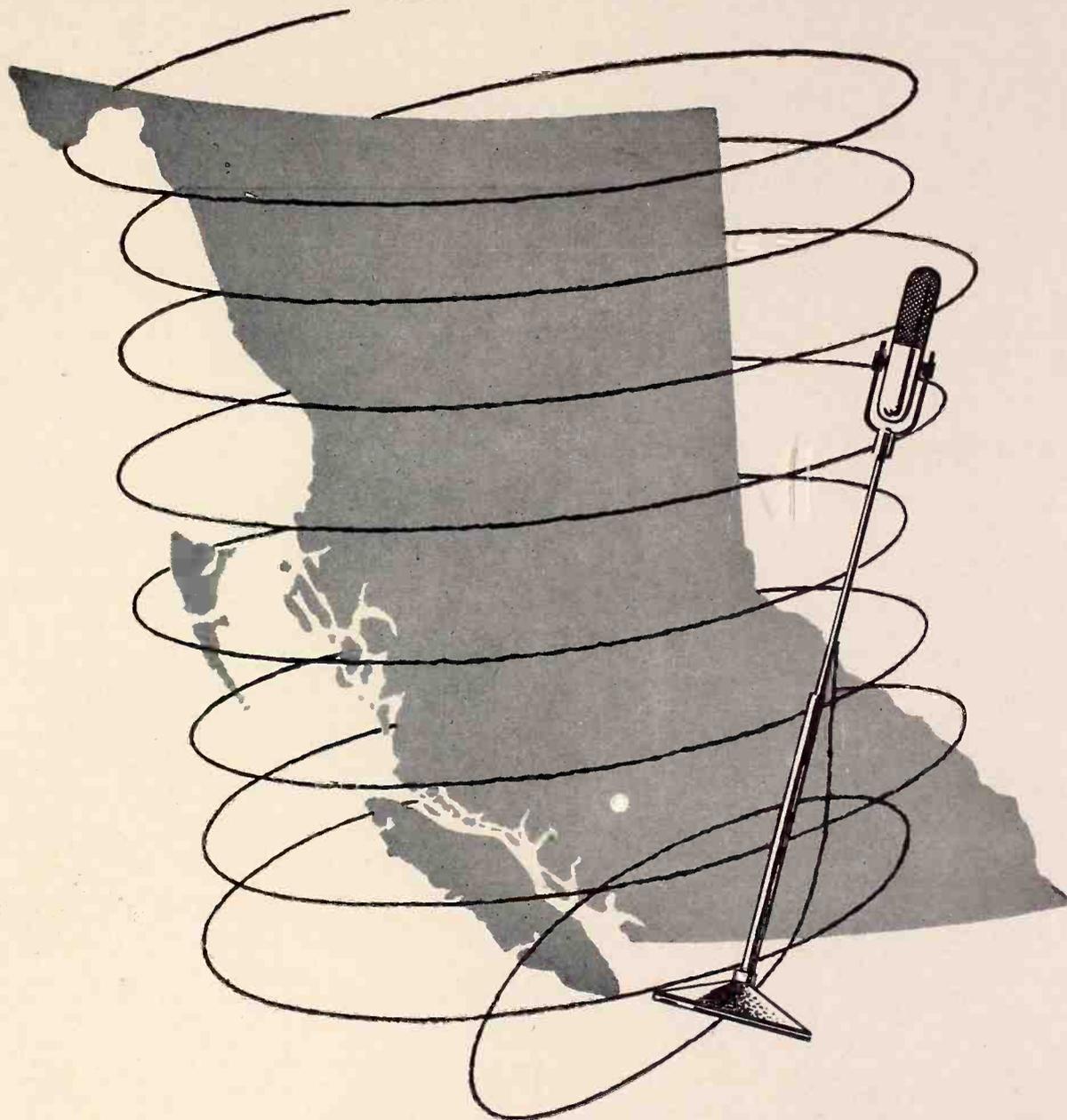


**SERVING NEW BRUNSWICK'S EXPANDING ECONOMY**

Our Reps. will tell you why. See them.

The All-Canada Man or  
Weed & Co., USA.

# Selling in B.C.?



## ONLY ONE MEDIUM GIVES YOU MASS AUDIENCE

Compare these total daily circulations:

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

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

*"Wherever you go there's radio"*

**THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**



The hostess hurries to make her 3 no-trumps... and talk of the Batters' dream-house must wait. CFRB is on the air with the latest sport scores!

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*(you may be doing business with them soon)*

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Have a CFRB representative explain how you can get your share of this big business... why CFRB gives you the most sales, in Canada's richest market—at the lowest cost.

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

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