WHEREVER YOU GO THERE'S RADIO - This thoroughbred colt was named CHUM Phil because breeder Cliff Bennett was listening to Phil Stone over CHUM, Toronto (right), when his mare Gildsy foaled.
Wherever you go... there's Radio!

RADIO
— THE SUMMER TIME MEDIUM

Radio is the only medium that grows rather than shrinks in circulation when the hot spells start.

Portable and car radio set sales give some clue to the vast out-of-home audiences to be reached during the coming summer.

<table>
<thead>
<tr>
<th>Year</th>
<th>Portable</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>21,716</td>
<td>109,183</td>
</tr>
<tr>
<td>1955</td>
<td>34,196</td>
<td>203,212</td>
</tr>
<tr>
<td>1956</td>
<td>55,469</td>
<td>222,354</td>
</tr>
<tr>
<td>1957</td>
<td>65,172</td>
<td>235,309</td>
</tr>
</tbody>
</table>

Indoors or out...... at home or on vacation...... people spend more time listening to Radio during the summer months!

THIS SUMMER — USE RADIO!

Ask your advertising agency, local station or BAB to show you how summer Radio can be tailored to your advertising needs.

BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Radio and Television Broadcasters.
When CKVR-TV, Barrie, first went on the air with All Night Theatre, March 14, they expected to get one viewer in every ten, but now they're whistling a different tune. After only two months of operation, they are finding out that they can reach all walks of life and not just the shift workers, nurses and were watching, we decided to mention it on the air. That was our mistake, because the phone never stopped. Hugging from 1:30 am until about 7 am and believe me the local exchange wasn't very happy.

Shortly after they had launched All Night Theatre, the station told viewers that if they wanted a member-

expected. They got letters from factory shift workers, nurses, police, firemen, farmers, invalids, entertainers, parents (children and adults), the crew of a tanker in the middle of Lake Huron and young mothers getting up to feed their babies in the middle of the night.

There are letters from the factory workers who go to work at 4 in the afternoon and finish at midnight. They explained that by the time they got home, the late movie was half over. But now that All Night Theatre was here, they were able to watch without missing a thing.

There were letters from people who watched the first movie and then went to bed. They would get up early on Saturday morning to catch the second picture the second time round.

One section of viewers that the station didn't expect was the entertainers and waiters in bars and hotels. These people don't leave work until after one in the morning and they rarely get a chance to see TV.

Insomniacs and invalids were another group who wrote in lauding All Night Theatre for providing entertainment in the wee small hours when others were asleep.

For a two week period, All Night Theatre was not sponsored and CKVR told viewers that, unless they could get one, the program would cease. And one way they could sell it was if they knew how many people were watching.

Tierney said, "the response was overwhelming. Besides individuals, we received requests signed by a hundred people or more from factories, hospitals and other groups all over the area, to stay on the air."

When asked why they chose Friday night instead of Saturday, Tierney explained that the majority of the people in this area were churching and the chances were that they would go to bed early on Saturday night to get up early the next morning in time for the service.

Tierney also said that from the results they had got so far he felt they had a potential audience of about two million.

The program is currently sponsored by Studebaker but this contract ends at the end of June. Then the station will try to split up the sponsorship. But whatever happens CKVR-TV is going to keep the Theatre going. All Night, with the possibility of expanding the program into other nights.
The Canadian Markets

NEW BOOK PREDICTS CANADA IN 1980

THERE IS NO INFORMATION about the variegated markets of which Canada is comprised which could not be found in the miles of files of the Dominion Bureau of Statistics. The only thing is it would be necessary to spend years in the DBS offices to
stock in trade of anyone doing business in this country."

The Canadian Markets answers such questions on Canadians as: how old are they; how and when they live; how do they earn their living; what kind of goods and services do they produce; how much money do they make; what are the trends in their buying patterns? All of this material is analyzed not only for Canada as a whole, but market by market, so that provinces can be compared with each other.

It is also projected over a 20-year-period, enabling users of the book to get some idea of what their markets will look like in 1980.

The volume also serves as an indicator for new markets for certain products. For instance, it points out that Canada's higher income group is expanding. Only one out of 10 taxpayers was making $5,000 yearly in 1935. In 1960, it predicts, four out of 10 will make that amount.

MORE YOUNG AND MORE OLD

It also forecasts an increase in the young and older age groups in the period from 1955 to 1980, with 70 per cent more persons under 30 and 92 per cent more people over 60 by 1980.

Canada's population increase, which is under speculation in a number of quarters at the moment, is mentioned in The Canadian Markets as having made a 15 per cent increase between 1951 and 1956, and is predicted to show a 90 per cent increase, to a total of 26 million people, in 1980. The labor force, meanwhile, is forecast as due for an even greater increase than heretofore.

As an appendage to the volume, a large map of Canada shows an analysis of Canadian markets by market size. Breaking the country down into four market sizes, ranging from population densities of less than 0,000 to more than 5,000, the map provides a quick reference for advertisers wishing to reach any specific number of people in Canada.

It shows, for instance, that an advertising manager can concentrate in six clearly marked major markets and reach 41 per cent of the Canadian population. By adding 23 secondary markets, the map reveals, he will cover three-quarters of the population.

ELTON JOHNSON, president of CAAA and chairman, Stanfield, Johnson and Hill, studies map included in The Canadian Markets with Douglas Saunders, chairman of J. Walter Thompson in the UK.

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STATISTICS ARE PEOPLE

Wilfrid Sanders, vice-president of J. Walter Thompson, said of the 178-page book at a pre-publication press conference, "I know how statistics can pall, unless one looks behind the statistics. Behind the statistics in this book are people, and the desires of people for the needs and luxuries of today." He added, "We all know that statistics can prove almost anything. You will find none of this statistical skulduggery in this book, but a wealth of basic information which I sincerely feel should be part of the

Organised in 1905, its continued purpose through the years has been to strengthen the structure of Advertising in Canada, by consistent improvement in the quality of service to advertisers, by co-operation with media, and creating a fuller understanding of the functions of advertising in the mind of the public — in short, for the betterment of Advertising as a whole.

To the CAAA, and to its 48 Member-Agencies, who are responsible for 90% of all National Advertising placed in Canada, we offer this sincere appreciation.

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A Call For Ratings Which Really Rate

One short paragraph contained in this issue's lengthy report of the UBC-BCAB Radio Seminar, which was held in Vancouver last month, puts the finger, in no uncertain terms, upon broadcasting's Number 1 problem, the ratings.

It is a little paradoxical that an implied criticism of the traditional system of program popularity measurement came from none other than the president of that prominent company which pioneered and still concerns itself with this method of audience measurement — Walter Elliott of Elliott-Haynes Ltd. But that's what the man did.

The report we mean said: "One classification of information that is needed (Mr. Elliott said), was 'sell-ability' of stations, because advertisers wanted to know how effective any station was in moving merchandise." And thereby hangs this editorial.

Advertisers and their agencies seem to be completely satisfied to buy space in print media on the basis of total circulation. This means that besides subscribers who read the paper right through, they count people who turn only to the sports page, the funnies, the editorials, the chess column, the stamp column, the cooking column or the lonely hearts department. Then they add them all up and call the total "circulation".

This system is not without some justification, because obviously, people who are looking for their favorite feature have to turn over the pages of their paper or magazine, and, in the process, quite a number of the advertisements on other pages will catch their eyes.

But why is it that radio and television, operating in competition with the print media, insist and persist in insisting on offering their advertising on the basis of how many listeners or viewers admit choosing the special or the music show, and selling on the basis of how large an audience that particular time period is estimated to have?

Actually the broadcasters' method is far and away the most honest but, unfortunately, media buyers are prone to stack up the number of listeners or viewers indicated by the rating for a specific period, measured in minutes, against the circulation, which means the total readership of all the individual features of the print media.

To return to Walter Elliott's suggestion, the rating of a program period indicates the number of sets which are tuned to a certain station at a certain time. They may be sitting listening or looking intently. On the other hand, they may just as well be sweeping the floor, washing the dishes, reading a book or bathing the baby. Therefore they achieve very little in measuring what Walter Elliott calls "sell-ability," and, in this sense, are equally as unrevealing as the circulation figures of a publication.

What would constitute valid research for the broadcast media would be a measurement system which would indicate how deeply the commercial penetrates the listener's senses, when that listener is doing something else at the same time, and this applies especially to radio. It must also determine, in no uncertain terms, the strength of the impact which is made on the audience by the various types of programs, from operatic arias and whodunnits to sweet pops and background music. Only this way can "sell-ability" be really gauged.

Mr. Elliott raised a good point out there on the UBC Campus. And who is better equipped to come up with the solution? How about it, Walter?
THE TREND
\( \sqrt{\text{was}} \) \( \sqrt{\text{is}} \) \( \sqrt{\text{will be}} \)
\( \sqrt{\text{to CHNS}} \)

Since CHNS opened its doors 32 years ago, they have lead in coverage and results in the important Halifax area. And CHNS not only gives outstanding leadership in the Halifax Metropolitan area — it also gives you a bonus of thousands of listeners outside this area.

To provide the sales punch which insures results, experienced programmes, experienced staff, best facilities, BUY CHNS — the Voice and Choice of Halifax.

NO MATTER WHAT YARDSTICK YOU USE...

CHNS

A is the station to buy in Metropolitan HALIFAX

W A B Convention

Radio must transform talented amateurs into pros

by Dick Lewis

Bob BuSS of CHAT, Medicine Hat, had to compete with brilliant sunshine and all the attractions of the Banff Springs Hotel to keep last week's convention of the Western Association of Broadcasters attending to business. But with humor characteristic of a genuine toastmaster, and a touch of firmness when need be, he kept 111 delegates and guests on the job of discussing the present and future of the broadcasting business throughout the two-day agenda.

In his opening address, BuSS, who was completing his second year as WAB president, charged radio broadcasters with aiming their programs at taxi drivers, waiters and teenagers. After being an eternal source of entertainment to everyone through the years, people woke up one morning to find that "their constant companion had gone nuts."

He stressed the fact that teenagers represent only 86% of the people, and that as a result of the new "formula," there was a greater than necessary number of sets not in use. When people asked about these, he said, the reply was: "TV did it."

He felt that it was "a good thing that TV came along, or radio would have had nothing to blame for its suicide."

Walt Dales, veteran broadcaster, who has for some years been operating a script service in Winnipeg, tackled the question of improved programming, too, but he approached it from a different angle.

Dales said he used to despise the military, or "Block" type of programming, but he had come to the conclusion that he had been "too critical, too old, too much inclined to think about war," and that there is room for change and inspiration which older hands at the game can give to the boys and girls in "the News "But," he went on, "we cannot go back to the old Jack Benny and Charlie McCarthy days."

The most vulnerable spot in broadcasting was in the station's casting. "Stations are staffed by extremely talented amateurs," he said, "but they lack direction." They want to improve their work, but there is very little practice going on and they would like to practice if someone would show them how.

(Condensation of Walter Dales' speech will appear in an early issue.)

Engineers' Conference

Lew Roskin of CHED, Edmonton, delivered a report on the 8th WAB Engineers' conference, which was held in Edmonton early this year. He urged stations to send their engineers to these conferences to help get better sound quality for their stations. "They can help you make your operation more flexible," he said, "by keeping pace technically with all the changes."

A short discussion followed this report, when John Craig, CKX, Brandon, expressed the view that the engineers' group was a part of the WAB, but that the WAB had lost control of its particular project. It was decided that a WAB director would advise them on their agenda and chair each meeting.

Ted Earl, editor of Marketing, suggested to the broadcasters that they should employ a professional publicist such as Walter Dales, who had spoken earlier.

"Getting publicity does not mean getting thousands of dollars of free space," he said, as he outlined various departments of his paper and the nature of the material which would be of interest to them.

Earl advised orators to send in copies of their speeches two weeks in advance and not two weeks after they were delivered. He explained that "marketers are not interested in descriptions of programs. "Programs are incidental," he said. "Tell us rather why your audience has changed to warrant a change of program policy."

Agency Men are People

Ramsay Lees, radio and TV director of Batten, Barton, Durrine & Osborne, Toronto, in a speech which covered just about every facet of broadcasting advertising, was at his eloquent best when he aimed his shaft at people in and out of advertising who discuss the business as if it were some sort of a con game.

Lees said that this approach is usually held by those who are totally ignorant of our functions and their relation to the country's economy.

"A measure of what we do and why we do it we can define as, 'Is derived generally from pinko literature, soap box orators, and believe it or not, from columnists whose jobs are dependent upon advertising but insist upon reporting the bucksterism they have encountered as though it were typical."

It was because most advertising men "have one wife, pay their bills, show community projects and are as good a stratum of society as you'll meet anywhere" that they and the advertisers represent are constantly on the alert to catch and prevent harmful advertising, Lees said.

New Research Pattern

In a lively session on research, Walter Elliott, president of Elliott-Haynes Ltd., assisted by his vice-president, Myles Leckie, told the meeting that the pattern of research has for some years been an eternal pattern of listening. Speaking of the over 40% of out-of-home radios not now included in the surveys, Elliott said that "unfortunately we are more how the station a figure representing the total people listening, radio is being shown changes." Elliott then outlined a new service which will "embrace all the facets of radio and TV listening." This would entail personal interviews with four hundred people in each county and census division — "it cannot be counted by homes any more." He added that in three hour segments, what listenership each station had.

Bud Hoffman, of the Bureau of Broadcast Measurement, pointed out that this would entail 60,000 personal interviews across the country.

Bring Back Nightime

Part of a panel discussion on the second (Friday) morning was the question of the problem of re-instating night time radio in the face of TV. John Craig, who won Canadian Broadcaster's Press Table Trophy — a portable typewriter — complained that radio concerns itself with nothing. He wanted the idea of "soap box" personalities.

Jim Rogers, general sales superintendent of the Department of Transport replied to a number of technical questions but explained that with changes in the department, he was unable to answer a great many.

Jack Blick of CJOB, Winnipeg, who selected president of the WAB. Continuing on the board with him as WAB directors are Don Dawson, CKCK, Regina and Bob BuSS, CHAT, Medicine Hat. Newly elected to the board is Blair Nelson, CFCQ-TV, Saskatoon.

Did you know that . . .

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

* Elliott-Haynes Circulation Reports

In B.C.

CJOR 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.

CJOR VANCOUVER, B.C.
This way to Montreal
Atlantic Association of Broadcasters

URGE FULL-TIME PAID PRES. FOR CAB

THE ATLANTIC Association of Broadcasters is strongly in favor of the appointment of a full time paid president to direct the affairs of the national Canadian Association of Broadcasters. This information was contained in a statement issued by Don Jamieson, president of the AAB.

"Broadcasters in the Atlantic region have expressed the strong conviction that the Canadian Association of Broadcasters must have a permanent, salaried president."

A resolution, embodying this contention, was approved at a meeting of the membership of the Atlantic Association of Broadcasters. Those attending gave unanimous support to the resolution. All were member stations as well as the membership of the CAB.

"In essence, the Atlantic region's claim is that broadcasting is undergoing important changes and is becoming increasingly complex. Consequently the affairs of the national association need the continuity of top-level direction that can be provided only by a permanent salaried president."

"Atlantic region broadcasters have other reasons for advocating such an appointment. These add up to a firmly-held feeling that Canada's Broadcasters' Association needs a detailed study to determine what policy objectives ought to be pursued, as well as the manner in which such aims should be advanced."

"In the words of the resolution: Individual reputations of private broadcasters can be affected by the actions of, and the reactions to, this association, and, in the past these actions have not served on all occasions to enhance the reputation of individual broadcasters, or the industry as a whole."

"The AAB recognizes that several factors have contributed to this situation, including the difficulty of keeping a coast-to-coast membership fully informed. They point out that this state of affairs makes it necessary for the Board of Directors of the CAB to 'rely heavily on the information, and the recommendations of its professional staff.'"

Thus, it is claimed, there is a necessity for a permanent salaried president to direct the affairs of the association on a continuing basis.

The sentiments of the Atlantic group have been made known to the directors of the CAB, together with a request that attention be given immediately to the recommendations.
CFCN Leads again in latest BBM

Out of 36 periods CFCN leads in 27

2nd Calgary Station has 8 firsts
3rd Calgary Station has 1 first

CFCN leads with 3 times as many firsts in listenership as both other stations put together!

... a 35% increase in No. 1 ratings since Fall, 1957 BBM Survey

Based on 3-day average total homes

CFCN
CALGARY
Radio Representatives Limited
Atlantic Association of Broadcasters

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Nfld Radio-TV Problems Raised in House

A QUESTION of interference between two radio stations in the Atlantic region was raised in the House last month by a Newfoundland member. H. M. Batten, Humber-St. George's. Mr. Batten was commenting on the fact that when Radio Station CKMR was established at Newcastle, N.B., it was given the same frequency as the CBC outlet, CBY, Corner Brook, Newfoundland. Mr. Batten recommended to the Minister of Transport either that the strength of the station CBY at Corner Brook be increased or that the frequency of one of the two stations be changed.

The speaker said he recognized the fact that "interference is not taking place within the protected area of the station at Newcastle or within the protected area of the station at Corner Brook. "He pointed out, however, that "when a station has been given the same frequency as another station, and an area which has been accustomed to radio programs from a local station over quite a number of years finds that reception is interfered with, some consideration should be given to the matter."

The same member drew the attention of the House to the fact that "we who live in the Corner Brook area, the second city of Newfoundland, even at this late date are without the services and the pleasures which come from television reception." Mr. Batten said he estimated the number of people living in the area who would receive television service at about 35,000. He said he hoped that the time was not far away when the microwave line now being constructed across Newfoundland will be completed and a television station established in Corner Brook.

(Note: At the May 22 meeting of the CBC Board of Governors, they recommended for denia) the application for a new TV station in Corner Brook because of CBC plans to build its own station there. They also denied an application for a new radio station in the same place because it was their opinion that a second sound broadcasting station could not operate in this area, giving good broadcasting service, having in mind the development of television.)

Car TV Appeal is Denied

HAROLD SMITH, the Hamilton man who was convicted and fined $8 in January for using a tape recorder equipped with a television set, has lost an appeal against his conviction. However, the presiding judge said Smith would not have to pay court costs or the appeal fee.

Smith's appeal hinged on the word "equipped," as he argued that since he did not work while the car was in motion, the car was not actually equipped with a TV set while he was driving it.

Judge William F. Schwenger disagreed and upheld the conviction.

Very Important Purchaser... (of time)

Canadian Broadcaster

![Image](https://via.placeholder.com/150)

June 12th, 1958

Technicolour

A NEW SELF contained, battery operated recorder has been produced by the Stancil-Hoffman Corp. It is a new magnetic film recorder-reproducer. It can be used for both field and studio recording.

The film transport mechanism is available for 16 mm, 174 mm and 35 mm. Accessory kits are available to offer quick conversion from one film size to another, as well as two-speed operation for 45 and 90 feet per minute when using 35 mm or 1/4 mm.

Stancil-Hoffman say that among the unusual operating features, is the large single film sprocket which is "coupled" to drive the system through a magnetic clutch. This arrangement permits a freewheeling sprocket for high speed forward and high speed rewind while threaded, yet assuring a positive lock when the clutch is engaged.

Another feature is high speed automatic rewind, and automatic braking. The system will not work while the car is in motion, the car is not actually equipped with a TV set while he was driving it.

With the appointment of Electronic Service Supply as a Canadian distributor, the industrial television equipment produced by Allen Du Mont Laboratories, Inc., of Clifton, New Jersey, is now available.

The Du Mont line includes two basic cameras together with accessories such as tripods, weatherproofed housings, remote control of all adjustments, monitors, switching equipment, lenses and cable suitable for educational and industrial application. Representative in Eastern Canada for Electronic Service Supply is Tele-Radio Systems Ltd.
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Very Important Purchaser (of time)

CHRC
QUEBEC CITY
800 K.C.

10,000 Watts

Reps.
Canada: J. A. Hardly & Co. Ltd.
U.S.A.: Young Canadian Limited

Did you know that...

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

*ELLIOTT-HAYNES CIRCULATION REPORTS

Technicolon

A NEW SELF contained, battery operated recorder has been produced by the Stancil-Hoffman Corp. It is a new magnetic film recorder-reproducer. It can be used for both field and studio recording.

The film transport mechanism is available for 16 mm, 17½ mm and 35 mm. Accessory kits are available to offer quick conversion from one film size to another, as well as two-speed operation for 45 and 90 feet per minute when using 35 mm or 17½ mm.

Stancil-Hoffman say that among the unusual operating features, is a large single film sprocket which is driven by an electric drive through a magnetic clutch. This arrangement permits a free-wheeling sprocket for high speed forward and high speed rewind while threaded, yet assuring a positive lock when the clutch is engaged.

Another feature is high speed automatic rewind, arranged so that the mechanism is driven by a small electric motor which is coupled to the film sprocket through a freewheeling sprocket for high speed forward. After the film sprocket is threaded the clutch is engaged, driving the film sprocket and winding the film through a magnetic clutch. This arrangement permits the reel to be had in by use of a variable speed mechanism to prevent film spillage.

Additional information about the battery operated recorder and the magnetic film recorder can be obtained from the Caldwell TV Equipment Co. Ltd.

With the appointment of the new Marine Electric Supply as an equipment distributor, the industrial television equipment produced by Allen B. Du Mont Laboratories, Inc. of Clifton, New Jersey, is now available.

The Du Mont line includes two basic cameras, each with accessories such as tripod, weatherproof housings, remote control of all adjustments, monitors, switching equipment, lenses and cable suitable for educational and industrial applications. Representative in Eastern Canada for Electronic Service Supply is Telegraph Systems Ltd.

June 12th, 1958
CFCN Leads again in latest BBM

Out of 36 periods
CFCN leads in 27

2nd Calgary Station has 8 firsts
3rd Calgary Station has 1 first

CFCN leads with 3 times as many firsts in listenership as both other stations put together!

... a 35% increase in No. 1 ratings since Fall, 1957 BBM Survey

Based on 3-day average total homes

CFCN
CALGARY
Radio Representatives Limited
THE BRITISH COLUMBIA SEMINAR ON RADIO BROADCASTING, attended by a group of sixty authorities on all phases of the medium, has been termed an unqualified success from the point of view of interest and enlightenment.

Dr. Stanley Donner of Stanford University, stated it had been one of the most interesting he had attended because of its compactness, which enabled everyone's viewpoint to be heard.

The seminar was sponsored jointly by the BC Association of Broadcasters, assisted by the CBC, and the University of British Columbia. All sessions were held on the UBC campus.

Leading visiting speakers included Dr. Marshall McLuhan, head of the University of Toronto English department; Dr. William McPhee, Columbia University; Dr. Leo Bogart, McCann-Erickson, New York; Rooney Pelletier of the BBC; and Dr. Donner.

Another dozen took part in the panels and special sessions, and joined with the visiting speakers in discussing everything from the details of programming to a critical study of commercial messages.

The movement of information, around the clock, around the globe, is the biggest industry in the world today, said Dr. McLuhan.

"People have crossed from the mechanical age into the electronic age," he said. "This means that we no longer function in the separate roles of producers and consumers. In every field the consumer, the audience, is expected to take part equally with the producer. Our whole society is a vast do-it-yourself community." He said that because the movement of information has become so highly specialized, the workaday world has become a place of instantaneous and simultaneous development of ideas. More people, for instance, saw Romero and Jackson movies before they read the book. They may even see it in the theatre or read it in a book, "and they all had this experience simultaneously."

"The peculiar thing is that everybody on the planet is becoming a member of the community of learning. People do not want to be entertained or educated, but in the specific category of being entertained as against being instructed. Now entertainment and the highest interest of mankind are one: We all want to be entertained, and we are entertained as we learn."

NO MORE SPECIALISTS

Dr. McLuhan said the electronic age was totally opposed to the old mechanical age idea of the specialist. "There is no longer a specialist," he said. "It is not essentially a problem of the medium, but of the people."

"We have all media which force all of us to belong to and have an interest in all aspects of a problem."

This pressure to develop more areas of the mind was forcing executives in the $3,000,000-a-year class to go back to school "because they are finding that if you want to become a decision-maker in the modern world, you have to know the whole field. Specialization is no longer good enough."

Dr. McLuhan described this as a law of reversal, in which the producer - - in this case the executive - - chucks back to school to find out what the consumer is doing. This law can be applied, he said, to nearly every area of endeavor in an age of simultaneous communication.

"Take the sack dress. Before it came on the scene, the consumer - - North American woman - - wore clothing of a pre-set shape. She had nothing to do but fill it. But with the sack, the producer gives the consumer an opportunity to be a producer herself. Once she puts it on, everything is up to her!"

CONSUMERS MAKE DECISIONS

There is a constant feedback, he said, in an electronic age. This process takes the decision-making away from the producer and forces him to share it with the consumer. The consumer feedback, McLuhan felt, was particularly evident in television.

"The situation now exists where the networks will no longer make the decisions. Videotape, for instance, is a huge technological advance which will make the individual station a network unto itself. Some people think it will take twenty years. I think two years is more like it. And when video tape is universally in use it will mean that network television is as available as the LP disc in a private home."

The panel discussion on radio programming brought out heated discussion on various phases of specialized broadcasting. Members of the panel were Gene Hallman, CBC; Toronto; Sid Boyling, CHAB, Moose Jaw; Murdo MacLaughlin, CHWK, Windsor; and Jack Sayers, of C-FUN, Vancouver, who acted as chairman.

DESIGNED FOR LISTENING

Mr. Hallman said specialized broadcasting should be designed not only to be heard but to be listened to.

People who were confirmed radio listeners take a proprietory interest in programs they especially like and make a big fuss when they are changed. He also warned specialization could lead to stations being "stuck" with specialized broadcasts and get themselves into a rut.

There was also, he added, the possibility of disappointing listeners. As an example, he suggested no station was prepared to go on the air at a regular newscast time and say there was "no news tonight". The package had been created and the space of time just had to be filled - - and with news.

Radio some day, he added, may serve all, but what is known today as "mass" audience is really small groups with likes and dislikes. He emphasized the need to know more about "who and where" in the pattern of listening during the day.

Mr. Hallman said radio's biggest asset was its accessibility and availability to all at all hours, and he suggested a real challenge lay in finding a way to tell the audience what is coming up instead of depending on newspaper listings.

Mr. Boyling found similarity in broadcasting in small towns and big cities, since each station was part of its community, although some found that specializing was the best field for service.

NOT ALL MUSIC IS SUITABLE

All music was not suitable for all sorts of programming in mass broadcasting. No music was used on CHAB, he said, that did not create or heighten emotion. Melody was the first requirement. Rhythm was next, provided it emphasized the melody. Next was the arrangement, and again it must emphasize the melody. Then, in addition, there was the personality of the singer or orchestra. Any music that did not measure up to these requirements was not likely to be good broadcasting music.

Radio stations, he added, ought to take advantage of the people of their communities. He cited one Moose Jaw example where children were given training and it was found they performed well on the air. It was the station's responsibility to let such people make a contribution.

A station's obligation, however, was always to the listener and not to a particular group such as service clubs in raising funds for good projects. It was fine to assist, but the listener must be the first. He challenged education broadcasts on the modern broadcasting station and said they ought to have stations dealing specifically in educational programs.

In family type operations, management should not insist on polished performers or performances. The standard could be high but not professional.

OUST RULE BY RATINGS

Mr. MacLaughlin suggested many stations were not paying enough attention to the community effort, nor were they getting people in the community into full partnership with the station. He pointed out that CHOK, after two weeks, had broadcast 350 taped interviews in various programs and daily carried newscasts built entirely on local news.

Radio's role was to do better the services for which it is best suited; to prevent the advertiser from overpowering programing; and to cease letting ratings dictate program content. He felt radio should build on news and sports, music, enlightenment and commercial factors, and always work with the listener.

In a later session, John Ansell, CKWX program manager, discussed some different types of operation. He included operations on "Top 50" and "Top 40" stations and "formula radio". Practically all of it could be considered oldfashioned radio where management dictated policies and programs. Even "good music stations" or stations that played nothing else but symphony and commercial music, usually were very closely controlled in format and in all details of operation.

MANAGEMENT MAKES POLICY

Mr. Boyling of Moose Jaw pointed out that it was probably a good thing because management was finally assuming full responsibility in program policy and not leaving it haphazardly to disinterested members of the staff for different periods of the day. He did not argue in favor of any special type, but put emphasis on management protection of responsibility and active direction of station policies.

In the discussion on advertising and the sponsor, another three-minute slot, many matters of special interest were also under fire. Members of the panel were James Lovick, Lovick Agency, Vancouver; Noel Wright, O'Brien Agency, Vancouver and Stan Todd, sales supervisor for Kraft, Vancouver.

Mr. Lovick said the operations of an advertising agency were directed at buying the best time for their spon-
...the advertiser must be more creative...

He pointed to his own station’s public affairs record and cited one example of six months’ work in a series on the divorce rate and its causes in Oregon.

Talking the network viewpoint, Mr. Hallman said television had liberated radio from some of its network responsibility and was opening the way for more specialized programs for specialized audiences. At the same time, radio networks couldn’t entirely forsake the encouragement, development, and exposure of Canadian artists to Canadian audiences. Network radio had to continue its experimental operations and be ready to pay for them. He was certain, however, that there was still a place for network radio.

Dr. Bogart said it was wrong to think television in a few years will be doing what radio pioneers today. Radio was different and always would have its important place provided it kept on developing along its own special lines, particularly in intimacy and friendliness. Along the same line, Mr. Hallman said radio was being downgraded because it was being “old-fashioned.”

Attention also was directed at promoting radio programs or special features to build larger audiences, including repeats of some programs at the same time two or three evenings in a week.

FOUR SIDES OF THE PROBLEM

William McPhee, director of research, Columbia University, New York, led the discussion on radio research. He listed four divisions for radio’s study of its problems: Alternate, access, time and money.

The alternatives were the multiplicity of stations and what area any one station should concentrate on.

Access was the recognition that radio was the companion of the home, in the car, in the factory and elsewhere. Radio was once like the grandfathers who had said, “When I come and go to work, I don’t let my watch go.” Radio was going to be a personal and intimate. People now listened to radio because it was something very personal and intimate. People now listened to radio because something very personal and intimate.

The radio audience, he added, had been “homogenized” and independent stations had taken the lead away from network stations. Radio was under influence from television, had gone in pursuit of specialized audiences in news, music and other spheres. These steps led to greater individuality and the sources of audience support had become more local than national.

RADIO IN A NEW ROLE

Mr. Backman suggested TV competition was one of the most fortunate things to happen to radio. It had taken away radio’s dependency on network shows for big audiences and radio had accepted its new role of a very close and personal friend of the listener. Radio is still an effective medium and will continue to be so long as it does a good program job.

Walter Elliott, of Elliott-Haynes Ltd., held, however, that the variations in ratings was due to the variation in methods. One classification of information that is needed, he said, is “sell-ability of stations because advertisers wanted to know how effective any station was in moving merchandise.

Robin Merry, director of Research for Lever Brothers, and chairman of the Canadian Advertising Research Foundation, detailed activities of the foundation in pursuit of sound and accurate information for all media. The big advertisers, he emphasized, required accurate information to avoid costly mistakes. The point was emphasized when he said the advertising expenditure in Canada was growing and by 1955 it would be a billion dollars a year. “That’s a lot of money”, he said.

Extensive discussion also took place on the relation of precision in surveys to the size of the sample. Larger the advertising budget, the more important it became to spend the money for a larger sample for more accurate information.
Radio

BC BROADCASTERS TEAM UP WITH UBC IN RADIO SEMINAR

by SAM ROSS

Radio stations, he added, ought to take advantage of the people of their communities. He cited one Moose Jaw example where children were given their choice of programs. It was found they performed well on the air, and it was the station’s responsibility to let such people make a contribution.

A station’s obligation, Donner said, was always to the listener and not to a particular group such as service clubs in raising funds for good projects in the community. The listener must always come first. He challenged education broadcasts on the premise they were broadcasting stations and said they ought to have time devoted specifically in educational programs.

In family type operations, management should not insist on polished performers or performances. The standard could be high but not professional.

OUST RULE BY RATINGS

Mr. MacLaughlin suggested many stations were not paying enough attention to public service and community effort, nor were they getting people into the community into full partnership with the station. He pointed out that CHWK, in two years, had broadcast 350 taped interviews in various programs and daily carried nine newscasts built entirely on local news.

Radio’s role was to do better the services of the past and now, retired, to prevent the advertiser from governing programs; and to cease letting ratings dictate program content. He felt radio needed to be involved in news and sports, music, entertainment and commercial factors, and always work with the listener.

In a later session, John Ansell, CKWX program manager, discussed some different types of operation. He included operations on “Top 50” and “Top 40” formats and “whole radio”. Practically all of it could come under “controlled radio” where management dictated policy in detail. Even “good” commercial stations had sections that played nothing else but symphony and concert type music, usually very closely controlled in format and in all details of operation.

MANAGEMENT MAKES POLICY

Mr. Boyling of Moose Jaw pointed out this was probably a good thing and management was finally assuming full responsibility in program policy and not leaving it haphazardly to different members of the staff. He felt this was a trend of the day. He did not argue in favor of any special type, but put emphasis on management’s assumption of responsibility and active direction of station policies.

In the discussion on advertising and the sponsor, another three-member panel took up radio commercials under fire. Members of the panel were James Lovick, Lovick Agency, Vancouver; Noel Wright, O’Brien Agency, Vancouver; and Stan Todd, sales supervisor for Kraft, Vancouver.

Mr. Lovick said the operations of an advertising agency were directed at buying the best time for their spon-
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He pointed to his own station's public affairs record and cited one example of six months work in producing a study of causes in Oregon.

Taking the network viewpoint, Mr. Hallman said television had liberated radio from some of its network responsibility and was opening the way for more specialized programs for specialized audiences. At the same time, radio networks couldn't entirely forsake the encouragement, development and exposure of Canadian audiences.

Network radio had to continue its experimental operations in specialized groups and be ready to pay for them. He was certain, however, that there was still a place for network radio.

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Along the same line, Mr. Hallman said radio was being downgraded because it was being "de-glamorized". Attention also was directed at promoting radio programs or special features to build larger audiences, including repeats of some programs at the same time two or three evenings in a week.

FOUR SIDES OF THE PROBLEM

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The alternates were the multiplicity of stations and what area any one station should concentrate on.

Access was the recognition that radio was the companion of the home, in the car, in the factory and elsewhere. Radio once was like the grandfather clock that stood in the hall with the result people pursued at time rather than walking to find it out the door; but now both the family radios and watches and clocks were everywhere, and this gave easy access to listening. Perhaps, he said accessibility would not stop improving until radios were as numerous as wrist watches.

Time was important because it was an element in which radio actually did not suffer from competition. This was because radio was listened to while an individual was engaged in other activities while listening. The motivation was the listener's desire for entertainment, or information, or service just a companion.

Mr. McPhee emphasized loyalty to stations by listeners. Actually, a lot of listeners didn't hurry to change a station when they knew and something pleasing would be along in a minute. Mr. McPhee also pointed out the kitchen, rather than station management, actually was in control of the programs.

RATINGS ARE QUESTIONED

Mrs. Patricia Cockburn, CBC Research, Toronto, questioned the value of some audience surveys and said radio listening was greater than many thought. More information was needed on audience loyalty and who listens when.
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The British Columbia seminar on radio broadcasting, attended by a group of sixty authorities on all phases of the medium, has been termed an unparalleled success from the point of view of interest and enlightenment.

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Another dozen took part in the panels and special sessions, and joined in discussing everything from the details of international radio operations to a critical study of commercial music.

The movement of information, around the clock, around the globe, is the biggest industry in the world today, said Dr. McLuhan.

“We have moved out of the mechanical age and into the electronic age. " This means that we no longer function in the separate roles of producers and consumers. In every field the consumer, the audience, is expected to take part equally with the producer. Our whole society is a vast do-it-yourself.

He said that because the movement of information has become so high-speed, the world has become a place of instantaneous and simultaneous communication, where more people, for instance, saw Romeo and Juliet on television recently than saw the original Shakespearean play.

The package, he said, is its accessibility and in format and medium, has been created and the audience what the package is. It is the most vital. For example, said, in an electronic age. This process takes the decision-making away from the producer and forces him to share it with the consumer. This feedback, McLuhan felt, was particularly evident in television.

“The situation now exists where the networks will no longer make the decisions. Video clip, for instance, is a huge technological advance which will make the individual station a network unto itself. We think people will take twenty years. It took two years. And when video tape is universally in use it will mean that network television is as available as the LP disc in a private home.”

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Designed for Listening

Mr. Hallman said specialized broadcasting should be designed not only to be heard but to be listened to. People who were confirmed radio listeners take a proprietary interest in programs especially like and make a big fuss when they are changed. He also warned specialization could lead to stations being stuck with specialized broadcasts and get themselves into a rut.

“There was also, he added, the possibility of disappointing listeners. As an example, he suggested no station was prepared to go on the air at a regular newscast time and say there was no news tonight. The package had been created and the space of time just had to be filled — and with news.

Radio some day, he added, may serve all, but what is known today as ‘mass’ audience is really small groups with likes and dislikes. He emphasized the need to know more about ‘who and where’ in the pattern of listening over the airwaves.

Mr. Hallman said radio’s biggest asset was its accessibility and availability to a lot of people, but he pointed out that having a real challenge in finding a way to tell the audience what is coming up instead of depending on newspaper listings.

Mr. Boyling found similarity in broadcasting in small towns and big cities, since each station was part of its community, although some found that specializing was the best field for service.

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All music was not suitable for broadcasting although part of all types and Aside were good broadcasting. No music was used on CHAB, he said, that did not create or emphasize an emotion. Melody was the first requirement. Rhythm was next, preceded it emphasized the melody. Next was the arrangement, and again it must emphasize the melody. Then, in addition, there was the personality of the singer or orchestra. Any music that did not measure up to these requirements was not likely to be good broadcast music.

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Did you know that...

CFGP Grande Prairie reaches a total of 39,651* adult listeners every day.

The South Saskatchewan River

A POWERFUL PULL . . .

for Increased Sales

CFOC

The ONLY media that reaches ALL of Saskatchewan's largest Trading Area.

CONTACT OUR REPS

Radio Reps - Canada
Young Canadian Ltd. - USA
PARLIAMENT is being asked to provide more than 30 million dollars during 1958-59 towards anticipated deficits of the CBC for radio and television. This is more than twice the figure granted last year.

Federal spending estimates, tabled in the Commons last month, also indicated that revenues to the publicly-owned corporation from the 15 per cent excise tax on manufacturers sales of radio and TV sets and parts will yield four million dollars less in 1958-59 fiscal year than 1957-58.

Revenues from the excise tax were forecast at 12 million as opposed to 16 million dollars last fiscal year, which ended March 31.

In addition to the 39 million dollar grant to meet the CBC's deficits, parliament will be asked to boost by $1,601,510 the grant for capital expenditures by the corporation for radio and television. The grant sought is $8,414,000 against $6,572,490 last year.

Including the $17,592,841 grant to meet last year's deficit, the CBC received from parliament a total of $40,345,331 in grants and taxes for domestic radio and television service. This year the figure is expected to rise by an estimated $19,203,669 to $59,549,000.

For its international shortwave broadcasting service, the CBC seeks slightly less this year. Construction and acquisition of land and buildings for this purpose is expected to drop to $31,230 from $164,641 last year, but maintenance and operation of the service is likely to remain virtually unchanged at $1,777,845 against $1,744,250 last year.

The total for the international service is expected to decline to $1,809,135 from $1,948,891 last year.

The grand total to be obtained from parliament for domestic and foreign broadcasting service would increase $19,063,913 to an estimated $61,258,135 this year from last year's $42,294,222.

THE UNITED Press has combined with International News Service to become United Press International.

The agreement, under which many of the 400 INS employees will join the UPI staff, was signed on May 16 but not announced until May 24 in order to carry out the physical changeover plans.

Bob Keyserlingk, managing director of British United Press, said the merger would mean an increased service to radio and television stations, using their news wires. UPI will continue as the "corporate" organization, he said, but the news service is now known as UPI with UPI doing the selling.

As well as the expanded international news-gathering service which will now be available to users, the addition of a considerable number of Canadian INS reporters will allow a more complete coverage of the Canadian scene.

It is reported from New York that the US Justice department has notified INS that the merger plan might raise a serious question under American anti-trust laws. Assistant Attorney General Victor Hansen is said to have sent a telegram to INS suggesting that he would like to discuss the merger plan before any concrete steps were taken. However, when approached on this point, Mr. Hansen refused to comment.

BUP And INS Merge Into UPI

As any law-resistant corporation, the UPI is not about to fold its wings and stop growing.

"THE STATION ALWAYS ON THE GO!"

Another KEY Station in our Coast to Coast representation

MONTREAL WINNIPEG VANCOUVER

HEAD OFFICE:
76 ST. CLAIR AVENUE WEST TORONTO
We're on the air with our—

"Muskoka Monopoly"

JUNE 14

Here are the Facts
about a

Time Buyer’s Dream

- The first and only DAILY local communication service — in a 60,000,000 dollar market (DBS - 1956).
- In the summer about 200,000 EXTRA people in the area.
- Fall and winter (ski season) total population about 165,000.
- 60,000 people have to rely on C-KAR during the months of March, April and May.
- C-KAR has 3 Courtesy Cars, equipped with short wave transmitters for on-the-spot broadcasting anywhere in the area.
- Not a daily newspaper is published in the entire area.

Represented in Canada by:
RADIO REPRESENTATIVES LTD.

P.S. Have you ever seen a tourist carrying a TV set?
But they all have Radios!
RETAIL MERCHANTS WATCH QUEBEC TV IN ACTION

TELEVISION DE QUEBEC used the impact of television itself to put over its sales presentation to the annual convention of the Quebec Retail Merchants' Association at the Château Laurier last month. CKMI-TV and CFCM-TV, the English and French outlets in the city, took the convention audience on a tour of their own studios, to demonstrate the job TV can do for retail merchants.

Roving cameras showed the viewers of the closed-circuit broadcast the various creative services at their disposal to bring their own message to the public. For instance, a visit to the art department resulted in a brief talk by Graphics Director Marcel Labadie on the production of low-budget commercial announcements from slides, opaques, flip cards, and so on.

The broadcast also included a visit to Télévision de Québec's large (48-by-73 feet) Studio D, where a sleek 1958 Oldsmobile Super 88 Convertible Coupe was driven into the studio on-camera for a network-style one-minute spot commercial done first in French and then in English. Other commercials covered a variety of products handled by retail merchants, including home furnishings, paints, perfume and women's apparel.

The 20-minute show was presented on a large, 4-by-6 feet, screen strategically located to catch the attention of the convention crowd. It was backed up by a pictorial brochure and static lobby display.

The brochure covered the same selling points as the closed-circuit broadcast, while the lobby display -- including three operating television sets -- brought the convention the company's regular programming.

The whole theme of the promotion was to show television as a combined force of sight, sound and motion, arranged to compete with the presentations from rival media. It was planned and presented by the promotion and publicity departments to have a maximum effect in both French and English languages.

A LIVING HOUSE AD, in which Télévision de Québec took its audience through its own studios, was one of the points in the CKMI-TV (English) and CFCM-TV (French) presentation to the Quebec Retail Merchants' Association convention recently. Here the convention audience watches a 20-minute closed-circuit broadcast, as graphics director Marcel Labadie, with beard, explains the use of graphics in their own TV commercials.

COVER WESTERN ONTARIO from CFCO CHATHAM

1000 WATTS on 630

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

KING TUT MISSED OUT

BUT NO ONE NEED MISS OUT TODAY!

SCENES LIKE THIS ARE RECREATED DAILY THROUGH THE USE OF IMAGINATIVE CFCQ-TV PRODUCTIONS

SERVING 45,000 CAPTIVATED TV HOMES

CONTACT TV REPS LTD.

--

www.americanradiohistory.com
CHUB AIDS SEARCH FOR KILLER LION

For the brief period of two hours last month CHUB Radio, Nanaimo cancelled regular programming to aid in clearing the immediate area of children and motorists, while police and local hunters searched for the 250 pound lioness that had just killed the 8 year old Maureen Vanstone. Immediately after the news broke, two CHUB newsmen, Des Kearney and Byron Scott of CHUB, Nanaimo are shown inspecting the lioness, Fury, which terrorized the neighborhood and killed the young girl.

As an exclusive, CHUB also managed to get an exclusive interview with Paul Hertel, the owner of the zoo, the same evening.

A three act success story dealing with events which took place during a six week period in the television homes in the metropolitan area of London, Ontario

ACT ONE

Time: 12:43 p.m., April 14, 1958.
Cast: CFPL-TV and Lestoil liquid detergent.
Awareness: (to Lestoil by women) - 12%
Usage: (of Lestoil by same women) - 1%

ACT TWO

Time: May 2, 1958 or 3 weeks later
Cast: Same
Awareness: (to Lestoil by women) - 66%
Usage: (of Lestoil by same women) - 31%

ACT THREE

Time: May 22, 1958 or 6 weeks later
Cast: Starring CFPL-TV and Lestoil
Awareness: (to Lestoil by women) - 93%
Usage: (of Lestoil by same women) - 61%

THE END?

No. Just the beginning of SATURATION TV, a technique which can turn a virtually unknown product into a household word in a period of only six short weeks.

* LESTOIL IN LONDON

Broadcast Advertising Bureau

Did you know that... CBF Vancouver reaches a total of 407,142* adult viewers every day.

*ELLIOTT-HAYNES
CIRCULATION REPORTS
NOW FROM RCA VICTOR — NEW

CANADIAN-BUILT 6KV

Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.
VHF TRANSMITTER!

featuring unusual compactness and economy
... with power reserve to drive a 25KW

Newest and most advanced in the RCA Victor line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

★ Most Compact Floor Plan Ever Achieved—Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.

★ Design Reflects Color Experience—Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.

★ Excellent Accessibility—Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. "Tilt-out" construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.

★ Economical and Reliable Operation—Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.

★ Simple Power Increase—The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.

★ Thermostatically Controlled Heaters for Rectifier Tubes—Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

plus ... many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4003).

Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and "tilt-out" chassis design. An optional spare exciter unit can be rack-mounted for added "on-air" assurance.

ENGINEERING PRODUCTS DIVISION

RCA VICTOR COMPANY, LTD.
HALIFAX • MONTREAL • TORONTO • CALGARY • VANCOUVER
NOW FROM RCA VICTOR — NEW

CANADIAN-BUILT 6KV

Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.
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plus... many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005).

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**BOB BELL**

Man oh, man — what sell, what sell has our Bob Bell! Yes Indeed!

CJCA's "Early Morning Man" Bob Bell has an outstanding audience appeal. Every morning Monday through Friday from 5 - 9 a.m.—Bob Bell influences the sales of his many sponsors throughout the great Edmonton listening area. It's always a sure sell with Radio "93's" Bob Bell!

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**FAMILIES AGREE ON**

CJCA EDMONTON

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**SwarBricks and BOUQUETS**

By Brian Swarbrick

New Canadians are getting a great deal of attention from radio these days because they do a lot of listening, and consume a large quantity of advertised products. A recent article on the New Canadian market (May 8, Page 6) dealt with the statistics involved. Here is a report of how this type of programming is handled by one Toronto station, CFRB.

CFRB has two shows in the ethnic field: a half-hour Saturday night, the Beaver-winning Canadians All, and a Sunday - to - Friday show called Continental Concert, also a half - hour, emceed by Walter Kanitz. Except for the Sunday show, which runs from 3:30 pm to 4 pm, the rest of the scheduling is nighttime: 9:30 pm to 10 pm in the case of Continental Concert, and from 8 pm to 9:30 pm for Canadians All.

Kanitz's Concert is a perfect example of a show scheduled in the so-called graveyard of radio -- in a period of peak TV viewing -- yet which pulls literally thousands of letters from listeners. And this mind you, in the age when letter response is normally negligible unless you're running a contest or premium offer.

I asked Ken Marsden, promotion manager of CFRB, what he felt was the reason behind the show's popularity. "First," he said, "we have one rigid policy -- and that is we do not broadcast in a foreign language. We feel that no matter what the original nationality of the listener, one of his prime interests is to learn English, and not hear his mother tongue. Also we feel that an English-speaking listener almost reflexively reaches for the dial when he hears a foreign language being spoken. And we want to program for a total audience, not just the Ukrainians or just the Italians."

"Secondly, the music. I'd like to be able to say that we have in our library all the selections that Kanitz plays. But we don't. He has to dig them up himself -- and he gets the very latest versions of European selections, buying them himself directly from Europe. This means that in his field, he's something like the disc jockey on a jazz show; lovers of his kind of music have to listen to his show to find out what the new releases are."

Marsden selected several letters from a thick mail addressed to Kanitz. "Here, you see, are letters written by English - speaking Canadians; Anglo-Saxons who listen to the show just because they like the music he plays. That's very important to us, that he can do this for an English-language listener without losing the English-speaking listener."

"And thirdly, there's Kanitz himself. He's the true continental; been everywhere, done everything; an author and writer, even a Foreign Legionnaire at one time. He has the personality that a straight foreign-language announcer always seems to lack.

In this regard, Kanitz says of himself, "I'm the continental Arthur Godfrey."

An interesting point is the attitude of Kanitz's listeners. He seems able to cut through international borders and maintain an interest among a variety of nationalities. Most of the letters read something like "I wanted to tell you how much I enjoy your program, and particularly last night when you played that Ukrainian song."

Marsden thinks such letters are the really significant proof of the rightness of a non-partisan kind of show.

"The whole new concept in radio now is to give continuity to shows and programming, with the idea being, 'Don't switch your dial -- we're not going away.' The Kanitz formula treats continental music in the same way: 'You have to listen all the time because you can't be sure when I'm going to play the latest recordings from your country.' And it works, too."

The final proof, however, is the commercial support, and Continental Concert is a money-maker. Advertisers include a sewing machine company, a travel agency, a camera and appliance firm, a foreign language theatre, a music house, a firm selling bilingual recorders, English courses, a car agency, and so on. Many of these have followed Kanitz from another Toronto station.

Ken Collier, manager of the appliance division of Eddie Black's Ltd., a camera and appliance house which sponsors the whole Sunday program, summed it up this way: "We're not interested in reaching the rock-and-roll or even the junior audience. We want to reach householders who can buy our products, and this show does it for us. As a case in point, we had some Pye hi-fi sets and, frankly, didn't expect to move them very quickly because, being an English firm, its products aren't well known here. We plugged them on Walter's show, stressing the point that his kind of music would be wonderfully reproduced on a Pye hi-fi, and sold them so well we were able to place a fresh order with the company in a very short time."
STATION APPLICANTS MUST AWAIT NEW REGULATORY BODY

APPLICATIONS FOR COMPETITIVE TV licenses will not be dealt with until a new regulatory body for broadcasting has been set up by parliament, Revenue Minister George Nowlan has indicated. He was replying to a question by CCF member Erhart Regier (Burnaby-Coquitlam), who referred specifically to applications for licences in Vancouver, Winnipeg, Toronto and Montreal.

Mr. Nowlan would not say whether these four centres were being considered for competitive TV, but said: "The government is giving consideration to this matter of relaxing the regulation concerning competition between television stations in certain areas. I am not committing myself to the geographical locations named by the honorable member, but am speaking generally to that problem.

"When a decision is arrived at it will be announced to the house. My own thinking is that if it should be decided by the government to relax this regulation in any way, applications would be deferred until such time as the legislation envisaged in the speech from the throne has been enacted by parliament," he said.

Writing in the Globe and Mail, Ottawa reporter Harvey Hickey pointed out that the throne speech forecast the appointment of a regulatory commission to control both the CBC and private stations, as recommended in the Fowler report. He said, "However, there will probably be a lapse of some weeks between the enactment of a statute and the appointment of the commissioners. There will be a further delay while the appointees familiarize themselves with the general broadcasting situation."

In speculating on the likelihood of Toronto getting a second local TV station, Hickey said it could be licensed within a year but probably not much sooner.

MEMBER URGES CURB ON CBC SPENDING

INVESTIGATION OF CBC spending was called for in the House of Commons last month by Lloyd R. Crouse, Progressive Conservative member for Queens-Lunenburg, who said "the time has arrived for a closer examination of the operations of this corporation which desires to spend so much."

He was referring to the $81,358,000 budgeted by the CBC for the current fiscal year, an increase of $12 millions over last year.

Mr. Crouse stated that his proposed examination did not reflect the opinion that the CBC was mismanaged, but rather that there should be a government-imposed maximum on CBC expenditures. Some CBC television productions, he said, were good, but others were lavish while not being either interesting or educational.

CBC's current budget requirement, he said, is "too much money by any yardstick. I believe that the expenditures by this corporation of $46 millions in 1957-58 to be ample and would request that the government give serious consideration to the reduction of this corporation's expenditures."

Mr. Crouse suggested that the amount required to produce strictly Canadian programs has become "excessive, when we consider that we are a nation of only 17 million people. There is a limit beyond which conscience, or common sense, tells us we cannot go."

CASH IN ON THIS MAN'S POTENTIAL!

There are two fine shows ready now: "CONTINENTAL ECHOES" — available in a 15 or a 30-minute format.

These broadcasts originate from a mythical concert hall in Europe with Walter Kanitz as your MC introducing orchestras and vocalists of international fame. For this program, Kanitz will do commercials for local sponsors.

AND "CONTINENTAL MAGAZINE" — A 5-minute narration feature. Dramatic vignettes of people who have made headlines — true stories of unusual happenings in crime, love, politics, brought to sharp focus by Kanitz' keen sense of news.

For further details and an audition tape contact:
Radio Sales Division

CASH IN ON THIS MAN'S POTENTIAL!

That's right! Witty chatter and music with a continental flavour have made Walter Kanitz one of the most influential salesmen in radio today. Author, columnist, producer — Kanitz has for many years enjoyed success as MC of a nightly radio program in Metropolitan Toronto — and is also heard weekly on CBC Dominion.

Here is a man with a different approach — a man who can bring a new sound and a new interest to your schedule.

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CKSL LONDON
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* LONDON MERCHANTS CHOOSE CKSL 2 TO 1

$36 CAN MAKE YOU $1,000

In the next fiscal year many stations will make a $36 investment to reap at least a $1000 profit. That's the kind of gold mine contained in TO THE WOMEN . . . a service with a dozen uses.

Write for details to:
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270 Fort St., Winnipeg
RECESSION IS REALLY CONSUMER BOREDOM--FIGHT IT WITH SALESMANSHIP

I AM PRESENTLY skeptical about this thing we are in - this thing that is about to "saucer out" or "bottom out" - this recession or depression or whatever.

I am afraid that it may be deeper and more long-lasting than the experts have said. Because look. There never was a depression before when prices continued to climb. There never was a depression before when people had money, but wouldn't take it out of the bank. I think the economists are all wrong, because this is not an economic thing. I think people are just bored. It will have passed a couple of years, and they will be back on the street. The thing that 'salesmanship' in the students' mind, a recent survey report, shows a distinct hangover from the earlier day of the "drummers" and "jingle" men, the "gone-tomorrow" fellow, living by his wits, ready to make a buck by any means and never staying around long because of the amount of travelling he must do.

I know only two things about salesmanship. The first is that it lives only in the climate of democracy. Note that Russia recently cut its sales force in half by dismissing Bulgari. And the second is that it acts to happily consummate a certain tension between the prospect's desire and the product's virtue.

MULTIPLEMENTATION OF DESIRE

Until the last few months, Americans have been the most desiring people in the world. This vast and insatiable desire is what has made us great. It discovered this land in the first place; it drove our people ever westward; it opened up the West Coast before it even belonged to us; it linked us by canals and railroads; it put planets out of our skies; it drilled our wells and mined our mines; it has made us the only nation one on humanit-y's Hit Parade. It has, indeed, made all the difference between our American economy and the standard European type.

Douglas and other countries has been dwarfed from childhood, by social and economic factors that dimmed the hope of realization. Here it has multiplied year by year. Where the European hopes someday to have a scooter or a small car, we have wanted two cars, preferably right away. Where he wants a new overcoat eventually, we have wanted one now - and a top coat, too. Where he wants one suit, we want five. Where he wants a room or two, we want a house - and a summer place, too. And all these things we have gotten, because our desire was strong.

Now it is true that salesmanship, and advertising and consumer credit have continually stimulated this desire. And there is nothing so wrong with that. But the tension and stimulation of desire has put more people to work and, in turn made their desires possible to fulfill.

But what now, if the desire is gone, will tell you. When a car becomes nothing more than transporta-tion, when new clothes become nothing more than a protection against weather and cold, when a house when a house is only a shelter - when the thrill is gone out of buying and pride fades out of ownership - we are headed for something worse than mere depression. We are headed for a whole new kind of economy that none of us are going to enjoy very much.

Now you and I - we salesmen and sales managers - have been the people who have long been in charge of making people want things. We have been the prophets who condemned the old and showed the way to the new. We have been the merchants of discontent, the creators of obsolescence, the High Priests of public appeal. What do we do now?

THE GOOF-OFF ERA

The answer is not simple, because the mediocrity of salesmanship is only a part of our national pattern of always being willing to settle for something less than the best. For this, in America, is the high tide of mediocrity; the great era of the goof-off; the age of the half-done job. The land from coast to coast has been enjoying a stumped- away from responsibility. It is populated with laundry men who won't iron shirts; with waiters who won't serve; with mechanics who will charge you someday maybe; with executives whose mind is on the golf course; with teachers who demand a single salary schedule so that achievement cannot be rewarded, nor poor work punished; with students who take cin-cin course because the hard ones make them think; with dissatisfied delinquents of all kinds who have been triumphantly determined to enjoy what was known until the present crisis as "the new leisure." And the salesman who won't sell is only a part of this over-all mess. I think - and I hope to God it is true, that our people are becoming sick of this goofing off. The reason I do not say "our people" anymore is that we are gradually beginning to realize that history is repeating itself. The Russians are doing their job as the barbarians in our modern historical drama. But we are far outdoing them in our superlative imitation of Rome. We may lack a few of the refinements of Rome's final decadence, but we do have the two hour lunch, the three day week and the all-day coffee break. And, if you want to, you can buy for $275, a jewelled pill box, with a built in musical alarm that reminds you (but not too harshly) that it is time to take your tranquilizer.

Unquestionably, we are in a battle for survival. We must get our people into our localities and work to get some battle into our people.

THRILL OF ACHIEVEMENT

What you and I have to do, patiently, and day by day, is to teach those over whom we are given supervision, that work can be fun - that the thrill of doing a really good job offers is the thrill of achievement, and that the place where achievement amounts to most is on the job. A hole in one isn't half as thrilling as landing a big order; a piece of furniture built in your basement workshop, will never be as thrilling as a sales plan that works; saffin mounted on your wall will never be quite as exciting as a well-earned promotion.

We are a nation of hobbyists, but believe me, there is a large element of escapism in hobbies. And too many of us get our vocations all tangled up with our avocations. We have got to get to work, or a stronger nation may put us to work. And to get to work, we have got to re-discover what millions are still to know: there is a great thrill in work well done.

TO SELL IS TO DELIVER

The word "sell" you know is from the Anglo-Saxon. It is a four letter word, but it does not mean quite the punch that the other Anglo-Saxon four-letter words still pack. In its original form it meant "to deliver," but I do not think we salesmen have been delivering too much. We have bored ourselves, each other, and most of our prospects are bored. If you want to pay the penalty in the slowing down of our whole economic machine. And what is the usual answer? "We've got to get in there and sell harder!" That's nonsense if by "Hard Sell" you mean you never have more than two salesmen in the car. There is really no such thing as "Hard Sell" and "Soft Sell." There is only "Smart Sell" and "Stupid Sell.

I haven't read all of the books on salesmanship, and I hope you haven't either. But I will venture to guess -
granting you have a reasonably good personality, that you know enough to clean your fingernails, and that you have a fair measure of integrity in your soul - you need only two bits of knowledge to become a great salesman:

First is the knowledge that everyone in the world wants to be liked and appreciated and helped.

Second is the knowledge that salesmanship is an idea business. If you aren't making a friend, and if you don't have an idea, you may become a successful order taker, but you will never be a salesman.

Probably the most important tale any of you ever made was when you sold your wife the idea of marrying you. And if the average salesman had courted his wife the way he courts prospects he would first have attracted her attention, probably by tripping her, then he would have said: "I can see you are a smart girl, the kind that can't be fooled on value. So you'll notice that I am wearing a $125 suit. That suit, Ginnie, is only an outward indication of the super-hydraulic, synchro-mesh, patented double-action heart that beats beneath it. Now listen carefully. I want to tell you something that I don't tell most people. I am in rather limited supply. There are a lot of women after me. So, for one day only, I'm offering to marry you. But you'll have to hurry -- hurry -- hurry -- before I'm all gone."

TO SELL IS TO UNDERSTAND
No -- the great salesmen have a warm and human understanding of what the transaction can mean to the other fellow, and they have ideas. Or if they don't have ideas, they go and get them from someone else. The great salesman is not the man who can sell refrigerators to Eskimos -- he is the man who can understand how the American housewife can benefit from having a refrigerator and then has a bright idea for convincing her.

A man once sold me at least $20,000 worth of merchandise by being a salesman on a $15.00 order. I had just moved to town with a new bride and an old car. It had hand-operated windshield wipers, and one of them had rusted off. I casually stopped at a gas station. "You can't buy those wipers anymore" the man said. "The only chance would be in some junkyard. Say -- I'm going in to Newark tomorrow -- I'll see if I can't find you a pair somewhere!" For 25 years I've bought all of my gas from that man, and when he became an automobile dealer, I bought all of my cars from him. He's no pal of mine -- I never see him except to buy gas or a new car -- but once he was nice to me and that doesn't happen too often in this world.

Automobiles are sort of hard to sell these days, I hear. But a salesman in Beverly Hills is selling them. He has a phone in his demonstrator, calls you up from in front of your house, and invites you out for a ride. Human understanding, plus an idea.

A man on Long Island is selling them, too. Each weekend he has some bargains -- and I mean bargains. He'll sell you a 1952 Chevy for $1,98. Of course you have to draw the lucky number first. But his lot is crowded, and cars are selling. Again -- human understanding, plus an idea.

We are never going to see a day when routine pavement-pounding, doorbell ringing salesmanship is the answer to anything. The need for human-salesmanship and idea-salesmanship is going to grow and grow. Even when people stop being bored with us -- even when the present recession is over -- even when the Russians get back inside their corrals -- the need for salesmanship will grow. For your competitors are no longer American companies alone. We are rapidly becoming an importing country. Last year our imports were up 74% over 1954. And the need for international friends would indicate that we are not likely ever again to sell behind high and comfortable tariff walls.

**DID YOU KNOW THAT...**

80% of all the peaches grown in Canada are grown in the Niagara Fruit Belt?

Yes, it's a peach of a market.

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Over the Desk

WHEN STATIONS all thinking in terms of Canadian talent, and advertisers finding out that there are live programs which do really pay off at the cash register, it might be well to take a second look at this much abused six-letter word.

Talent, as it is used in the broadcasting business, means performers, and they can range from a tired tenor singing "Because" or a local drama guild with its version of East Lynne to string ensembles or large symphony orchestras ploughing their respective ways through Amaryllis or Faust.

But talent, properly, has a far wider meaning than an individual or group doing its antics in front of a camera or making its noises into a mike.

Talent in the true sense includes such things as literature and poetry. It embraces such arts as painting, photography, weaving, sculpture, wood-carving, oratory, handicraft, to name a few which have yet to have been given air time to any degree.

Literature gets a bit of a play on many stations with book reviews. But how about radio and television as outlets for short story writers?

It is a good many years since Bernard Braden Tells A Story was featured regularly by the CBC. His system was to buy short pieces of writing and simply read them over the air.

As far as the arts are concerned, there are already plenty of talks, but TV opens the door to actual demonstrations of drawing, or carving, or painting. As far as oratory is concerned, little or anything has been done by radio or television to explore the possibilities of debates on the air, which would not have to be patterned on the overdue panels.

It was in its first issue (January 1942) that this paper suggested the possibility of Inter-Collegiate debates, broadcast by radio. On what might prove a more popular plane, how about a new radio game where picked teams would debate on chosen subjects, each speaker being limited to a set number of minutes?

THese ARE JUST a few random thoughts. Probably there are completely impractical. Possibly many of them are already in use unknown to this hack. Then again, perhaps they may provide the germ of an idea on which something really workable could be built. Maybe they are completely wet and nothing but a waste of space. In any event, the point of this piece is that the word talent has a far broader meaning than the one in general use, and that people sincerely interested in the development of the Canadian variety of that commodity might do well to look beyond the confines of the entertainment world, because exponents of talent of other kinds might be found interesting and even profitable too.

MUSIC IN A TENT

THIS TALENT's business is busting out all over. A publicity piece just reached The Desk announcing the opening of Music Fair, out on the Queen Elizabeth Highway just west of Toronto.

The shows take place in a huge 2000 seat tent theatre, and they are opening with Annie Get Your Gun, June 25.

The season runs from June 23 to September 13, and the press notice lists, as other productions, Silk Stockings (July 7-19), Snog of Norway (July 21-August 2), Happy Hunting (August 4-16), Oklahoma (August 18-30) and The Boy Friend (September 1-13).

DOINGS OF DICKSON

ROY WARD DICKSON, one-time Toronto quizmaster extraordi-

ary, now operating as Dickson Productions Ltd. in England, seems to be doing right nicely in commercial TV over there. His Turnabout has been renewed for a third season by Associated-Rediffusion, London, and is slotted for peak time Friday nights over the entire Independent TV network of English, Scottish and Welsh stations.

Another Dickson show, £1,000 Word, which has been in the "top ten" eleven times in the weekly ratings since it started last January, was renewed recently and increased to 45 minutes in length.

MAILBAG AND MARRIAGES

A LETTER FROM Bob Bowman, of CFBC, Saint John, quotes this communication: "Dear Sir, I am a fairly constant listener to CFBC and have a request to make of you, first however, let me say I am very glad that you are back, and I know there are many other people feel the same way, and I hope you will remain with us for a long time."
Now as to my request, I am an old-timer 35 years old . . . . .
Bob comments "It gave me quite a shock," and as another younger well into the second half of my first century, I go along with Bob.
We always knew that radio account executives will do anything to land an account. CKLG's sales demand, Florence McLeod, outdid the rest, when she up and married a CKLG sponsor on May 24.
The lucky sponsor is Hugh Bennett, vice-president of the Birks-Crawford Company Ltd. of Vancouver, exporters and importers, who sponsor various food products on My Favorite Dish, daily CKLG show since Bowman started it.
Still on the subject of matrimony, they are setting something of a record at CKCW-Radio in Moncton, where the 1958 box score now counts up to four.
First there was Bill Robertson, announcer, who took the plunge on February 8. Then there was a dry spell which lasted nearly three months, but the "reins" came again and there were four harnessings in seventeen days if you count the one scheduled for next week. Here is the roster:
May 31, Gerry Fogarty, newscaster, stepped between the shafts.
June 7, Henry Lane, operator, was hitched up with blue-eyed blonde.
June 17, Eva Sprague, continuity writer, will take on the bridle.
(Editor's Note -- Your correspondent is still available.)

OLD POISON PEN

A CHANCE MEETING at the Old Woodbine Race Track the other Saturday brought me face to face with my old adversary of the quill, Gordon Sinclair, looking debonair as ever in a hat resembling an inverted frying pan. He explained that it let him in with the trainers, but it seemed more likely to me that it would constitute an open sesame to the entries.

Old Poison Pen has been quipping at me mildly lately in his Toronto Star column, which I understand will shortly be renamed "Me, by Gordon Sinclair".

I suppose age comes to all of us, but Gordon's beefs about the Beavers lack the fire that used to give them zest. As columnist on a daily, and a daily newscaster, he has an unfair advantage over this fortnightly scribe, because by the time I get around to this column, the insult he hurled at me a week ago Wednesday has gone as cold as yesterday's newspaper, and just isn't worth a retort.


epiologue
And in case anyone wants to retort to this, I'm on my way to Banff, from whence I shall have returned by the time this reaches you, so buzz me if you hear anything, won't you?

Did you know that . . . .

CJCA Edmonton
reaches a total of 212,930* adult listeners every day.

*ELLIOTT-HAYNES CIRCULATION REPORTS

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 . . . . .
Moncton is literally bursting 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 25,000. 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 you products in the Maritime Area".

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

CKCW
MONCTON
NEW BRUNSWICK
Lorrie Potts

TODAY'S ADVERTISING TRAFFIC JAM DEMANDS MORE MEDIA

"The creative devising of new channels of communication as well as additions to present media is a vital necessity in today's advertising business," said T. W. Kober, director of marketing, Vickers & Benson Ltd.

Kober told the ACA Convention last month that "the average Canadian citizen is exposed to approximately 2,000 selling messages every day. This is necessary to maintain our buoyant economy and to keep distribution costs low. This volume of messages is going to increase in the future," he said, "and we are going to find that, through creative innovation, something can, and must, be done about the threatening traffic jam in the advertising media field."

Kober pointed out that in the 1920's, Canada's personal expenditure on consumer goods and services had amounted to 5.8 billion dollars per year. During the first part of the 1950's it rose to over 13 billion and by 1965 it is expected to be in excess of 21 billion.

"This," he said, "is the first underlying cause for an impending traffic jam -- more money is expected to be spent by Canadians.

"Far more important is the fact that more money will be in the pockets and hands of the individual. Annual per capita disposable income amounted to $965 in 1955. But by 1980, every man, woman and child is expected to be able to dispose of nearly $1,700 during the course of a year. Here, then, might be the second symptom of our threatening traffic jam -- more money per capita, a great deal more spendable money available to the Canadian."

Kober examined the case of one Canadian metropolitan daily newspaper. He compared the advertising lineage in one metropolitan newspaper on the last Thursday in March, 1938, with the same day in 1948 and again, with the same day in 1958.

In one issue of this paper, total display advertising lineage amounted to 56,000 lines per issue in 1938. It had risen to 74,000 lines in 1948 and by 1958 it reached 109,000 lines.

He said that in the same three issues of the one paper, a considerable increase in classified advertising volume had taken place. It rose from 10,000 lines in 1938 to 37,000 lines in 1958, an increase which is almost four-fold in size.

For the effects on other media, Kober referred to the US. "Total advertising volume, in measurable media, amounted to 1.7 billion dollars in 1935 and by the end of 1957 it was calculated at 10.4 billion dollars. All this in the space of 20 years."

"Publication media accounted for the largest slice of this US advertising volume. In 1935 it accounted for 56 per cent of total advertising expenditures. By 1957, their percentage had dropped slightly to 45 per cent.

"US broadcast media have acquired a constantly increasing share of the advertising volume. They accounted for 7 per cent in 1935 and during the calendar year 1957, 19 per cent of all American advertising moved through broadcast media.

"Other US media," Kober said, "have remained reasonably stationary. They accounted for 19 per cent of all US advertising in 1935 and in 1957 the percentage amounted to 16 per cent," he pointed out.

"The lesson to be learned from the American data is obvious," he said -- "more advertising messages in all media, a vast increase in the number of persuasion signals beamed at the consumer, although the emphasis on the various media has undergone some change."

Turning to Canada, Kober said, "here, unfortunately, figures are spotty. As a matter of fact, in the case of some Canadian media, we meet with a somewhat archaic attitude of refusing to divulge data. This attitude, I would suggest to you, represents a challenge to the Canadian advertising industry. All of us want to improve our performance. Facts are needed. Without cold hard facts, progress is difficult and I would like to suggest to you that this might be one phase of our work where spenders of budgets might bring pressure to bear on the media they use.

"We have to rely on well-informed estimates. But even based on this fragmentary information, we find that the media picture in Canada is somewhat parallel to that in the US. Advertising volume in Canada appears to have expanded rapidly. On the other hand, the number of media during the post war years has remained almost stationary," he said.

WE LIKE THE GOOD OLD SUMMERTIME

because New Brunswick abounds with tourists — a paradise for advertisers and best of all . . . everybody listens to CFNB because we give them the kind of programming they like and will listen to.

We cover a tremendous area in New Brunswick . . . in fact, our slogan is based on that fact.

Serving New Brunswick's Expanding Economy

Call our Reps, they'll tell you all.

See the All-Canada Man . . . or Weed & Co. in the USA.
Education Will Shape Future Markets

Applying the data obtained from such sources as the Gordon Commission and D.B.S. Bulletins, to the major findings of the study of consumer expenditures presented by Robert T. Elson, general manager of Life Magazine, at the A.C.A. last month, W. Harold Poole, Young & Rubicam Ltd., forecast the characteristics of the Canadian market for the next ten years.

Poole said that first he would like to mention population. "The Royal Commission on Canada's Economic Prospects predicts that the population of Canada in 1965 will be 18,315,000, up 25 per cent from 1951. This growth of households will likely increase from 3,891,000 in 1955 to 5,074,000 in 1965. "Dr. Slater of the Gordon Commission forecasted that levels of personal disposable income will rise from $986 in 1955 to $1,158 in 1965," he said.

"The predicted increases in disposable income in Canada should be more widely spread among consumers so that other characteristics will continue to become more important in explaining variations in consumer behavior. For as income distribution becomes more equal, ability to buy becomes less important and non-income factors become more important. "One of these non-income factors," Poole said, "is education. Since we don't have a life study we must use other factors in finding the educational levels of the population."

Accent on Youth

"We have very substantial evidence," he continued, "that the Canadian youth of the future will be, on the whole, better educated. For example the proportion of children attending high school has been increasing steadily over the past three decades and there are good grounds for believing that this trend will continue. "The number of students in our universities in 1930 was 32,926. In 1958, the number had risen to 86,500 and by 1965 it is estimated that there will be 130,000 in university."

"You may ask how this affects marketing," Poole said. "The significant thing is that those products which do respond to educational achievement have a built-in plus in regard to future sales. "Another non-income factor, stressed in the Litz study, which is important in the demand for many goods and services is the stage of the household in the life cycle. It is important because it reflects to a high degree the needs of the household. "Our major markets today are those households with children under 14, and nearly two million, amounting to 50 per cent of all households in Canada. Based on census age distribution, this stage will continue to be of the greatest numerical importance, increasing to 2,525,000 households by 1965, but becoming a slightly smaller proportion of the total population." Poole said that one application of these facts is that "it would seem reasonable to anticipate that there will be a growing demand for products of the clothing industry over the next decade."

"Finally," he said, "we should note the changing urban-rural composition of the Canadian population. In 1951 the total urban population was 62 per cent. By 1966 it rose to 67 per cent and it is predicted that by 1980 this figure will rise to 70 per cent."

TV is Too Costly in N.Z.

The New Labor Party government of New Zealand has announced that it will not be able to set up publicly-owned television for some years to come, because of a continuing decline in the economic outlook. The government included television as a plank in its election platform, but says now it must change its policy until New Zealand's overall financial structure is in better shape.

Did you know that...

CFAC Calgary reaches a total of 138,846 adult listeners every day.

TELEPRO 6000

The rear-screen projector featured on front page challenge

With TelePro 6000 you can achieve those same big, realistic backdrops you've admired on Front Page Challenge. TelePro can be the best production investment you've ever made because it offers network quality for your studio shows and commercials!

- TelePro has MORE LIGHT - 6000 lumens - than any other Rear Screen Projector.
- TelePro offers a sharp, brilliant image, right to the edges of the screen.
- TelePro changes 62 slides a minute! Ideal for animated animation effects.

Caldwell A-V Equipment Co. Ltd.

Caldwell A-V Equipment Co. Ltd., 447 Jarvis St., Toronto 5, Ontario.

Mail this coupon for literature and prices.

Name
Firm
Address

CFRN presents the widely acclaimed musician, HARRY FARMER - Organist, Pianist, Orchestra Leader! As Musical Director, he will co-ordinate every phase of the music activities of CFRN Radio and Television at local, provincial and national levels including participation in Music Festivals, awarding of Scholarships, and the music you hear 'on the-air'.

HARRY No. 1
Harry Farmer, Recording Star of music to dream by - on Decca and London Labels.

HARRY No. 2
Harry Farmer - nimble-fingered wizard of music to dance by - recorded under the name of "Chris Hamilton."

HARRY No. 3
Harry Farmer - newly-appointed Musical Director of CFRN-Radio-TV.

CFRN COMES TO EDMONTON!

ANOTHER FIRST

FOR DIAL 1260 AND CHANNEL 3

THE THREE FACES OF HARRY

"The English Mr. Music"

Canadian Broadcaster Page Twenty-Five
JUNE 13 AGENDA HAS NO NEW STATION APPLICATIONS

THIRTY-FIVE APPLICATIONS for transfers of shares, change of ownership and various power adjustments will be heard by the CBC Board of Governors at its next meeting in Ottawa on June 13. No applications will be heard for new stations, either radio or TV.

The following requests were submitted:

**CFBD-Radio, Red Deer** - re-dedication of 14,157 preferred shares in Central Alberta Broadcasting Co. Ltd.

**CJDJ-Radio, Dawson Creek** - transfer of 300 common shares in Radio Station CJDJ (Dawson Creek, B.C.) Limited.

**CHEK-TV, Victoria** - transfer of 21 common shares in CHEK-TV Limited.

**CFAM-Radio, Altona** - issuance of 70 common and 105 preferred shares and transfer of 200 common and 200 preferred shares in Southern Manitoba Broadcasting Co. Ltd.

**CKX-Radio and TV, Brandon** - transfer of 33 common shares in Western Manitoba Broadcasters Ltd.

**CFBC-Radio, Saint John** - transfer of 1,066 Class “A” and 533 Class “B” common shares in Fundy Broadcasting Co. Ltd.

**CJFX-Radio, Antigonish** - transfer of one common share in Atlantic Broadcasters Ltd.

**CRPG-Radio, Brandon** - transfer of 44 common shares in The Telephone City Broadcast Ltd.

**CJKL-Radio, Kirkland Lake** - transfer of one common share in Kirkland Lake Broadcasting Ltd.

**CRSL-Radio, London** - transfer of 500 common shares in London Broadcasters Ltd. This application was made on the agenda of the 111th meeting and was deferred at the applicant’s request.

**CFCH-Radio, North Bay** - transfer of one common share in Northern Broadcasters Ltd.

**CFM-Radio,Thunder Bay** - issuance of 6 common shares in Radio Megantic Ltee.

**CKTM-TV, Trois Rivieres** - transfer of 550 common shares and issuance of 110 preferred shares in Télévision St-Maurice Inc.

**CKVM-Radio, Ville Marie** - transfer of four common shares in Radio Temiscamingue Inc.

**CKDH-Radio, Amherst** - revision of authorized share distribution effecting change of control to Messrs. J. A. Langille, W. R. Nelson and T. A. Giles by Amherst Broadcasting Co. Ltd.

**CKLB-AM and FM, Oshawa** - change of ownership from Lakeland Broadcasting Co. Ltd. to Charles J. Henry on behalf of a company to be incorporated. The application was on the agenda of the last meeting and was deferred on the applicant’s request.

**CHEF-Radio, Granby** - change of ownership from La Cie de Radio-diffusion de Granby Ltée to LaVoix de l’Est Ltée.

**CHFI-FM, Toronto** - change of name of licensee from Edward James Figgott to CHFI-FM Ltd.

**CHAB-Radio, Moose Jaw** - transfer of control of Radio Station CHAB Ltd. to Jack D. MacLean.

**CKXL-Radio, Calgary** - increase in power from 1,000 kilowatts on 1140 kcs. DA-N to 10,000 kilowatts on 1140 kcs. DA-N and change of transmitter site.

**CFCW-Radio, Camrose** - increase in power from 250 watts on 1250 kcs. 1,000 watts daytime, 250 watts nighttime on 1230 kcs.

**CJRN-Radio, Edmonton** - increase in power from 5,000 watts on 1260 kcs. to 10,000 watts daytime, 5,000 watts nighttime on 930 kcs. DA-N.

**CJO-DF Radio, Winnipeg** - increase in power from 5,000 watts daytime, 2,500 watts nighttime on 680 kcs. DA-N to 10,000 watts daytime, 2,500 watts nighttime on 680 kcs. DA-N.

**VOCM-Radio, St. John’s** - increase in power from 1,000 watts on 590 kcs. to 10,000 watts daytime, 1,000 watts nighttime on 590 kcs.

**CJCH-Radio, Halifax** - increase in power from 5,000 watts on 920 kcs. to 10,000 watts daytime, 1,000 watts nighttime on 590 kcs.

**CKLB-Radio, Oshawa** - increase in power from 5,000 watts on 1350 kcs. DA-2 to 10,000 watts daytime, 5,000 watts nighttime on 1350 kcs. DA-2.

**CFPA-Radio, Port Arthur** - increase in power from 250 watts on 1230 kcs. to 1,000 watts daytime, 250 watts nighttime on 1230 kcs.

**CHRS, St. Jean** - increase in power from 1,000 watts on 1090 kcs. daytime to 5,000 watts on 1090 kcs. daytime.

**CJNB-North Battleford** - increase in power from 1,000 watts on 1460 kcs. to 10,000 watts on 1460 kcs. DA-N.

**CKRM, Regina** - increase in power from 5,000 watts on 980 kcs. DA-N to 10,000 watts daytime, 5,000 watts nighttime on 980 kcs. DA-2.

**CJTR, Trois Rivieres** - increase in power from 1,000 watts on 5,000 watts daytime, 1,000 watts nighttime and change of AM frequency from 1530 kcs. DA-1 to 1150 kcs. DA-2.

**CJMT-Radio, Chicoutimi** - request for a standby transmitter license.

**CJVR-TV, Barrie** - increase in power from e.r.p. of 26.7 kw. video, e.r.p. of 13.3 kw. audio, on channel 3, to e.r.p. of 101 kw. video, e.r.p. of 50 kw. audio, on channel 3.

**CFL-L FM, London** - change of facilities and transmitter site from e.r.p. of 4,440 watts on 95.9 mcs. to 4,890 watts on 95.9 mcs. with a decrease in effective antenna height from 311 feet above average terrain to 99.2 feet above average terrain.

Are you satisfied with your MAILING SERVICE?

If not - call CHADWICK PRINT & DIRECT MAIL SERVICES 52 McCaul St. EM. 8-7174

DEFINITIONS DEPT.

The word expert is derived from X, an unknown quantity, and spurt, a drip under pressure.

- Dr. Marshall McLuhan Communications Expert.

OUCH DEPARTMENT

There are quite a lot of disc jockeys who deserve to end up in the pan-inventory.

AUDREY STUFF

Then there's the gal who was so dumb, she thought de Gaulle was someone who didn't have de good taste to know any better.

MOTHER COMPLEX

Did you hear about the old hen who gazed wistfully at the pan of scrambled eggs and said, "There go my crazy mixed-up kids..."?

CONVENTION HANGOVER

Now is the time for all good men to come to the aid of the resolutions.

DEGREE OF EQUALITY

All animals are equal but some animals are more equal than others.

- George Orwell
In "Animal Farm."

CALLING AMERICAN COUSINS

Who the hell's language is it anyhow?

ADVICE TO PRODUCERS

If your talent goes sour and snafus your show, the worst thing that can happen is if nobody notices.

PAN MAIL

Sir: We are very glad that our station did not win one of your Beaver Awards, because we would rather have people say "why didn't they win one?" than "why did they?"

- Good Loser.
ARE YOU ONE OF THESE BLUE CHIP COMPANIES USING CKWX COVERAGE TO DOMINATE CANADA'S THIRD MARKET?

50,000 WATTS OF SALES POWER

Radio British Columbia

CKWX

Vancouver

REPS: CANADA — All-Canada Radio Facilities Ltd. • UNITED STATES — Weed and Company
Radio & Television

CARTER PRODUCTS (Nair) CTV & radio campaign June 2 on KYVS-TV, Bellingham; CFRN-TV, Edmonton; CPPL-TV, London and CHCH-TV, Hamilton. The campaign, which runs until August 25 will feature one minute announcements.

Orange Crush Ltd. (Hires Root Beers) a new 15-second national television campaign, starting August 3 and running until September 30.

Mattress, Ltd. Advertising Agency Ltd. has been appointed official advertising agency for the Tourist Information Corporation. The agency will handle all advertising, selling. The agency handling this account is Industrial Advertising.

THE FIRST FLIGHT of a radio and television campaign to introduce the Ontario Hospital Advertising Commission's provincial health plan, which becomes effective January 1, 1959, has just finished.

A 15-minute film was shown on 17 television stations and the sound-track was taped for use on 63 radio stations. The film featured Charles Templeton, an ex-clergyman, who, during the first half outlined the procedure of registration and the benefits of the new plan. The second half showed interviews with Dr. B. Neilson, a director of the OHSC and W. Ogilvie, a director of the OHSC insurance plan, both of whom went into the program in more detail.

This campaign was backed up with ads in nearly all daily, weekly and foreign language newspapers.

Templeton, an ex-clergyman, was chosen for the role, as he is a well-known figure in the community and his voice is well-suited for the type of advertising planned.

ANDREW N. McLELLAN has been appointed assistant general manager of National Broadcast Sales, radio station representatives. He was formerly sales manager.

Another Ronalds account, Marshall Johnson, will be represented by Tandy, Richards Advertising Agency. This new appointment, he has been with the station since 1956.

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KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE MOST POPULAR SYNDICATED SHOWS

KVOS TV is the most powerful television selling force in the ever-growing $1.4 billion dollar VANCOUVER-VICTORIA market. Its audience tops by a healthy margin its nearest competitor. The reason: KVOS TV carries the best in TV entertainment, the syndicated programs people want to see such as "Highway Patrol," "Decoy," "The Honeymooners," "Harbor Command," "Sea Hunt," "Target," and a host of others as well as top sports and CBS network shows. Sell where the audience is. Sell consistently on KVOS TV.

BIGGEST B.C. AUDIENCE — LOWEST RATES

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OFFICES: 1687 West Broadway, Vancouver, B.C. Cherry 5142
REPS: Stovin-Byles Limited, Montreal, Toronto, Winnipeg.
Forjoe TV Inc., New York, Chicago, Los Angeles, San Francisco.

CHANNEL 12 CBS
SIGHT & SOUND

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

Compiled by Ian Grant

Ivano-Romanoff will be in charge of a program of ethnic music 10:30 to 11:00 pm Tuesdays from July 22 to October 14.

Whitey's Mix & Match '58 will be replaced on Thursday, July 10, 8:00 to 8:30 with Summertime '58.

A drama series produced by Ken Dutton, representative of the Big Board, August 1 to September 26 in the time period 9:00 to 9:30 pm, Thursdays.

Four new programs, 10:00 to 10:30 pm from June 5 to July 24 will be a new series of CBC Vancouver-produced dramas called Spectrum.

Plouffe Family will be replaced by a new quiz program, One of a Kind, on Fridays at 8:30 to 9:00 pm from June 6.

Jack Duffy will be the star of the program, Here's Duffy, which will replace Cross Canada Hit Parade at 10:30 to 11:00 pm, June 21.

Sunday, June 20, 9:00 to 10:30 pm, from Winnipeg, sees the beginning of a weekly series about the activities of the people of mythical town, Willowbend.

Also on Sunday from 4:30 to 5:00 pm, June 26, for 15 occasions, is The Sky. The series will deal with such subjects as astrology, weather, rockets and clouds.

Because of the later sign-on, Sunday, July 6, This Is Your Life moves to a new time of 3:00 pm. Country Calendar moves from 1:30 to 4:00 pm.

Fightin' Words moves from its Tuesday time of 5:00 pm to Thursday 10:30 to 11:00 on July 10.

Stations

Stuart King, president of radio CKLB in Kenora, has said last month that CJRL will provide television service to the Kenora area within the next few months if the town council grants permission to use present town power lines. He added that tentative commitments for television equipment have been placed by the station.

The Cornwall Standard-Freeholder, which operates radio station CKSF, has announced it will seek a licence for a television station in Cornwall.

The application will be filed in association with Horace N. Stovin, Toronto radio and television executive. The Transport Department announced recently that television channel 8 had been allocated to Cornwall, subject to certain technical reservations.

Radio Station CKBB, Barrie, currently broadcasting at 1230 kcs on 250 watts, will increase its power July 15 to 5,000 watts. It will also change its frequency to 920 kcs.

With this increased power CKBB estimate they will serve approximately 250,000 residents plus the summer influx.

Radio & Television

Arthur Products (Name) started a television campaign June 15 on KVOS-TV, Bellingham.

CFRN - TV, Edmonton; CPFL - TV, London and CHCI-TV, Hamilton. The campaign, which runs until August 25 will feature one minute announcements.

Orange Crush Ltd. (Hires Root Beer) has confirmed the end, saturation coverage on CKYE, Toronto. The campaign which started May 31 will run until September 1 for 658.

These accounts are handled from the Toronto office of Cockfield, Broder & Co. Ltd.

From the Montreal office of Cock FIELD the following:

Dominion Dairies (Ice Cream) started running spot campaign on CFCE, Montreal, May 19. It will run until March 20, 1959.

Bell Telephone Company started a spot and flash campaign on five stations, May 28.

From the Winnipeg office:

Selkirk Metal Products Ltd. will be running spots on and after the farm broadcast on the Pacific Region of the Trans Canada network, five times a week for 13 weeks starting August 18.

Blue Ribbon Ltd. will be sponsoring half-hour football shows in cities of the Western Interprovincial Football Union for 14 weeks from August 22. The cities include: Vancouver, Calgary, Edmonton, Regina, Winnipeg and Saskatoon. The program will feature local sportscasters, coaches and players along with guests and film clips.

Egg Cream Shampoo, a product of Warner-Lambert Canada Ltd. will start a four week radio spot campaign starting the middle of June, to run on 25 stations from coast to coast. The agency is Ronalds Advertising Agency Ltd.

Another Ronalds account, Marshall Mattress, started a radio campaign this week on six stations. It will run for two months.

Warner-Lambert are starting a spot radio campaign June 15 on 14 stations across the country for their product Listerine.

The agency is F. H. Hayhurst Co. Ltd. This campaign will run for about five weeks.

The first flight of a radio and television campaign to introduce the Ontario Hospitals Commission's provincial health plan, which becomes effective January 1, 1959, has just finished.

A 15-minute film was shown on 17 television stations and the sound-track was taped for use on 63 radio stations. The film featured Charles Templeton, an ex-clergymen, who during the first half outlined the procedure of registration and the benefits of the new plan. The second half showed interviews with Dr. B. Neilson, a director of the OHSC and A. W. Ogilvie, a director of the OHSC insurance plan, both of whom went into the program in more detail.

This campaign was backed up with ads in nearly all daily, weekly and foreign language newspapers.

The second flight starts July 26 and runs until September 27 using approximately the same number of stations. This part is geared to get the people to register. Also during this period the introductory film will be repeated. Along with the OHSC campaign, other organizations such as Blue Cross will be offered supplementary plans. The agency handling this account is Industrial Advertising.

Deshares Advertising Agency, formerly at 480 Legault Street, Montréal, has moved to Suite 505, The McGill Building, 485 McGill St., in the same city.

Tandy Advertising Agency Ltd., and the Canadian operation of the American agency Fletcher D. Richards, Inc. have announced their amalgamation to form a new company, Tandy, Richards Advertising Ltd., with offices in Montreal and Toronto. The new company is completely Canadian, but will make use of research and production facilities of the US agency. This is effective June 2.

The Toronto office of James Lovick & Co. is now handling the Schick (Canada) Ltd. account, effective June 1. The account was formerly handled by Stanfield, Johnson & Hill.

Torobin Advertising Ltd., Montreal, has been appointed to handle the advertising for Imperial Quilt Manufacturing Ltd. Imperial Quilt are manufacturers of sleeping bags, tents and other supplies for sportmen and campers.

Cross, Pollock & Gwartzman are now handling the advertising for Towbin Ltd., distributors of Borgward cars.

Deshares Advertising is now handling the account of Domil Ltd., textile manufacturers. This account was formerly handled by Ronalds Advertising, Montreal.

People

D. A. (Doug) Groulx has been appointed a radio time sales representative by Earl Hardy & Co. Ltd., radio and television station representatives. Doug has 14 years experience in both local and national sales.

Bruce Masters has been appointed television time sales representative for the same organization. He was previously sales manager of CKCW-TV, Montreal.

W. C. Tierney has been appointed assistant general manager of National Broadcast Sales, radio station representatives. He was formerly sales manager.

Andrew N. McLellan has been appointed public relations and publicity manager for Television De Quepe (Canada) Ltd., operator of stations CFMC-TV and CKM-TV, Quebec City.

Prior to his new appointment, he was publicity and promotion manager, for CKM-TV. He will now be responsible for general public relations, publicity, promotion and advertising at both national and local levels.

Joseph G. Morgan has been appointed as a sales representative by Fremantle of Canada Ltd. He has had extensive experience in film distribution in England, having been associated with Columbia Pictures and British Lion in that country.

W. E. Robinson has been appointed assistant manager of radio station CKSL in London. He has been with the station since it went on the air in the summer of '56.

Gordon Reid has been appointed president of KVOS (Canada) Ltd., previously it was announced by Ragan Jones, Chairman of the Board. He has been actively engaged in the Canadian broadcasting industry for 30 years.

Shows

Four Star Films, Inc., Hollywood last month announced plans to produce 28 million dollars worth of television films for the 1958-59 season. The company is owned by actors John Powell, Charles Boyer and David Niven.

Four Star has 312 half hour television films in preparation for six different series. It said it expects to employ 500 actors and technicians steadily through the year.

The producers have taken over 29th Century-Fox's Western Avenue studio with seven sound stages and have purchased a ranch for outdoor locations.

Four Star produces Dick Powell's Zane Grey Theatre; Trackdown; Richard Diamond, Private Detective; and First Anthology. New series to be announced are Wanted Dead or Alive and The Rifleman.

The CKTB-TV connected network summer schedule begins Monday, June 30. Weekend sign-off will be at 5 pm, and from July 6, Sunday sign-off will be later.

Front Page Challenge will be replaced by a new show, Come Fly With Me, featuring Shana Rimmer. It begins Tuesday, June 24, 8:00 to 9:00 pm.

Page Twenty-Eight

Canadian Broadcaster

June 12th, 1958
KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE MOST POPULAR SYNDICATED SHOWS

KVOS TV is the most powerful television selling force in the ever-growing 1½ billion dollar VANCOUVER-VICTORIA market. Its audience tops by a healthy margin its nearest competitor. The reason: KVOS TV carries the best in TV entertainment, the syndicated programs people want to see such as "Highway Patrol," "Decoy," "The Honeymooners," "Harbor Command," "Sea Hunt," "Target," and a host of others as well as top sports and CBS network shows. Sell where the audience is. Sell consistently on KVOS TV.

BIGGEST B.C. AUDIENCE — LOWEST RATES

<table>
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<tr>
<th>Daytime Sales Blazer Package (1 Minute Spots)</th>
<th>20 secs</th>
<th>$130.00*</th>
<th>1 min</th>
<th>$182.50*</th>
<th>30 min</th>
<th>$380.00*</th>
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<tr>
<td>5 per week</td>
<td></td>
<td>$200.00*</td>
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<tr>
<td>10 per week</td>
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<td>$370.00*</td>
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<tr>
<td>15 per week</td>
<td></td>
<td>$530.00*</td>
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<tr>
<td>20 per week</td>
<td></td>
<td>$680.00*</td>
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* Up to 25% frequency discounts.

* Less frequency discounts.

OFFICES: 1687 West Broadway, Vancouver, B.C. C.Herry 5142
REPS: Stovin-Byles Limited, Montreal, Toronto, Winnipeg.
Forjoe TV Inc., New York, Chicago, Los Angeles, San Francisco.
SECURE PEACE BY PROGRAM EXCHANGE

T HE GREATEST BREAKDOWN in communication is the breakdown between the United States and Russia, said Dr. Stanley Donner, Stanford University, California, in discussing international radio at the BCAB-UBC seminar at the UBC campus.

The two countries, he said, are virtually two warring camps which could best be described by the Greek word, Zenophobia, meaning fear of the stranger. The question of not understanding the other person was the real cause of the cold war.

"Because we think as we do, we have endangered some of our freedom, built some of our indecisiveness and fallen into a smog of distrust," said Dr. Donner.

The alternates in situations like this were to go to war or to try to understand each other through a renewal of communications. The essential understanding was at the level of the ordinary citizen, out of which would come a peaceful existence even if tense times continued for a while.

In the discussion period following, Rooney Pelletier, BBC, agreed on the need of international understanding. Another, Gene Hallman of CBC Toronto, said the BBC in this respect was a leader through exchange programs for other countries. Mr. Hallman suggested the problem of re-building communication between countries could be done best by exchange of programs between ordinary broadcasting systems rather than on high political or diplomatic level. Dr. Donner and Mr. Pelletier agreed, although they conceded difficulties lay in the way.

Agency VIP Gives Advertising The Gears

T HE UNUSUAL SITUATION of an advertising agency executive criticizing commercials on radio and a CBC regional defending commercials cropped up at the BCAB-UBC radio seminar when advertising and the sponsor was under discussion.

John Baldwin, All-Canada Radio Facilities, Vancouver, asked a panel for opinions on believability of radio commercials, and the extent to which they were accepted or criticized by the listener.

James E. Lovick, head of the Lovick Agency, said one great error was the over-writing or the excess of the advertising copy in "a lot of advertising in radio, television and all other media.

Money spent in advertising would be better and more effectively spent in employing a supervisor of commercials and better writers.

Later, Ken Caple, CBC Regional Superintendent, Vancouver, recalled a trip through the B.C. interior and 50 hours of listening in six days. The movies and sports were particularly well done, and the commercials were good, said Mr. Caple, but the music and entertainment was very bad. In the 96 hours he heard nothing but rock and roll and similar music except once when a station played "Nothing Like a Dane." The worst part was the monopoly of the music. "I found the commercials best," said Mr. Caple.

BUSINESS BOOKS

The basis of education

Radio - Television - Broadcasting - Technical Subjects - Sales - Advertising - Reference

Book Department

CANADIAN BROADCASTER

54 Wellington St. W. - Toronto

EM. 3-3075

NEWMAN WANTED

West coast station going to 10 kilowatts in August is enlarging its news staff and requires another newsman. Applicant should have at least one year's experience on the desk, voicing his own news. Applications and audition tapes should be addressed to:

PATRICK BURNS,
News Director,
Radio Station CKLG,
North Vancouver, B.C.

Radio Station Equipment for Sale

Complete transmitter equipment including CGE model 4 X-TIA1 1,000 watts and spare transmitter, Model N-E type 23-A N903, 250 watts, GE Voltage Regulator, Onan 10 KVA gas driven auxiliary power motor and complete air conditioning. Includes Consolette, Microphones, Hi-Fi speaker as well as antenna system including 3 masts, 175 feet, by Ajax, Andrews phasing and coupling equipment and CGE Remote Automatic Control.

The replacement value, new, less labour would amount to $65,935.00. This equipment is in good working condition and can be examined at Laprairie, P.Q. by appointment through Phil. Lalonde, CKAK, Montreal, University 6-7301. Offers are now being considered. Inventory available upon request.

SHORT WAVES

Cartoons Need Live Action

A STUDY OF THE animated cartoon commercial on TV by Schwerin Research Foundation has revealed that the commercial has a much better chance of success if there is a live-action sequence in it. Schwerin ran eight tests for a product used mostly by men which had an animated sequence in it, i.e., the man in the commercial gained something — a promotion, or a girl, or a car — depending on what he had used the product. In three of the eight tests, the sequence was handled completely by animated cartooning.

The result: no interest shown in the animated commercial, and a marked increase in brand preference when this part was presented in live action.

When Schwerin applied the same test on foods, they discovered that a live insert again had greater effectiveness than a straight animated commercial. But the insert, Schwerin states, "must be shown attractively and clearly. It is put there to establish a single, special impression (of attractive and tasty food) and should not be obscured or diminished in effect with supers or other diversionary matter."

CKCK Starts Safety Drive

The CO-OPERATION OF all law enforcement agencies, the Regina city council and the Saskatchewan government has been enlisted by CKCK-TV, Regina in an all-out campaign to reduce traffic accidents in its viewing area.

As part of the campaign, CKCK announcers and graphics spread the catchphrase: "... CKCK-TV, Regina: your life's station. To hammer home the incidence of damage and injury caused by traffic mishaps, accidents of every description are reported on all newscasts, together with a traffic safety lesson once each day.

Citizens are being urged to report to the city police, or to CKCK, the license numbers of cars which commit offences. Police are issuing warnings to drivers of such cars.

With the co-operation of the police and safety authorities, the production department is producing a fifteen-minute program on traffic situations, which will emphasize the week's traffic accidents, and how good safety habits might have avoided them.

Every day the news film department is shooting footage which shows the careless driving habits of Regina car owners.

To complete its program, the "safety station" will bring to the attention of the city council any criticisms and suggestions which are proposed to CKCK by Regina listeners. The criticisms and suggestions will be incorporated into the news teletapes.

Radio On The Campus

A COMPLETE radio studio has been offered the University of Manitoba by CJMS-Radio, to encourage students to take an interest in radio as a career. CJMS Manager Johnny Radon says the station is willing to build and equip such a studio itself, or will co-operate with the other Montreal stations on a joint project.

It has also been proposed that each of the Montreal stations provide personnel to instruct and supervise various student productions. When these productions reach suitable broadcast standards, CJMS hopes to air them as part of its public service programming.

Radon has also suggested that a full-time producer be employed, his salary to be paid jointly by the Montreal stations, whose job would be to conduct regular radio training courses at the University. It is hoped by so doing to overcome the shortage of French-language announcers and generally to stimulate French-Canadian interest in broadcasting as a career.

LOOKING FOR AN OPENING

Age 30 — married — no children — 3 1/2 years agency experience radio writing and production — then two years in the San — out 14 months completely recovered — now hunting to get back into station or agency in junior capacity. I am not an air man but I can write, punch a typewriter, produce or sweep. What offers?

JOHN LYONS
85 Silverbirch Avenue, Toronto
OXford 9-5624

WONDER WHERE THIS FELLOW WENT?

All we need is a creative, imaginative, capable, dependable, prolific, enthusiastic, level headed —

MALE COPYWRITER

Seasoned by a minimum of two years experience. This is a great place to live; a promising market to work in. Write or call our Client Service Director.

CFRN-TV
C/O C.P.R. BLDG., EDMONTON, ALBERTA. PH. 892572
you bag more shoppers

with B.C. RADIO!

Complete Coverage — Radio's your best buy to get maximum coverage in the booming, $1 1/2 billion B.C. market.

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

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

Over half a million radios in daily use.

"WHEREVER YOU GO THERE'S RADIO"

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
Meet the Elstons of Agincourt

(happy adventurers in living... and buying)

The Elstons—Georgia, father Harold and little Harold—spend many happy hours at their place in Agincourt. One well-loved spot is the patio—perfect for summer meals. With the Elstons, nothing beats outdoor living, whether they are in Agincourt or at the family cottage. And, of course, they’ve discovered that a radio on the patio or beach... in a car or boat... adds to the fun of outdoor living.

The Elstons are only one of the 1,194,800 households* in CFRB’s listening area, an area where there is a total family income of almost $6½ billion. Here are families willing, and financially able, to buy your product. Here is Canada’s No. 1 market.

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