THIS MICROWAVE TOWER WITH ITS SUGAR SCOOP ANTENNA, perched on the summit of Dog Mountain, B.C., is one of 139 which went into operation July 1, carrying live TV signals 3,900 miles over the longest microwave network in the world. See story on page three. Photo by CBC Picture Service.

- MICROWAVE BRINGS SEA TO SEA 3
- A MAJOR MOVIE STUDIO FOR TORONTO 7
- ARE WE PROGRAMMING FOR TEENAGERS? 8
CUMULATIVE AUDIENCE OF RADIO

In any advertising medium the total unduplicated circulation is the vital statistic. In Radio this is called the cumulative audience.

For the first time Radio has the figures on its cumulative audience for an average week. Here are the facts:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>% of Total Homes Reached by Radio During an Average Week</th>
<th>Average Number of Different Days Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the Morning</td>
<td>87%</td>
<td>6</td>
</tr>
<tr>
<td>In the Afternoon</td>
<td>83%</td>
<td>5</td>
</tr>
<tr>
<td>In the Evening</td>
<td>57%</td>
<td>4</td>
</tr>
<tr>
<td>In the Entire Day</td>
<td>92%</td>
<td>6</td>
</tr>
</tbody>
</table>

In the course of an average week 92% of all homes are reached an average of 6 days each.

Source: BBM March 1958 Survey — By actual measurement in Halifax, Hamilton and Vancouver Metro Areas — Regina City Area — Chicoutimi and Lac St. Jean East Counties — Thunder Bay County.

This is the first of a series of advertisements on recent cumulative audience studies conducted by the Bureau of Broadcast Measurement for BAB-Radio Division. Watch for facts on cumulative surveys on afternoon, evening and weekend audiences.
Supporters and opponents of the Canadian Broadcasting Corporation were startled to learn that A. Davidson Dunton, chairman of the Board of Governors of the CBC, submitted his resignation to the Honorable George Nowlan, Minister of National Revenue, on July 3, 1958, to become president of Carleton University, Ottawa. He had held down the stormy post since 1945, when he was appointed by the late Prime Minister W. L. Mackenzie King. He is now 46, having taken over the CBC chairmanship at the age of 33.

While Dave Dunton was incessantly under fire from private broadcasters, members of the opposition in parliament, and just plain critics, it was never on a personal plane, and he has gathered a host of friends, especially among the private broadcasters, who found themselves attracted by his ready wit and genial personality, even after he had just finished hauling them over the coals, when they appeared before the board with a request which could not be granted.

From the point of view of this paper, which has attacked the principles for which he stood on many occasions, he was always accessible for questions, and usually declined to commit himself on any contentious point with the greatest of cordiality and good humor.

"I shall miss all aspects of broadcasting in Canada," he told the Broadcaster, "and not least among them my association with the private broadcasters, quite a few of whom I count as good friends in spite of many happy battles."

Dunton was born in Montreal, went to Lower Canada College and then to the University of Grenoble, France, to study the language and culture of that country. Then he returned to Montreal and attended McGill University. After two years he went to Trinity College, Cambridge, to study economics, following which he went to Munich University in Germany.

Dave returned to Montreal during the depression, and worked on a number of jobs, even as a Fuller Brush salesman. After a time spent in Mexico, he returned to Montreal once again, this time as a reporter on the Montreal Star. In a few years, he became associate editor. At the age of 28, he was made editor of the Montreal Standard, where he remained until April 1941, when he was 29. Then he joined the Wartime Information Board, finally assuming management of that agency. He received his appointment to the chairmanship of the CBC Board November 15, 1945.

He takes over at Carleton University July 16.
CANADA WAS BUSTING OUT ALL OVER IN CBC MICROWAVE INAUGURAL SHOW

By Brian Swarbrick

A LIVE TELEVISION system that spans the continent in the twain of the air was inaugurated on July 1 with the CBC's Dominion Day program, Memo to Champlain.

The 3,900-mile $8 million "skyway" to the microwave relay towers links together Canada's forty privately owned TV stations and eight CBC stations, providing live TV to 80 per cent of the Canadian population between Victoria, B.C., and Sydney, N.S. Next year it will leap Cabot Strait to include Newfoundland.

CBC, in co-operation with CFRN-TV in Edmonton, CKCK-TV in Regina, CHSJ-TV in Saint John, N.B., used the Dominion Day inaugural program as an electronic travelogue to visit 15 Canadian cities. The pictures leaped instantly from such widely-spaced points as Pincher Creek, Alberta and Charlottetown, P.E.I., and from Niagara Falls to the deck of the famous RCMC schooner St. Roch at Kitsilano Beach, Vancouver.

Perhaps the cameras jumped a bit too quickly. Although picture quality was excellent, the constant leapfrog back and forth across hundreds and thousands of miles was unpalatable to the viewer, wondering, from time to time, exactly where the picture was originating. Several times the camera zoomed in to catch a brief chat between the commentator and a casual passer-by and leaped away again before the viewer could determine the point of the brief conversation.

Open to criticism was the French-Canadian writer, René Levesque, who was the chief French-speaking commentator. His gravel voice and too-eager interruptions of his interviewees became aggravating over the 90-minute stretch. On the other hand, Joyce Davidson, the English on-camera commentator, whose work up to now has been principally with the Toronto interview program, Tableau, came off well with her relaxed and friendly manner.

COAST TO COAST

In all, Memo to Champlain demonstrated the capabilities of the tremendous versatility of the microwave system, described as the longest in the world. It also provided a remarkable glimpse of Canadians at work and play on our national holiday.

The pictures captured the long line of rain-soaked floats in Quebec City's 350th Anniversary parade, and minutes later centered on the owner of a 5,000-acre farm outside Regina, Edgar Petersenmeyer, who stood in the dust beside his tractor and fretted over the lack of rainfall in South Saskatchewan this year.

An 85-year-old sailor, Rudolph Johnson, stood on the decks of the St. Roch and talked about the record Arctic crossing made by the RCMC schooner in 1944. Later, in Winnipeg, the cameras were on Staff Sergeant Patrick Hunt, RCMC, a former member of the St. Roch crew, for a brief long-distance reunion with his old shipmates.

Prime Minister Diefenbaker announced the opening of the microwave at the close of the program. He said it was most fitting that this ceremony should be performed from the Pion-era, a five-day panorama of Saskatoon in early times, linking as it did the old days with the new.

TECHNICAL DETAILS

Earlier in the 90-minute program, Alphonse Ouimet, general manager of the CBC, and Thomas W. Eadie, chairman of the Trans-Canada Telephone System, gave some of the details behind the microwave "skyway."

Mr. Ouimet explained that the microwave system started with a basic plan to join Toronto, Ottawa and Montreal telecasting facilities, in 1953. The Bell Telephone Company of Canada, one of the companies which are now part of the Trans-Canada Telephone System, was given the contract.

When this network was completed, the much greater task of spanning almost 4,000 miles was begun. In the summer of 1954 a link was opened to Quebec City, 180 miles from Montreal.

Two years later, in 1956, the tower to reach 1,200 miles westward, when the Toronto-Winnipeg section was inaugurated.

The eastern link, in the Maritimes, was opened the same year, and in the following spring and fall the system extended first to Winnipeg and Regina and then to Edmonton, Calgary and Lethbridge.

July 1, 1958, marked the opening of a chain which extends from sea to sea.

Mr. Eadie, using a model of one of the 139 "sugar scoop" towers, gave some of the details of the construction of the system. It covers 3,900 miles of open country, ranging from the rocky bush of Eastern Canada, through the gumbo of the prairies, to the peaks of the Rockies. Ten towers are set on mountain peaks, one so inaccessible by means that an aerial tramway, 4,000 feet high, had to be built. In Northern Ontario, at least six acres of bush had to be cleared around each site to safeguard against forest fires.

When the system reaches to Newfoundland next year, it will span in the 22,500,000 TV sets now in use in Britain are equipped to receive both the ITV and the BBC, with the remainder able to receive only BBC programs. A survey shows that, across the country, 14,500,000 adults saw something on BBC-TV during the first quarter of 1958, while 9,000,000 saw something on ITV.

It is estimated that 23,400,000 adults listened to radio during the same period.

BBC-TV claims 14,500,000 viewers in '58
**Toronto International Studios**

**From One Minute Commercials To Feature Films**

by IAN GRANT

Staff Writer

A BUILDING THAT once housed a Chinese printing press, Chinese Masonic temple, a dance hall and a health gym is now occupied by the newly opened Toronto International Film Studios, who, within a few months, claim that they will have facilities to produce anything from a one minute commercial to a full length feature film.

Located at 121 St. Patrick St., the new studio is a three storey structure. The equipment and facilities include Mitchell cameras, Mole-Richardson lighting, Fearless Panoram Dollies, four editing rooms equipped with latest model movielas, sound recording with four channels, dubbing theatre with six-channel mixing console and dubbers, screening rooms which include interlock 35 mm and 16 mm equipment, animation and art department, dressing rooms, make-up and wardrobe. A complete carpentry shop for the building of sets adjoins the sound stage. In the near future a complete processing laboratory and rear screen projection will be added to the list of facilities and equipment.

In addition to the downtown studio the company owns a 150 acre dude ranch, located on Highway 27 about 23 miles from the studio. The ranch has a lodge, a number of cabins, chuck wagon, stables and a string of 25 riding horses. It will be used for outdoor shooting.

**TOP ECHELON**

Heading the executive of Toronto International is president Nat A. Taylor. He is also president of Twixem producers in the US, England, Germany, Italy and Japan. He is a former president of the Canadian Picture Pioneers.

Vice-president of the new company is David Griesdorf. He is also president and general manager of NTA Telefilm (Canada) Ltd. and executive vice-president of International Film Distributors Ltd. In the past he was general manager, Odeon Theatres (Canada) Ltd. for six years and Chief Barker, Variety Clubs International, Toronto.

**N.B. SALES SOURCE**

Focus your product story on New Brunswick’s most important area of family interest. Whatever you sell that every family might buy — you reach buyers in this area who are eager for suggestions and ready to spend. That’s because every one of our listeners is tuned to us daily as a “best source of entertainment and information”.

**SERVING NEW BRUNSWICK’S EXPANDING ECONOMY**

Ask our Reps . . . The All-Canada Man, or Weed & Co. in the U.S.
posts in all companies controlled by the Taylor associates.

The present staff is made up of Jack Mackay, account executive; Peter Reusch, a cameraman and Ruth

Gause, who describes herself as a Jean-of-All-Trades.

Toronto International has acquired a substantial stock interest in Harvard Productions and Harvard will continue as president of that company, supervising production of entertainment and industrial films as well as commercials. When the studio facilities are not being used by Taylor, Grieseid or Harvard, they will be rented out to independent film makers. At the present they are being used to produce television commercials.

LIGHTS! ACTION! CAMERA!

First to use the new studio was Allan Cullimore of Cousins Productions who has just finished shooting a series of commercials for Savage Shoes.

During this session Allan was showing off his paternal powers in the way in which he handled the eight children being filmed in the commercials, and he certainly had his hands full. The scene was a schoolroom and the action to be performed by the kids, complete with books and apples for the teacher, was to walk up the steps into the classroom and sit down at the desks. Of course they were wearing Savage Shoes. The kids really enjoyed themselves. Besides the cheque they will doubtless be receiving in the near future, they were able to keep the shoes.

When asked for his opinion of Toronto International, Cullimore, who is just starting his twenty-first year in the film business, said: "Without a doubt it is the best equipped and most modern studio in Toronto and I intend to use it exclusively." He has booked the studio for the month of July.

Also on hand was Ev Palmer, the agency man from Breithaupt, Milson who looks after the Savage account.

MAKE-UP EXPERT

Occasionally going in front of the camera to touch up somebody's face or to put a lock of hair back in place was Irene Kent, a freelance make-up artist.

Irene was the person responsible for setting up the make-up department when CBC-TV started in 1952. In 1956 she turned freelance and has since worked on such enterprises as Tugboat Annie and Lost of the Mohicans. At other times during her career she has worked on Studio One and the Arthur Godfrey Show in New York and written articles on make-up and beauty care in Canadian Homes and Gardens.

Irene is also the inventor of a plastic make-up, Derma-Plast, used for making such things as false noses. She says her product is being used in the US, Canada and Europe. Described as being one of the best in her business, Irene hopes to become a permanent fixture around the Toronto movie business.

In between running around the studio floor to fix a flood lamp or an electrical circuit, Bill White, business manager of local 873 of the Motion Picture Studio Production Technicians' union, took time out to explain the newly formed 873.

THE CREAM OF THE CROP

Local 873 was formed June 1 and has consolidated all studio production people such as make-up artists, script girls, costume designers, boom mike men, recording men, property men, scenic artists, film editors, film cutters, lighting men and laboratory workers under one roof.

Bill said that 873 is taking only the cream of the crop and can offer a complete production crew, except the camera crew who come under another local, to any motion picture company.

Another face to be seen around the studio was that of Al Burney, a cameraman who had been brought up from New York by Cullimore. Al, who has often been up here, says he would like to stay in Canada. Allan Cullimore described him as one of the best in the business, and added that he intends to use him for much of his work.

When asked about the future, Nat Taylor had this to say: "We can see a great demand for studio space in the Toronto vicinity and, while starting modestly, have plans to develop a very large plant. Expansion will, of course, depend on relative growth of the industry in Canada, which shows every promise of becoming big and important."

G. N. MACKENZIE LIMITED HAS THE SHOWS

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

ALL ABOARD! FOR LIONEL'S $17,000,000 GRAVY TRAIN!

There's a story to be told here. A story of expansion, business and population wise. Of more money, more jobs and more spending. Yes, there are more new jobs, MORE SALES FOR YOU aboard this Gravy Train.

Learn this story and tell yours the most powerful way possible.

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

CNR SHOPS

MONCTON AIRPORT
ONCE UPON A TIME there was a Western Canadian radio station that was all things to all people. It started off it's broadcast day with Morning Melodies... happy music that had some melody to it... music that made the listeners whistle it again on the way to work. At a couple of appointed and well established times, the station broadcast a report of over night news, sport scores, and gave a good comprehensive summary of the weather picture.

About nine o'clock, the station realized that housewives made up the main part of the station's audience, and it went into action to entertain and inform the lady of the house. There was a program called Good Morning Neighbor, with tuneful music and bits of information that completely satisfied the home makers.

During the morning there were a couple of serials that ran day after day and were listened to day after day. And then suddenly it was noon... and the tuneful music continued right up until noon news time... and again the news was revealed to the audience of men and women who were taking to the luncheon hour. Then into the afternoon... more music, now and then a news bulletin that happened along... and a show or two called Musical Matinee... Music for Milady... and so on.

And then the kids came home from school and spent quite a few minutes with his good programs for them... birthday clubs and stories and adventure serials... and as the evening came along, the station was another complete news round up, and then settled down to a schedule of top flight radio programs that amused, entertained, informed and completely satisfied its audience... shows like Woodhouse & Hawkins, Atlantic Negroes, John & Judy, The Family Man, Treasure Trail, Share the Wealth, and from across the border, Amos n' Andy, Lux Radio Theatre, Big Town, Charlie McCarthy,... Usually, a late news broadcast and some bedtime music completed the day's broadcasting, and after football tomorrow morning's home game.

And at that time, in a personal fashion, thanked everybody for listening, said good night and signed off, and so went for years... and the people, completely satisfied with radio as a constant household companion, listened on and on. And now the constant companion had suddenly gone nuts. The people weren't being programmed to any more... stations were broadcasting to their competitors' schedules... the taxis that were ridden in by presidents of companies who had an advertising dollar to spend, and to the restaurants who tried to force it on the listeners who were having lunch, and the teenagers, who after all made up exactly 6.6 per cent of the population, between the ages of fifteen and nineteen.

CAME REGENERATION

And then one day, a young man bought a radio station in an Eastern city and he began to cook radio's goose. And as he introduced what he called block programming and others followed suit... the relaxed companion that radio had been for years was suddenly ordered to get up and march in regimented fashion.

And the listeners shrugged their shoulders and wondered what this was all about... that thousands of stations in the area began to read the ads that its competitor was placing in trade papers... ads that suggested that here was the last station to listen in the business. What station do the taxi drivers listen to?...??...? what station do the teenagers listen to?...??...? Us, of course, said the ads... were the block program station... were it... and the other big stations took the bait... they too changed their programming and competed for the taxi drivers and the waiters and the teenagers. And a station in Calgary heard about this new wonderful thing... and copied the formula... tried it in Winnipeg... and one in Edmonton... and one in Vancouver... and the fat was in the radio fire.

But it was all pretty absurd characters in a mythical street called Tin Pan Alley heard about it... and got together and they decided to call it a new name... called popular music... not to station management... not to the program director... but they addressed it to the actual radio announcers, and they made their pitch on a personal basis... an accompanying card said... this is it... the song that all America will be jumping to... and you get your copy first... because you're... and the radio announcer, who about this time suddenly blossomed forth with a brand new name... Disc Jockey... took the bait and played the tune to death... and the teenagers bought up and the taxi drivers listened to it. And the customers in the restaurant had to listen to it or starve. And the station's announcers heard it, and they played it too... and everybody heard it... everybody that is, who was still listening. Because suddenly everybody in the business realized that there weren't as many people listening... and more. That constant companion had suddenly gone nuts. The people weren't being programmed to any more... stations were broadcasting to their competitors' schedules... the taxis that were ridden in by presidents of companies who had an advertising dollar to spend, and to the restaurants who tried to force it on the listeners who were having lunch, and the teenagers, who after all made up exactly 6.6 per cent of the population, between the ages of fifteen and nineteen.

And that wasn't all. Suddenly the stations started to boast about themselves, using their own good services to do the boasting. Suddenly every station in the business was "First with the News"... "First and foremost with the News"... "First With The First News First"... "News in the making"... "First"... "First"... and on of these days it wouldn't surprise me if some station launches the slogan "First with the Blizzard Wranglings".

And yet, for years and years, listeners in the good old days had known all along that radio was physically set up to be first with the news. The listeners didn't listen to two stations at once... and they didn't know that Station A had scooped Station B by three and a half minutes, and they didn't give a hoot. They knew all along that radio was first with the news, and that it could be trusted to broadcast the news in a sensible fashion.

And then suddenly someone got the bright idea that there were only ten tunes. This is it, they said, the perfect formula, first with the news, every hour, half past, and the ten top tunes sandwiched in between, relentlessly and forever. But if it was as good as the compet- itor, "that's all that matters", and that's for sure," so they played fifty instead of ten, and boasted about it... they don't even have a set in the grave. Hsouni Calls was corn... it didn't have any top tunes... just music that people loved. Quentin MacLean's Theatre and Andy Sousa went out the window.

Wayne King was garbage... ask any taxi driver... any teenager... any waiter.

And then... when the new era of radio was finally entrenched... somebody had the nerve to say... "This isn't radio, it's an industry... got up on its tall shoes and said "Are you crazy... we're making a fortune"... we've got ratings... we've got unemployment and vacant sets in use"... and then somebody said... "What about the sets in use"... Radio said... "Television did it"... And Radio did something else too. It created its own monster.

It created a class that had existed for centuries but had never been classified. The teenager... 66 per cent of the population suddenly became radio's judge and jury. They decided what was corn and what was not... and radio encouraged it... and so what happened to the ratings. They suddenly were taken over by the teenagers... A woman could be sitting by the phone when it rang but the teenager, who was on the road... or in the cinema... or the phone, because teenagers have suddenly become a supreme class, and as we know... with an advertising dollar, they're a race of switchboard operators, and Alexander Graham Bell is their boy. And so the phone surveys got the teenagers.

And how about the ballot survey. Surely that wasn't taken over by the teenager too? Well, this master race... this 66 per cent was the bright and clever side of the family... and the ballots, which were a little complicated, were turned over to the clever and bright side of the family... and the teenager had his say on the ballot.

Yeah... but just a minute... don't these teenagers ever go to school and isn't there more than one time during the day when mothers make up the bulk of the audience that radio has left? Sure, but there's a possibility that the old teenager may still be tuned in on his radio bike, while he's playing hookey, so kiss Me Bells and Kiss Me Tequila! And the homemaker says... "who, me?" and goes out into the garden, or works in the kitchen in silence because she can't stand that noise... and doesn't know what the matter is... but it just isn't the same any more.

But we're making money, aren't we? How long?

That, gentlemen, is my report.
TV LICENSES ON MERIT ONLY REGS MUST BE ENFORCED-CLC

CLAUDE JODOIN, president of the Canadian Labor Congress, says that licences for competitive television stations should be granted only on the basis of good service to the public.

Jodoin issued this statement after a three day meeting of the one million member CLC's executive council. He said the council recommends the adoption of proposals made last year by the Fowler Commission.

The commission recommended the creation of a new regulatory body for broadcasting, and the speech from the throne at the opening of parliament forecast legislation for this at the present session.

Revenue Minister Nowlan has told the Commons that the government is considering relaxation of the policy of single TV stations in each coverage area.

"Should the government decide to adopt a policy of allowing alternative privately-owned television stations in areas now served by the CBC," Jodoin said, "it is to be hoped that licences will be granted strictly on the basis of good service to the public and with careful avoidance of any suggestion of patronage. It is also the hope of the CLC that if a board of broadcast governors is established, it will energetically enforce regulations proposed by the Fowler Commission to ensure a high percentage of Canadian content in programs.

Jodoin added, "We are well aware that the government is at the moment under considerable pressure from particular interests. The commission recognized that these interests by no means represent the views of all private broadcasters, but it warned against certain private interests which sought to enroll the Canadian instinct for freedom behind hidden mercenary motives and to foment misunderstanding and confusion among the well-meaning."

Satisfied People Sell

SUPERLATIVE ACCOUNTS of company achievements, and straight self-admiration, are better left for the stockholders' meeting than for commercial advertising messages, Schwerin Research Corporation reports after a long study.

In its Bulletin No. Five, Schwerin cautions against the kind of commercial which is product-oriented rather than consumer-oriented. Here are some examples.

Beverage commercials in which an animated personification of the bottle itself struts before a mirror admiring itself (product-orientation) against a commercial in which two animated characters drink the brand and express satisfaction (consumer-orientation). The latter commercial, of course, is reported by Schwerin to have had far greater impact.

Appliance commercials in which the appliance, animated to life, conquers a problem that its rivals cannot, uttering loud battle cries all the while, against a commercial in which a live-action demonstration conquers the problem. The demonstration proved twice as effective, Schwerin reported, "as the exercise in self-satisfaction."

JULY AND AUGUST ARE BIG BUYING MONTHS...

IN MONTREAL, BUYERS LISTEN TO CJAD

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

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

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

CJAD SELLS while it plays!

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

AGGRESSIVE BUT NOT PUGNACIOUS . . . FRIENDLY BUT NOT SMOOTH

By DEREK SONES

Advertising copy can be so tedious it is dull. It can be so pedantic that it loses sincerity and so effect. Between the two extremes, lies advertising copy which will really sell.

Effective copywriting, lying in this middle ground is, like oratory, nothing more than an applied art of persuasion. The persuasion must be aggressive (in the sales sense, of course) without being pugnacious, friendly without being smooth; and, most important of all, informative in a manner calculated to make the listener buy.

Who would be particularly informed by a phrase like: "adumbrating the pusillanimity of Rachmaninoff?" One in ten? Perhaps one in 50? Yet this is a phrase actually that appeared in print.

Doubleness the writer thought that the use of this kind of jaw-breaking words would impress. In fact, almost no one was impressed, if only because almost no one understood what he was writing about. Yet this man had an idea he was interested in selling, in the sense of putting his thoughts across. It seems hardly necessary to add that he failed dismally.

Compare this verbal monstrosity with Churchill's ringing appeal to the United States at a critical stage of World War II: "Give us the tools and we will finish the job." - That really rang the bell. It was forceful enough to hit home and probably half of its force lay in its terse sincerity. Would "procure us the implements and we will consummate our endeavors" have had a comparable effect?

Unfortunately, terseness can be a two-edged sword and a sufficient number of vigorous adjectives should always be included in any piece of copy. If we all enjoyed a Churchillian mastery of the English language, we could risk making exceptions to this rule. All too often, however, terse copy tends to be dull, flat and lifeless.

COPY MUST BE HUMAN

If copy is to live and sparkle it should have just those human qualities which all normal people appreciate and respect: sincerity; courtesy; pleasantness; and where appropriate, compassion.

It was William Jennings Bryan, the US statesman, with oratorical gifts tortured with genius, who defined an eloquent man as being "one who is drunk with a certain belief."

Sincerity heads the list of copy-writing mists, and if the copywriter fails to inject at least a modicum of genuine sincerity into his work, he will fail to be eloquent - and he will fail to write really effective copy.

Unfortunately a sincerely-written selling piece may fail flat if it is not sincerely spoken. "Not just a service of records" drones the disc-jockey on one large Toronto station, "but a record of service". He delivers this message several times a night with about as much conviction as a man saying he enjoys visiting his dentist. Everyone, then, who has occasion to write or deliver advertising copy should zealously search their professional souls on this score.

COPY MUST PAINT A PICTURE

Having written a sincere piece of copy the writer should check carefully for what is surely the No. 2 must: - vividness. We all know that a piece of copy must "paint a picture" in the mind of the recipient. It should leave an impression in his mind, and if maximum effect is to be attained, it must be a vivid impression.

One graphic jingle in daily use makes a positive statement with a maximum of solid housewife appeal: "Fab has more active dirt-remover Than any other leading product."

In this case, Fab is not just saying that it is ahead of the rest of the field, it is saying why, and saying why with an emphasis that leaves little to the imagination. Along the same lines is the Viceroy jingle:

"Twice as many filters The next two leading filter cigarettes."

Here again, we have a statement of fact, asserted positively and probably even children mentally visualize all the extra filters in the Viceroy tips.

WHO SAYS SO?

In much less positive vein is the claim that: "Years of experience in design and craftsmanship are evident in the watches manufactured by - - - - - - ."

Who says so? They do of course, and they have an axe to grind. And, how, in any case, could the average buyer of a watch check the accuracy of the claims? Better by far was the advertisement put out on behalf of a rival watch manufacturer, which simply stated that one of their watches was still going and keeping good time after being removed from the spoke of a locomotive wheel immediately after a 500-mile trip. Who could fail to be impressed with that one?

No apologies can be made for laboring this point. If any one quality could be said to constitute the essence of successful copywriting, it is vividdness.

Grammar and style is not a problem at all likely to trouble many copywriters, but the odd query does arise over such points as:

Who or whom?

What about splitting infinitives?

Does it matter transposing shall and will?

A QUESTION OF USAGE

Unfortunately few hard-and-fast rules can be laid down. Language is an organic thing, subject to flux and change and in the twilight world where it is changing one sometimes must grope between what is current and what is the accepted usage.

The only rule that can be laid down with any safety is that each case should be judged on its merits. "Play it by ear" and you will probably not go very far wrong. It certainly does no harm to get a few seconds thoughts - the chances are that if it sounds all right to your secretary and to the old man who comes in three times a week to keep the books, then it will probably sound all right to the Vancouver account executive.

Obviously this doesn't mean that it's okay to run hogwild through grammatical red lights. But where the issue is in doubt, and where cultured men, who are not pedants, would be offended, the copywriter is surely entitled to the benefit of his own judgment.

- Derek Sones, English born and two years in Canada, writes and edits for a living. He is currently freelancing.

PAY-TV EXPERIMENT FAILS IN BARTLESVILLE

The First Big attempt at pay TV - Video's Theaters' operation in Bartlesville, Oklahoma -- has been discontinued.

Henry Griffling, president of Video Theaters, said that although the subscription list was growing and had reached nearly 800, it was not sufficient to justify continuing the operation.

It was a "reluctant decision," he said, and it did not mean that the company had lost its faith in the eventual success of pay TV, "but we just happened to be premature."

Griffing said his company had made a lot of mistakes in pioneering pay TV. One of the lessons learned, he said, was that subscribers must be charged for each picture, using some sort of metering device, rather than for the overall service.

Video Theaters had started off pipping its first-run movies into homes nine months ago at a fee of $9.50 a month. This was later cut to $4.50. However, even at the reduced rate, the subscription list was not growing fast enough to offset the severe financial losses the company had absorbed.

Video Theaters operates a chain of movie houses and community TV antenna systems in the southwest. It chose Bartlesville, a northeast Oklaho- homa city of 20,000, for its experiment in pay TV nine months ago, and had intended to go into other cities if it had proven successful. The company plans to keep its facilities in Bartles- ville, Griffing said, adding that he hoped operations could be resumed at some later date.

Tokyo TV Expands Rapidly

The World's Largest television tower is at present being constructed in Tokyo as a symbol of Japan's expanding TV network. Scheduled for completion in December, the structure will be 1,092 feet high, 108 feet taller than the Eiffel Tower.

Six television stations, including two new educational stations, will have their aerials at the top. Lower aerials will be used for FM broadcasts and police and fire department communications.

The tower will also have two tourist platforms, one at 393 feet, the other at 784 feet.
This way to Montreal
people are our markets and the customer is king

There are no more shortages of goods and selling days are here again with the return of competition. To many salesmen, the old days came up during the past 20 years when all they had to do was be available. Manufacturers for their part have to see that their products have a profit for the consumer as well as for themselves. Advertising can help business maintain and help upward trend. And above all else it must be remembered by everyone that markets are people not statistics.

This summarizes an address by J. L. Lenker, vice-president, The British American Oil Company Limited, to the Toronto Advertising and Sales Club recently.

Lenker said that "a healthy selling condition pleases the manufacturer, as well as the salesman, and it is what the customer wants too. For more selling means profit to both the manufacturer and the customer - a double profit system."

He said that this phrase was best explained by Charles F. Kettering, who said, "If my product is not worth more to the consumer than he pays for it, I can't stay in business. You have to have a small profit for the manufacturer and a very large profit for the user. The best way to estimate your customer's profit is to ask yourself, for example, how much more would you pay for an electric light bulb than it cost, if you couldn't get another one. That is the customer's profit, and it is a lot more than the seller gets for the lamp itself."

In the old days Kettering didn't hang around with the inventors or the executives, Lenker said. He lived with the salesmen because they had some idea of what the people wanted.

Lenker referred to a recent talk by President Eisenhower to the American Management Association in which he nominated a few economic notions that should be thrown out. Among these were:

1. The idea that the consumer is not price-conscious any more.
2. The idea that, without paying the piper in higher prices, we can overpower ourselves for what we produce.
3. The idea that management can get lax about costs without pricing itself out of the market.

DESIRE TO SERVE

"Productive capacity and purchasing power are available in abundance today but they are not linked by salesmen," Lenker said. "Potential customers will not be swayed to buy by the mere announcement of a Buy Now Campaign. It requires salesmen who approach their task with a desire to serve and a keen appreciation of the principle that customers are people before they are markets.

"You can always tell the difference between a fair salesman and a professional even by the way he reacts to losing a sale. A top-notch salesman has a competitive spirit, like a top-notch ball player. The more times he comes to bat without making a hit, the more dangerous he is the next time up. In selling there is no room for the man who bruises easily."

Lenker said that the work of a good salesman is characterized by the use of sound techniques learned by experience. Such men prepare for each call on a prospect or customer by carefully analyzing his business and requirements. These salesmen are able to arrest his attention, create his interest, arouse his desire and stimulate action. They use effectively the technique of demonstration; they know how to appeal to pride; how to establish prestige for their company as well as themselves; how to use testimonials and how to overcome the many stumbling blocks.

"We are realizing more strongly today than ever before that our basic need is for sales personnel trained in the application of the best sales techniques," he said.

SYMBOL OF FREEDOM

Lenker cited his own company and the use that its marketing organization makes of advertising to bring out the point that "advertising in all its forms can play a major role in realizing the upward trend in our economy again, by developing wants and needs in society, which in turn stimulate planning, work and progress."

"Long ago, progressive businessmen were stopped thinking of advertising as a necessary evil, an expense that cut into profits. Businessmen today know that advertising is a basic investment in future success, that they cannot afford not to advertise."

Lenker recalled the words of William Green, long-time president of the American Federation of Labor, who once said: "Advertising is a vital part of our economy. It must be done right; it must be done carefully."

"As salesmen and advertising men," Lenker said, "optimism is, or should be, second nature in our thinking. However, it is important to us that we go about this in an optimistic fashion, that we do not simply whistle in the dark of the recession."

BUILT-IN GROWTH FACTOR

To back up his statement that the Canadian economy is moving and in the right direction, Lenker reminded his audience of some of the major economic strengths of Canada, such as natural resources, industry and export trade. He added that one-third of the population is under 16, and in ten years these people would be in the market for all goods and services required for living. The character of Canada's population is a built-in growth factor for the market ahead.

Lenker said, "To maintain our optimism in planning and action, what becomes the job for top management, and what becomes our job as salesmen?"

"Top management's most important job is to anticipate and create its company's future, and so today large corporations have long-range plans. Our task is to formalize top management's most vital function. However, important as this is, and in Canada's case reassuring as it is, formalization can produce anaemia. Long-range planning too often bog down in just statistical projections on Gross National Product, labor productivity, profitability indexes and so on. These are all vital but they usually ignore any consideration of the substance, the important and difficult problem of what kind of society we will have in, say, twenty years. Had some industries not discovered that some questions twenty years ago, they might be in a better shape today."

WHAT & WHY OF MOTIVATION

"Management must also realize that in Canada corporate expansion has a special meaning. The geography of the Canadian market, with population concentrated along the southern border, creates problems of distribution. However, with the country filling in and new areas being opened up, as they will continue to be in the years to come, marketers and investors cannot afford to stand pat, content with traditional areas."

"Next, for the long pull," Lenker continued, "it is necessary that top management ensure a closer relationship between marketing and manufacture. But for all long-range planning, there must be complete flexibility at all times - the ability to move fast and change fast. It is not enough to know that some people do this or some people are motivated by that. You have to know how many people are motivated by what and why."

"To answer the question, What is our job as salesmen?" Lenker reviewed his last point earlier and pointed out that these applied to everybody.

"We must recognize that markets are people - humans with needs and desires that must be translated into our own sales strategy. And, of course, the job is much easier if you like people and sincerely want people to like you."

"We should revitalize our marketing and merchandising periodically and zealously. Check our sales organization and our training program - what our advertising is doing, whether it is enough, or how it could do the job better. Check our customer research and long-range planning. Check our entire sales force on the level of imagination and in their selling, their perseverance and their capacity for plain hard-sell," he said.

"Let's never again lose sight of the fact that people are our markets and the customer is king!"
CJON RADIO & TV NEWFOUNDLAND

becomes the only independent radio and TV station in Canada ever to win these four national major awards for public service and live programming.

The John J. Gillin Jr. Memorial Plaque, awarded 1958 to CJON Radio for "outstanding community service".

Liberty TV Station Showmanship Award 1957-1958 won by CJON-TV for Best Live News Show produced on a daily basis by any private station in Canada.

Col. Keith S. Roger Award, presented by the Canadian General Electric Company of Canada to CJON-TV 1957 for "outstanding contribution in the broadcasting and technical fields".

Meritorious Service Award from the Boys' Clubs of Canada to CJON Radio & CJON-TV for outstanding public service 1957-1958.

CJON radio
CJON-TV channel 6
CJOX-TV channel 10

first in . . .

* PUBLIC SERVICE

* LIVE PROGRAMMING

* COMMUNITY SERVICE

GEOFF STIRLING
President

STOVIN-BYLES
Reps for Canada

WEED & CO.
Reps for U.S.A.

DON JAMIESON
Vice-President
**Radio Week**

**DICK THIBODEAU WINS PRIZE FOR COURTEOUS CLERK CONTEST**

DICK THIBODEAU, national sales manager of CHRC-Radio, Quebec City, is the winner of the $100 cash prize in CANADIAN BROADCASTER’S "Best Idea Contest" held in connection with Canadian Radio Week. Runners-up among the 43 entries from station personnel across the country were Don “Red Hot” Kohls of CHOV, Pembroke, and Roy Bonisteel of CKTB, St. Catharines.

The contest was for the best idea from an employee of a CAB member-station to promote radio during Radio Week.

Dick Thibodeau’s winning idea was called a “Courteous Clerks’ Contest,” in which 1,860 retail business establishments in the area were invited to take part. The contest called for customers in any of these stores to retain their purchase slips and write down the name of the “courteous clerk” who had waited on them. The slips were sent to CHRC by midnight, May 8, and there they were held for a cash-prize draw.

The winning clerks, both male and female, were given $30 each, and the customers whose slips were responsible for electing the “King and Queen of Courtesy” also won $20 each. The store or department manager involved won $25 and the store was given a contract good for $200 worth of advertising over CHRC.

To give proper support to the promotion, announcements were aired each day during The Week, requesting the public to take part in the contest. A two-voice recorded announcement was made up, with a male and female voice, which ended on the phrase, “What a courteous clerk!”

Merchants thought so highly of the idea that it was decided to make the contest a regular feature of Radio Week. One store owner was so pleased he sent flowers to the station as a mark of appreciation for the increased sales.

On the Saturday night ending Radio Week, all winners were invited to a reception at the Château Frontenac, where the prizes were distributed and the King and Queen were crowned.

THOUSAND WATT ANNOUNCER

Don “Red Hot” Kohls used a “hidden-announcer” gimmick to drum up public interest in CHOV. A large green box bearing the words, “Danger 1000 watts,” which is the station’s power, was moved to an inconspicuous location in Pembroke — with Kohls inside it. From there, through an arrangement with the Bell Telephone Company, Kohls went on the air with a whispered series of clues as to where he was. Coupled with pre-arranged musical hints, Kohls whispered clues were added to a series of promotions that CHOV had been airing for two days prior to the contest. The idea was to find out where he was, with the winner to receive a mantel radio.

The program went on the air at 3 pm Saturday afternoon, with one listener detecting Kohls’ location in 17 minutes flat.

GOING DOWN!

The other runner-up, Roy Bonisteel of CKTB, proved the flexibility of radio by equipping a parachutist with a portable tape recorder and having him describe his descent through the air after jumping from a plane at 4,000 feet. It was done on the opening day of The Week and was broadcast on the second day, to get the week’s activities off to a flying start.

A portable Dictaphone tape recorder was strapped securely under the spare chute of Glenn Masterson, secretary of the Parachute Club of Canada, who agreed to make the jump for CKTB. Under his lapel the microphone was clipped securely, and the broadcast quality of the resulting 10-minute tape was excellent.

Masterson dropped over St. Catharines Airport, with a large crowd looking on. He let himself fall free for 3,000 feet, then opened the chute and described — with serene silence all around him — the rest of the descent.

The CAB Radio Week Committee, headed by W. Denis Whitaker of CHML, Hamilton, made up the judges’ panel for the contest. Other committeemen judges were:

- Allan W. Whitaker, CHUM, Toronto
- Robert D. Munro, Radio Representatives Ltd., Toronto
- E. H. Towndrow, Stephens & Towndrow Ltd., Toronto
- Charles W. Fenton, BAB-Radio, Toronto.

MANY GOOD IDEAS ENTERED

Here are a few of the other promotion ideas used:

- A week-long promotion by CKXL, Calgary, conceived by Esther Henning and Doreen Macgregor, which went back over the years to present the music, the personalities, and the pioneer events in radio.
- A sandwich man, wearing a large cardboard box over his head and torso, made up like a radio and with a portable radio slung around his neck broadcasting the regular programming of CFCN, Calgary.
- A series of recorded telephone calls to stations across the country, used to illustrate radio’s flexibility by Bob Lewis on CJON, St. John’s, Nfld.
- A helicopter broadcast over CKDA, Victoria, by John Hamilton, in which he gave listeners in homes, cars and on boats the pertinent information on travel in the vicinity.

**DON’T be CONFUSED**

in GREATER MONTREAL...

**STATION A**

**STATION B**

**...CKVL now 50,000 watts**

is CLEARLY your Best Buy!

* Day

**Canadian Broadcaster**

July 10th, 1958

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For more information:

[www.americanradiohistory.com](http://www.americanradiohistory.com)
Here are some contest entries

WINNERS OF THE COURTESY CLERKS CONTEST held by CHRC, Quebec City, as a promotion for Radio Week, line up at the bandstand in the Château Frontenac for their cash prizes. The contest idea won CHRC's Dick Thibodeau the $100 prize in Canadian Broadcaster's contest for the best idea to promote The Week. Lower picture shows CKDA's Al Collins during one of his "On the Job" broadcasts from the top of the Toronto-Dominion Bank building in Victoria. Al gave his listeners clues on the whereabouts of two structural steel workers whom they had to locate, high in the air above the city, to win prizes donated by Victoria merchants.

Pay-TV

WILL LAUNCH TWO SYSTEMS IN 1958

TWO PAY-TV systems have made it known that they plan to set up operations in Canada this year, one of them by the middle of next month.

An American firm working with Dick Rosenberg of Toronto is now in the last stage of negotiations to set up Pay-TV in a number of Canadian markets, with mid-August as its deadline. Rosenberg, who is connected with Telefilm of Canada and National Telefilm Associates, says that, at this stage in the negotiations he can make no additional comment, except to say that the system will be closed circuit and will have no billings, no coinbox, and nothing attached to the set.

J. J. Fitzgibbons, president of Famous Players Canadian Corp., announced at the Famous Players western convention in Vancouver that it is "almost certain" to begin a Pay-TV system in London this year. Vancouver is also being considered. Famous Players, working with International Telemeter Corp., intends to use a closed-circuit coinbox system.

This service will have three channels, with current feature movies, sports and legitimate theatre. "The main advantage," said Mr. Fitzgibbons, "will be that the price for a movie will be the same as a cinema ticket, and the whole family can get in for the price of one viewer."

While no specific sporting attractions were mentioned, there were indications that Famous Players hopes to make Pay-TV contracts with sports promoters, whose agreements with free TV facilities are expiring. There have been rumors that pro football organizations are strongly considering switching to Pay-TV.

Here's just one of CJCA's TOP SALESemen! It's Easy Ed Laurence, host of "Club 93" — the most popular teenage show in the West, with the kind of music and school news the teenagers ask for ... and get! Thousands of Edmonton teenagers listen faithfully and with confidence too, to "Club 93".

TEENAGERS AGREE ON "93"
DAYTIME TELEVISION?

Up to a reasonably short time ago, DAYTIME TELEVISION was an unknown quantity in our Canadian market. Lately however, ... a number of advertisers have shown new interest in daytime.

In an effort to supply the necessary information BAB-TV procured some special tabulations from BBM, March 1958. The results ...

DAYTIME DOLLAR DIVIDENDS

A short but comprehensive analysis of the "newest" aspect of the Television medium. The answers to many questions concerning audience, audience composition and the tremendous selling power of Television among adult female viewers.

For more information on 3-D Television (Daytime Dollar Dividends)

Contact: BAB-TV

CARTB Member Stations

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

BROADCAST ADVERTISING BUREAU

TV Division

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

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

DID YOU KNOW THAT...

$13 million worth of fruit and vegetables are produced annually in the Niagara area?

Yes, it's a rich market.

Representatives
Paul Mulvihill
Toronto - Montreal

Served by

CKTB

ST. CATHARINES

www.americanradiohistory.com
he will manage to spell the name right) came out of the air force after the war, age thirty odd, and took a course in linotype operating at Ryerson. He has been at age ever since.

Bert Webb and Ed McInnes, a couple of veterans if I ever saw two, handle the lock-up, which has no connection with the jail house.

Under that able-bodied bachelor, Roy Taylor, Jack Silvera, Jack Thomas and Doug Morrison are the pressmen on the actual printing job, which runs around the clock.

Then there’s the bindery, where folding, stitching and trimming take place under the guidance of Pat McCauley, who yields away over a bevy of beauties from five different countries.

Mailing, which means wrapping, is the job of the service department under Bud Smith.

There are a few supernumeraries, like Cliff Sparks who presides over everything, and Nick McHardy, who presides over Cliff. Finally there’s Smiling Eric Sparks (they’ve enough of these Sparks guys to keep an anvil working overtime) who spends most of his time taking our cheques to the bank.

GREETINGS FROM HOME

TWENTY-EIGHT RADIO stations, from Vancouver to Halifax, co-operated with John Labatt Ltd., to record nearly three hundred voices of families and loved ones for airing to Canadian soldiers serving in Egypt, on Dominion Day.

Flown over by special RCAF air lift, the tapes were aired by the Canadian Army Signal Corps Radio as part of a special Dominion Day broadcast.

Space does not permit listing of all the stations, but in one instance, CFRB took recording equipment into a hospital room in order to get a personal greeting from a mother, herself an amputee.

The broadcast was heard by service men scattered between the Sinai Peninsula and the Gaza strip to Port Said and Tel Aviv Military Hospital.

Last May, Labatt’s shipped quantities of beer as an added contribution to the Dominion Day festivities. And speaking of festivities, it’s harness racing season at the Old Woodbine, so you can guess where I’m headed. Buzz me if you hear anything, won’t you?

BE A REGULAR BROADCASTER READER

$5.00 a year  •  $10 for 3 years

G. N. MACKENZIE LIMITED HAS THE SHOWS

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

IMAGINATIVE TV PRODUCTION
appeals to all ages...

ONE REASON CFQC-TV
SELLS and SELLS and SELLS

COVERING 45,000
CAPTIVATED TV HOMES

CONTACT TV REPRESENTATIVES LTD.
AN ESSENTIAL of business success — if not business survival — is a hard-hitting marketing program in which the various elements function aggressively by themselves and as parts of a master plan. Dean M. Prather, president of the A. C. Nielsen Company of Canada Limited, told the 10th annual convention of the Federation of Canadian Advertising and Sales Clubs in Huntsville that there were eight absolute essentials for any good marketing plan, and of all of them, the integration of the entire program was the most important, because it adds cohesion and co-ordination to the other seven.

He listed them as follows:
1. Know your market potential. Drawing from the Gordon Report, Prather pointed out that by 1980 Canadian business will be selling its goods to a population which will have increased nearly 50 per cent — but that the volume of goods, "the gross national product," will have increased 250 per cent. Not only was it necessary to avoid aiming low — which resulted in under-estimating how much your market would grow in the years ahead — but it was just as necessary to avoid being over-enthusiastic.

"Over-estimation," he said, "may be the greater danger for us in Canada simply because we have necessarily the most optimistic who would backfire on us.

2. Know your regional differences. The time has long gone, he said, when the marketing program could be created by establishing an advertising budget and theme, allocating expenditures by area, according to population, and then letting the plan run its course.

Population breakdown was not the only key to market breakdowns, he said, and produced case histories of commodity sales across the country to illustrate the point. While two commodities did about the same business in Quebec and the Maritimes, a third (he) considerably behind in this area while outstripping both of the other commodities in Ontario.

3. Know your market trend. "All markets are not growing," he said, "and few are growing at precisely the normal rate which might be suggested. In other our population increase or our spendable income advance." Prather produced a graph showing the sales growth of two companies in a particular market. Brand A had increased 10 per cent, "a fairly healthy gain in anyone's books. What the manufacturer did not know, however, was that the total market had gone up 32 per cent." And in this case, his largest competitor, who had been in second place in the field, had moved past Manufacturer A to become the leader, by increasing his sales by 45 per cent. The competitor, by properly gauging the market trend, had increased his efforts in this particular area and had snatched up the lion's share of new business.

4. Establish long-range goals and stick with them. "Thus," said Mr. Prather, "is easy to say and hard to do. But the marketing drifter — the company which has a fair-sized business which it treats on a hand-to-mouth market plan basis — is apt to be headed for serious trouble.

The graph used to illustrate this point showed a company which had successfully cut back its advertising to "milk out a little more profit" for a period of two years. In the meantime a second company had decided to aim for a long-range profit goal over a five-year period. It increased its promotional budget, and managed to carve out a 68 per cent share of the market in the first year. In the second year it stuck to the original plan and moved up close behind the original leader. By the third year, the original leader made huge increases in his promotional budget, but the damage was done and the company with the long range plan moved into a dominant lead.

5. Create an advertising budget which fits the job to be done. Prather pointed out that "the complex array of media, and other promotional choices we face today has made the creation of an adequate advertising budget far more than a matter of dollars and cents." It is no longer possible, he said, to work out a certain percentage of income and apportion it to advertising "somewhat casually divided by area or by media.

A point to keep in mind, he stressed, was that while your advertising dollars may be increasing, your share of advertising in your market may be falling.

6. Budget sales forces time as carefully as you do advertising dollars. "Where the sales force goes, how long it spends in each place, and how well its efforts tie into the total of the marketing plan" can make or break the plan, he said, because the "successful sales force today is the eyes, ears, and feet of the marketing plan."

7. Keep your product up to date. "Canadian consumers have shown more than simply a willingness to accept change; they are constantly seeking something better for their money. There is probably no greater challenge and certainly there is no greater opportunity in marketing today, than the creation of new, or improved, or more convenient products."

WANT A MAN?
WANT A JOB?
Try an ad in Canadian Broadcaster
Books are the answer to the problem of keeping ahead of the fast-moving developments of radio and television broadcast advertising. Here is a list of recommended reading selected from the text books used by the Radio & Television Arts course of the Ryerson Institute of Technology. The Broadcaster Book Department will do your shopping for these or any other books and ship them to you prepaid.

**Radio**

- **RADIO THE FIFTH ESTATE** (Walker) ........................................... $5.25
- **RADIO PRODUCTION AND DIRECTION** (Crews) ..................... 5.50
- **PROFESSIONAL RADIO WRITING** (Crews) ............................. 5.50
- **HANDBOOK OF BROADCASTING** (Abbott & Rider) ............... 9.10

**Television**

- **TECHNIQUES OF TELEVISION PRODUCTION**
  (Rudy Bretz) .................................................................................. 11.50
- **MOVIES FOR TV** (Battison) ...................................................... 5.50
- **TV WRITING AND SELLING** (Roberts) ...................................... 7.75
- **TELEVISION SCRIPTS FOR STAGING AND STUDY**
  (Stasheff & Bretz) ......................................................................... 5.75
- **TELEVISION TECHNIQUES** (Bettinger & Kornberg) ............... 6.00
- **STAGING TV PROGRAMS AND COMMERCIALS** (Wade) ......... 7.75
- **THE TELEVISION PROGRAM** (Stasheff & Bretz) .................... 5.75

**Advertising**

- **ADVERTISING AGENCY OPERATIONS AND MANAGEMENT**
  (Roger Barton) ........................................................................... 8.05

**General**

- **ROGET’S THESAURUS** .............................................................. 3.50
- **WEBSTER’S COLLEGIATE DICTIONARY**
  1196 pages ................................................................................... 5.50
  Indexed Edition ............................................................................ 6.50
- **BARTLETT’S FAMILIAR QUOTATIONS** ................................... 11.00
- **OXFORD’S COMPANION TO MUSIC** (Choles) ..................... 14.00

Book Department

**CANADIAN BROADCASTER**

54 Wellington St. West

Toronto 1, Ontario
First of a Series

TRAINING TODAY SECURES LEADERSHIP TOMORROW

by LIONEL SCOTT

STUMBLING CAPITALISM or Creeping Socialism?

Must we choose either? Is there emerging a new form of an old concept -- Benevolent Autocracy? What form does it take? Can we see the trend? What sort of training do we need and who will give it? In what milieu?

In the lives of most people there are three main areas of learning: early home and school - work - marriage. For most of those who read this, the first area is passed; and it would be wise perhaps to leave each man his own opinion on marriage as a learning situation. But we can and shall look at, comment upon and propose revision in the remaining area -- the work situation.

Our work will vary; but it will fall mainly into one of three categories -- producing; selling and promoting; service. For each and every job there is a period of training, from the long (and almost perpetual) training of the professional football player to the "hand-on" training of the "londoner" to the imitative, do-it-this-way method of say, a street sweeper.

MAKING A LIVING

Most of us have to work for a living and not more and not less and thought are being focused on training for work. At one time this was thought necessary only for professional people; doctors, accountants or engineers, for instance. Now, formal training is recognized as essential for all who work. This training is not merely for the mechanical skills, important as they may be, but also training for management, training in leadership, training for selling. These too are accepted as vital.

Where is all this leading? Why is it leading? Does it mean that a very large area of learning has been removed -- formally -- from the schools? Because a learning, the schools and colleges? Now we seem to be developing (in the job situation) a new pattern of leading and subordinating, a sort of leadership in business and industry which will set the pattern for the wider sphere of life. And this wider sphere of life is our democratic society.

Some of our most serious and responsible business and industrial leaders have been taking a good hard look at our social and business system. From several points of view it has weaknesses which cause trouble for all classes; rich, poor and in between. It is bringing some very awkward questions into the open. Questions which we are going to have to answer.

FREE ENTERPRISE

Just what do we mean by free enterprise in a democratic system of society? Is it really free? Do we have a free society? What are its leaders, if any? What new types of leaders or leadership would we need to guide us out of the "boom-or-bust" self-adjusting economy so dear to Adam Smith, and which -- modified by government "shock absorbers" as we call them -- is still our basic economy?

Not even the worst of us would want to return to the ruthless, vicious, dog-eat-dog capitalism of the last third of the 18th century. This was the age of the Moguls, the destitute and the riot gun. And to the opposite end, what have we now? Communism (so called), but better named State Capitalism. Equally ruthless, effective and almost as indifferent to individual well-being as is raw, unbridled capitalism. Plutocracy or Party-capitalism? Surely we can find something in between that is more or less today. There are several very revealing signs which, if we read them aright, may indicate that this is the answer. First let's look at things as they are.

THE TRIBULATIONS OF VIRTUE

We have a tendency to feel very virtuous when we use the term democracy, especially when it refers to a situation in which any idea is free to exist in our society. And yet freedom is no easy philosophy.

One reason for this is that democracy demands great amounts of self-discipline, making it rather easy to avoid discipline. Lacking self-discipline, we tend to chafe at any discipline, and seem to regard any such discipline as applied hypocrisy, "we know what's good for us," as an intolerable infringement of our "inalienable rights."

The result is that leadership has become a responsibility, making it rather impossible to detect any individual differences in our character or personality. We deplore those who set us against each other, hide, quite hypocritically, our triumphs and joys when we are successful. We must be a "good guy," one of the boys, the man in the grey flannel suit.

This is wonderful conditioning for a totalitarian state, but not for citizens of a democracy. We seem to have mixed up the common denominator with democracy.

It would be a wonderful thing if we just abandoned the shibboleth that is "Freedom." Neither physically nor mentally (Spiritually, and, theoretically, before the law -- maybe. We leave that to you.) Otherwise, no.

If we could bring ourselves to stop paying lip service to this obvious absurdity, we could look at things much more rationally, handle our many problems more intelligently, and even admit that many of us need more help and protection than we would be easy to give to, and make better use of our intelligent men, and revere the few great ones who stand apart.

ESCAPE FROM FREEDOM

In his superb book, Escape from Freedom, Erich Fromm says that man is "freed from the bonds of pre-individualistic society, which simultaneously gave him security and limited him, has not gained freedom for the positive and psychological realization of his individual self; that is the expression of his intellectual, emotional and sensuous potentialities. Freedom, though it has dispelled the illusion of independence and rationality, has made him isolated and thereby the most individual and powerless being that exists. Freedom is unbearable, and the alternatives he is confronted with are either to escape from the burden of this freedom into new dependencies and submission, or to advance to the full realization of positive freedom which is based upon the uniqueness and independence of man."

Fromm goes on to point out that uniqueness in no way denies the principles of equality; but he brings out again and again that the concept of equality does not mean that all men are alike. It is the pressures of economic life which have evolved this misconception, because we have allowed them to carry over into our personal lives. It seems to bring into focus the great question of whether we can evolve a new ordering which is consistent with freedom and freedom leads to new dependencies; and whether independence is identical with isolation and fear.

CAMOUFLAGE

As our western society has developed, the power of the church has been supplanted by the authorities of the state, and, in our era, by that great amorphous cloud of anonymity. The end result is that we have "common sense." By becoming a sort of human automaton, we create the illusion of being safe and self determining souls. To know what we really want is one of the most difficult problems any human being has to solve. By accepting ready-made goals we create the illusion of freedom.

THE TRIBULATIONS OF VIRTUE

We seek escape from this feeling of powerlessness and are led into submitting to another form of authoritarianism.

We have recognized that a sense of responsibility is an essential ingredient of democracy. The problem, then, is that most people shirk away from it. They like to feel unique, but leave the loneliness of complete freedom. For the making of decisions is a lonely business, and the higher the level of decision-making, the lonelier it is. Most people like to be told what to do -- as long as they are "asked nicely." Few will admit this, but it is true.

Lincoln once said that if we could first know where we are, and whether we are tending, we could better judge what to do and how to do it.

BENEVOLENT AUTOCRACY

Does all this mean that we are again heading toward a new form of industrial autocracy? Benevolent autocracy? It would appear that we have discovered how to keep it benevolent.

We seem to be evolving a newer structure, somewhat along the principles, ideas and practices which motivated the 18th Century designers of the US Government.

We can perhaps see the less明显的 manifestation of that day of new working structure consisting of a fusion of government, private business and industry, labor unions, and the system of law.

LEADERSHIP

This country has many times given evidence of an ability to combine the good features of many experiments in co-operation and, at the same time, to avoid the worst. Not that we are by any means perfect; but we have learned some of the arts of compromise and co-operation without loss of principle or purpose. Whether we can evolve a new structure of democracy and social planning will depend upon the quality of leadership we can provide. To a very great extent the quality of this leadership will depend on the intellectual and moral background of the leaders.

LIONEL SCOTT might be described as an expert in humanities. He is a graduate of the University of Toronto, and has studied psychology in Vienna, Austria. His background includes radio and magazine writing; a column in the Toronto Globe & Mail for four and a half years, and appeared in such magazines as The New Yorker for five years. His work has also appeared in 26 other magazines. He has written and lectured on community surveys, training programs and personnel and administrative matters. As A. V. Roe, the City of Edmonton, Bowaters, Newfoundland, Canadian Broadcasting Corporation and the Canadian Broadcasting Institute, Toronto.
TRANS-CANADA SKYWAY
OPENED JULY 1st 1958

"And on, and on, without a pause, unstirred
they bounded still;
All night from tower to tower they sprang,
all night from hill to hill".
—Macaulay.

The Trans-Canada Skyway is a telephone and television microwave network which serves the principal population centres of the country. The microwave channels are carried by 139 radio-relay towers placed from 25 to 30 miles apart extending from coast to coast.

The network is designed to accommodate 12 one-way channels—each pair of which can provide up to 600 telephone channels, or 1 two-way television channel with 120 or more telephone channels.

The installation is unique in that it is, as far as is known, the world's longest microwave system—stretching across some 3,800 miles. The final section between Calgary and Vancouver was completed recently and permitted the coast-to-coast network to be officially opened July 1, 1958.

The equipment for this microwave system was supplied and installed by the Northern Electric Company Limited.

Northern Electric has been manufacturing, supplying and installing equipment for Canadian communications systems for over half a century. By keeping abreast of developments, in order to supply more and better equipment for Canada's communications systems, Northern Electric Serves You Best.

Northern Electric
SERVES YOU BEST

The complexity of this Trans-Canada Skyway, with its tremendous capacity for telephone conversations and television programmes, might well confound regulators of earthbound traffic. Through the miracle of microwaves the system will be as orderly as a military parade—but infinitely faster.
**SwarBricks and BOUQUETS**

By Brian Swarbrick

THIS YEAR, J. Frank Willis, dean of radio documentarians, looks back over his first quarter century with the CBC, and nearly 35 years with radio. He has been with the Corporation since it was formed in 1933, and is one of the very few men in Canada who has been intimately connected, every step of the way, with the development of network broadcasting. On a point of optimism that the first quarter century landed direct from the US, they couldn't have cleared through Immigration. I was just a whisky-drinker with the RCMP at the time, because of Moose River, and so I just dropped a quiet word that perhaps these chaps ought to be taken back to Sydney for Immigration processing. They were - and I got the first story.

Two years later, in 1939, Willis again took the feature broadcast in Quebec, with his descriptive broadcasts of the Royal Tour. And in the years since then, one of his hobbies has been the practically hidden under an impressive array of Ohio State awards for his outstanding broadcasts. The present is a reflection of Willis' past. Frank is now supervisor of feature radio broadcasts, a member of the committee which guides the policy of CBC's 'Close Up.' Wednesday Night, one of the chief members of the on-camera team of CBC-TV's Close Up, and the voice behind Atlantic Nocturne, the verse-and-music show he brought with him to the CBC from CHNS, Halifax, in 1933. "It's a labor of love," he says of Nocturne. "I just don't have the heart to give it up."

As for the future: "Without wishing to appear reactionary," he says, "I believe firmly in the future of radio. In many ways, it is still the best medium to do the things I want to do."

And the things he likes to do particularly are documentaries - and among his dullditties is the view that because the documentary deals with fact, it must necessarily be dull, boring and uninteresting.

CBC Wednesday Night is the usual vehicle for his documentaries, because its format is so flexible. "What we bring to it is human drama, as factual as painstaking research can make it, brought to paper by the best writers we can find, and brought to life by the best actors we can find. And if that isn't of more value than a whodunit, I'm batting the wrong wicket!"

Frank Willis has taken some colossal at-bats at this wicket. He and Joseph Schull, the St. Eustache, Que. writer, spent two years in preparation for their masterwork, The Life and Times of Joseph Howe. When they were finished, they had four hours of drama, too much even for Wednesday Night. It had to be cut in half and presented on two successive Wednesdays. Willis already has in hand another feature script from Schull on Wilfred Laurier.

"Radio," says Willis, "is still the best medium to present this kind of material. It permits one, without revealing everything, and lets the imagination of the listener supply its own measure of drama."

"I don't think that radio isn't constantly improving. Now, with television, we are finding plus factors in radio we never realized existed." Willis was silent for a moment, shaking his head slowly. "When I think of how far we've come - why, at one time we even used Dick Lewis as an actor ..."
GOOD QUESTION
Why does the music commentator start off with the statement that the artistry and beauty of Beethoven defies description and then proceed with a twenty minute description?

HEARD ON MADISON AVENUE
Let's get down on our hands and knees and look at this thing from the client's point of view.

CALL A CONFERENCE
Then there's the big wheel who returned from his holidays all set to get caught up with a large backlog of work, and was a little mortified to find that nobody had noticed he had been away.

PAGING OLD POISON PEN
Did anyone ever tell Gordon Sinclair about someone who described Dorothy Parker as one tenth critic and nine tenths hypocritic?

PERSONNEL RELATIONS
Let nobody ever eliminate the coffee break because it keeps our staff tossing around all the morning.

MONOSYLLABIC COMMENTARY
In reply to the reader who wants to know what the hen said when she laid a square egg, we are reliably informed that the answer is: "Ouch!"

PROGRAM PROBLEM
As one CBC-VIP was overheard saying to another ditto, "now that we have the microwave carrying TV from coast to coast, I wonder how we are going to find enough newspapermen to put on the programs."

WHO CARES?
I rather like the one about the prominent but invariably sloppily dressed ace announcer, who didn't care how he looked when he was away on a job, because nobody knew him, or when he was at home, because everybody knew him.

ALL ABOARD!
Then there's the conventioneer who eventually got to bed in the hotel conveniently located on top of the railroad station, and phoned down at 4:30 am to ask the room clerk: "What time does this hotel get to Quebec City?"

CKWX influences more buyers by far than any other B.C. station

and B.C. has the highest average weekly earnings in Canada!

RADIO BRITISH COLUMBIA, VANCOUVER

CKWX

50,000 WATTS OF SALES POWER

REPS: CANADA—ALL CANADA RADIO FACILITIES LTD.—UNITED STATES—WEED AND COMPANY
Radio & Television

THE MONTREAL OFFICE of Cockfield, Brown & Co. Ltd. reports that Trans-Canada Air Lines are running a radio flash campaign in Chicoutimi and Jonquière, and a spot campaign in St. John's.

Bell Telephone Company are running a radio flash campaign in Fort Frances and Guelph and a spot campaign in Simcoe and Cornwall.

Imperial Tobacco Company (Matinee cigarettes) have started a spot campaign on 29 stations. Mayfair cigarettes are using one minute spots on nine stations.

From the Toronto office of Cockfield, Ford Motor Company (Edsel Cars) started a national radio spot campaign July 9. 15 stations will run 2 spots per day for 2 weeks and 14 stations will run 2 spots per day for 4 weeks.

Canada Packers Ltd. (Maple Leaf Process Cheese) started a spot campaign on six Maritime radio stations June 18, to run for 13 weeks. They are also running three flashes per week on three Maritime television stations from June 17 to September 11.

From the Vancouver office: Canadian Fishing Company Ltd. are running one station ID per week on 10 television stations; two flashes per week on two Montreal stations and one flash per week on CBBM, Vancouver.

Delnor Frozen Foods Ltd. are carrying the half-hour program, Douglas Fairbanks Presents on eight television stations including KVOS-TV, Bellingham.

LEVER BROTHERS Ltd. have announced their fall television line-up. They have picked up their option on "Hone Gun - Will Travel and will replace Milko, currently co-sponsoring with Whitehall, on October 25. Levers in the US have sponsored half of the show since it started. Whitehall will continue as Canadian co-sponsors through Young & Rubicam.

Levers will also be returning with Front Page Challenge. So far the time and the day are not decided.

A new show to be seen in the fall is The Unforeseen, a half-hour suspense show with a twist ending. It will be co-sponsored by Lever Brothers and General Foods. Time and day are not known.

Lever Brothers will also be taking segments of the Perry Como Show. The number of segments is not known yet.

On the radio side Levers will sponsor Show Business with Sinclair over CFRB, Toronto starting September 8. The show is on the air from 5:45 to 6:00 pm Monday to Friday. It was previously sponsored by Simoniz.

A spokesman from Levers said that they had not yet decided what products would be used on the various shows.

UNKIST GRAPEFRUIT, through Spitzer & Mills, started a three week radio campaign July 16. They are using CFRB and CKGR in Toronto and CJAD and CFCC in Montreal for English. CKVL and CKAC, Montreal are the French stations.

THE HALF-HOUR FAMILY situation show, Leave It to Beaver, returns to the network August 18. It will be co-sponsored by Savage Shoes Ltd. and Fry-Cadbury Ltd. Both of these accounts are handled through Breithaupt, Milsom Ltd.

THE SUNBEAM Corporation, through Vickers & Benson, will be returning with Music Makers '59 and Splicer next week in their weekly campaign in Toronto.

It has been decided to change it will run Thursdays at 8:00 pm.

Agencies

BROOKS ADVERTISING Ltd., Toronto; Schneider Cardon Ltd., Montreal and Wallace Advertising in Halifax have combined their resources to form a country wide advertising service to provide national advertisers with better service at the local level. Each of these offices will continue to operate under its present name.

Four other agencies in the West are expected to join the new organization in the near future. So far names of these agencies have not been disclosed. The amalgamation does not include any financial tie-up.

TOROBIN ADVERTISING has been appointed to handle the account of Niagara Food Products Ltd., Stoney Creek, Ontario. Niagara are canners and packagers of Stoney Creek and Cudney Brand canned fruits and vegetables and Cudney frozen foods. The agency will be doing in-store research, package research and a complete consumer advertising campaign starting in the fall.

THE TORONTO office of McCracken Advertising is now handling the account of R. D. Werner Co. Canada, of Oshawa, manufacturers of aluminum products. The account was formerly handled by Crombie Advertising. The account executive at McCracken is John E. Campbell.

STERLING FILMS Ltd., Canadian agents for Interstate Television Corporation, has announced the appointment of John E. Pearson as sales representative.

THE MONTREAL office of J. Walter Thompson has been appointed to direct the advertising of Hygrade Food Products effective July 1. Hygrade markets a large assortment of meats.

DAVID CATTON, previously marketing co-ordinator at Vickers & Benson, has moved to Vancouver to become the manager of the O'Brien Advertising agency office in that city.

Middle Aisle

JOYCE RHODES, TIME buyer at Robert Otto & Co. (Canada) Ltd., was married to Wib Perry, vice-president and general manager of the agency, two weeks ago and has since left the agency to take up the job of housewife. Replacing Joyce is Jim Peachell who recently joined the agency.

We knew it would happen . . . .

Entries for CFRCO's Radio Week Contest came from Thirteen Ontario Counties . . . typical of the way CFRCO's loyal and widespread Western Ontario audience responds.

Get availabilities on CFRCO's most popular programs from:

Arch Ferrie, CFRCO P.O. Box 550, Chatham, Ontario.
KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE TOP WESTERNs

In 1958, the accent is on action when it comes to giving the public what it wants. KVOS TV has scheduled the best in westerns: "Gunsmoke", "Have Gun, Will Travel", "Sheriff of Cochise", "Western Marshal", "Trackdown", "Gray Ghost", "Stories of the Century" — among the most popular shows in TV history. Which proves an important point: KVOS TV knows how to attract viewers and how to bring them back again. This year, take direct aim at the 1¼ billion dollar VANCOUVER-VICTORIA market. Hit hard and hit often with a consistent ad campaign on KVOS TV.

BIGGEST B.C. AUDIENCE — LOWEST RATES

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<th>KVOS-TV (Vancouver)</th>
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* Up to 25% frequency discounts.

DAYTIME SALES BLAZER PACKAGE (1 Minute Spots)

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* Less frequency discounts.

KVOS TV
(CANADA) LTD.

CHANNEL 12

OFFICES: 1687 W. Broadway, Vancouver, B.C.
CHerry 5142

REPS: STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco
**S H O R T W A V E S**

A UNIQUE CAMPAIGN to "Sell Optimism" is running six times daily over CFCF-Radio, Montreal.

The promotion uses taped statements from high officials of Montreal companies on the facts of local business. The statements were prepared by Burke, CFCF publicity director, explained, "are not slogans but are factual, creative stimuli to break through business inertia."

The campaign is getting support from a wide range of Montreal businessmen, who supply the information for the promotion and express their voices to it. Among the businessmen whose statements are presently on the air are: H. H. Lank, president of Dale Co. of Canada; P. J. Kinnel, president of RCA Victor; Bartlett Morgan, president of Henry Morgan Company; Edward Selyan, general manager of The Arboretic Company; and Nathan Steinberg, vice president of Steinberg's Limited.

**BANS ON THE "WHITE coat commercials" and also on "subliminal perception" were written into the television code last month by the US National Association of Broadcasters' board of directors.**

The original NAB code language specified that dramatized commercials should clearly indicate when fictitious characters were being used to portray professional people. It did not say how this should be done. Then, in 1957, the NAB code group adopted new language requiring that the words "a dramatization" be flashed on the screen for ten seconds at the beginning of the commercial.

The rewritten section of the code concerning statements by doctors, dentists and nurses reads: "Dramatized advertising involving statements or purported statements by physicians, dentists or nurses, must be presented by accredited members of such professions."

A new paragraph was added to cover subliminal perception. It reads: "The use of the television medium to transmit information of any kind by the use of the process of 'subliminal perception', or by the use of any similar technique whereby an unperceived image or information is sent to the viewer by transmitting messages below the threshold of normal awareness, is not permitted."

**T H E C A N A D I A N C O U N C I L of Broadcasters and Artists has announced plans to open negotiations with the CBC for eight new labor agreements covering three thousand radio and television workers across Canada.**

The announcement followed the Council's annual convention at Ste. Adele, with Winnipeg and Vancouver. Delegates approved a motion calling for the CBC to contribute to health, life and accident insurance for its employees. A spokesman said parity of wage rates for English and French language radio and television performers will also be sought. The CBC has agreed to parity rates in commercial radio work.

At the convention, Nell LeRoy of Toronto was re-elected president of the council and Michael Trag of Montreal was re-elected secretary-treasurer. Named as vice-presidents were: Paul Guerremont, Louis Morissette and Sheridan Nelson, Montreal; Noel Moisan, Quebec City; Walter Marsh, Vancouver; Moray Schairn, Winnipeg and Arch MacDonell, Toronto.
There's good reason why more national advertisers are using more B.C. radio than ever!

No other medium penetrates the rich B.C. market so completely... gives you such hard-hitting impact all day, every day at outstanding value for your advertising dollars.

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.