TORONTO STATIONS are united, with interchange of disc jockeys and joint programs from the City Hall, boosting the United Appeal. Above, left to right, are John O’Leary and Earl Cameron, CBC; Phil Stone, CHUM; Barry Nesbitt, CKFH; Wally Crouter, CFRB; and Keith Sandy, CKEY.

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### WEEKEND RADIO AUDIENCE COMPOSITION

#### SATURDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Men</th>
<th>Women</th>
<th>Children</th>
<th>Total Listeners Per Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-9 A.M.</td>
<td>33</td>
<td>40</td>
<td>27</td>
<td>2.3</td>
</tr>
<tr>
<td>9-12 Noon</td>
<td>23</td>
<td>46</td>
<td>31</td>
<td>2.3</td>
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<tr>
<td>12 Noon-4 P.M.</td>
<td>25</td>
<td>45</td>
<td>30</td>
<td>2.2</td>
</tr>
<tr>
<td>4-7 P.M.</td>
<td>30</td>
<td>45</td>
<td>25</td>
<td>2.2</td>
</tr>
<tr>
<td>7-12 Midnight</td>
<td>37</td>
<td>47</td>
<td>16</td>
<td>1.9</td>
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<td>2.0</td>
</tr>
</tbody>
</table>

*Source: BBM March 1958 Survey — Halifax, Hamilton and Vancouver Metro Areas; Regina City Area; Thunder Bay and Chicoutimi, Lac St. Jean East Counties.*
Research

CANADA GETS NIELSEN RECORDIMETER

PROCER AND GAMBLE and the CBC are the initial subscribers to the new "Nielson Broadcast Index" which has just been announced by the A. C. Nielsen Co. of Canada Ltd. Designed to provide broadcast audience measurement services to fulfill Canadian needs, the new division will be under the direction of George W. Ralph, vice-president.

Following the release, in February 1958, of the report entitled "Broadcast Audience Measurement Requirements", prepared by the Broadcast Audience Measurement Committee of CARF, Nielsen has developed a broadcast measurement service to fulfill the needs set forth by the BAM Committee. According to George Ralph, "The Committee report clearly sets forth the ideal for measuring broadcast audiences in Canada, and it is with this as a guide that we have designed our services."

Nielsen Broadcast Index, he says, has been designed to meet the needs of all three participants in broadcasting - broadcasters, advertisers and advertising agencies. The service will provide, in addition to many other kinds of information, these four basic types of data:

1. Total listening and viewing in each home, accurately recorded by meters.
2. Program audiences in actual numbers in homes reached, as well as per cent of homes reached.
3. Total area audiences, including the audience for each radio and television station, in total for its entire coverage area, as well as for the Central Area or Metropolitan Area.
4. Audience composition, which will reveal the number of men, women, teens and children listening to or viewing each program.

Basic information for the Nielsen Broadcast Index will be collected from each sample home by a combination of the Audilog and the Nielsen Recordimeter. This method of collecting data follows the recommendation of the BAM Committee that a quality controlled dairy be used.

Ralph describes the Audilog as a carefully designed and tested diary which requires answers for each and every radio or television set in the homes as to the stations viewed or heard each quarter hour, twenty-four hours per day, seven days per week, with detailed information as to audience composition.

The Recordimeter is a meter which provides "quality control" for the Audilog in every sample home. It is to be attached to every receiver, either radio or television, in the chosen homes, in order to "provide a basis for full policing of diary recordings."

In the case of stations, the cost of the service will be based on stations' advertising rate cards. In the case of agencies and their clients, it will be figured on the volume of advertising involved.

National reporting will be accomplished "with all due haste", and it is anticipated the first installation of Recordimeters will be in Toronto, with Montreal and Vancouver to follow very quickly. Development elsewhere will be governed by the demand from clients. Ralph stressed that it is not their intention to confine reporting to these three cities, but simply that "demand will have to dictate what is done beyond these three rather obvious choices."

CFQC-TV Will Air U. Profs.

THE UNIVERSITY of Saskatche-
wan, and CFQC-TV, Saskatoon, will begin an experiment in educational television October 11 when they present the first of 20 one-hour lectures on English literature.

It is believed to be the first time that academic lectures for a course of study, in this case a University correspondence course, have been offered by television in Canada.

Seven University faculty members will take part in the programs, scheduled for 11 am on Saturday mornings.

MORE SUCCESS!

ANOTHER HAPPY CKSL ADVERTISER SAYS

"Never Before Have We Experienced Such Terrific Success Through Advertising . . . To Us This Again Proves The Power of Radio Advertising On CKSL.

You May Be Sure That We Will Not Only Continue To Make Use Of CKSL's Excellent Facilities, But will Increase Our Radio Advertising Budget With You."

BUYERS WHO KNOW THEIR BUSINESS

SELECT CKSL

LONDON

Foremost In Forest City

Take YOUR product
into MORE homes
in Saskatchewan's
BIGGEST
Trading Area
than ANY other
medium.

SELL MORE
BUY
CFQC RADIO

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

THE RADIO MUR OF SASKATCHEWAN
This Agency was founded in 1920 by the late James Fisher — one of Canada's advertising stalwarts, and a man who had a fuller grasp of the value of “service” in Agency-Client relations than most of his generation. In 1955, the present agency heads changed the name from James Fisher to Thompson-Petersen. “Service with Sincerity” has continued to be its motif all through its 38-year history. The result has been a three-fold one of steady growth, solid expansion, and an enviable record for holding its accounts.

"Service" — an overworked word — is interpreted by this Agency to mean Senior Account men with many years of experience, who are always ready to give prompt action and extra effort “over and above the call of duty”.

**UK PRODUCERS WOULD BUY INTO ST’NS**

ASSOCIATED TELEVISION LTD. of London, has given birth to a Canadian subsidiary, Canastel. Plans include the production of television programs in Canada; the marketing of its own (ATV) programs and the US programs to which it has acquired Commonwealth rights.

The new Canadian company is in process of incorporation and hopes to start operations immediately.

Bill Jones, formerly general manager of Fye Canada Ltd., is vice-president in charge of the Canadian subsidiary. He has established offices at 84 North Line Road, Toronto 16.

The parent company, ATV, besides making and marketing its films, has a part interest in six Australian radio stations. It is also interested in the privately-owned commercial Macquarrie Network, through the purchase of Broadcast- ing Associates Pty. Ltd. In a similar manner it also has stock in an Australian motion picture studio.

One of Canastel’s first missions in Canada is to acquire interests in existing Canadian private radio and television stations, both those which are already in operation and those which may be established in the future.

Mr. Jones points out that the recent government ruling that more than 25 per cent interest in Canadian stations may not be held outside the country is satisfactory to his organization.

The parent ATV has already gained an indirect foothold in Canada. Its English subsidiary, Independent Television Programme Co. Ltd., has formed a fifty-fifty partnership in the US called Independent Television Corporation, which has purchased Television Pictures of America (TPA), including such affiliates and associates as the Canadian TPA Films Ltd. and Normandie Productions. The sale figure is quoted as $11,256,000. Chairman of the new company is Jack Wrather, founder of Lassie; vice-chairman is Michael Nidorf; another director is the Earl of Bessborough, son of the former Governor General of Canada.

TV properties owned by TPA and included in the purchase are Fury, Remar of the Jungle, Private Secretary, Last of the Mohicans, Charlie Chan, Tugboat Annie, Ellery Queen, Halls of Ivy and Stage 7. There are also two new programs already in production — Cannonball and New York Confidential.

British productions which ATV is throwing in are Robin Hood, Sir Lancelot, The Buceenoe, Scarlet Pimpernel and The Count of Monte Cristo.

Canadian productions will be undertaken but they are still in the planning stage.

British currently showing dramas from the General Motors Presents series, under the title Interplay on independent television in London and Birmingham.

**PAY-TV MAY COUNTER INDEX THINKING**

TELEVISION will grow in public esteem if it can muster the responsibility to match the potential reputation so often angrily demanded by TV executives.

This statement is part of a recent editorial in The Detroit Free Press which also said that the present TV quiz show controversy has provided cause to reflect on the entire field of television.

The editorial pointed out that surveys reveal that people are watching less television, and that criticism, both of program content and advertising, has grown alarmingly. Television “is now harvesting a bumper crop of public indignation, not only because it has been suggested that some of the most popular programs are spurious frauds, but because of the increasingly unimaginative offerings. Perhaps new competition, in the form of pay-TV, will offer the necessary stimulation, concludes The Detroit Free Press. “Such competition, which might reveal that the public taste is far more discriminating than is presumed from the television industry’s surveys, could provide the freedom some TV producers seek from index-inspired thinking.”

**For anything musical—Jingles, Shows, live or recorded—contact DON WRIGHT Productions**

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329
Residence: 77 Chestnut Park Rd., WA. 5-1631
Something Worth Saying To Say

People engaged in one phase or another of broadcasting, and this includes advertising agencies and their clients as well as the actual broadcasters themselves, spend a lot of time and trouble on the choice of people to voice their sales messages. And quite rightly too. The hundreds of thousands of dollars which a company invests in the broadcast media can only be justified if the sales messages are transmitted to the audience with the greatest possible degree of effectiveness. So the choice of the "air salesman" is of supreme importance.

Exactly the same thing might be said of the man or woman who is employed by a company to call upon customers and potential customers to interest them in a product.

To the customer, the salesman is the company that makes the product. His appearance, his manner of speaking, his opinions all subconsciously attach themselves to and become a part of whatever it is he is offering for sale in the mind of the prospect, who, whether he knows it or not, is quite probably led to buy or to refuse to buy, not the product at all, but the salesman himself.

So, seeing that a commercial announcer is actually a salesman offering his wares to a mass market rather than an individual customer, his manner of speaking, and, in the case of television, his personal appearance are of tremendous importance.

But there is another point which is just as vital. A salesman with the most mellifluous flow of language and the most sartorial appearance is still going to fall flat on his face unless he has one other thing, and this thing is that he has to have something worth saying to say.

There is a tremendous difference between the sales message which is spoken and the one which is printed. Print is a record. It is not live and vibrant. Its plain statements of prices, ingredients and other facts are where it serves best. Life can be injected into its veins, by the use of art work, photography and other devices, but these only serve to draw the reader's attention to the prices, ingredients and other facts.

The spoken message, whether it is transmitted by radio or television is a conversational proposition. Properly conceived and executed, it contains a realistic illusion that someone has come into the living room to chat about things in general and, in particular, the product in question, be it a floor polish, a refrigerator, a breakfast food or a liver rinse.

Everyone is fully aware of this fact. The basic principle of broadcast advertising is this human backfence touch, a principle well known even to the rawest novice. Yet it needs to be stated and restated again and again.

If everyone knows that commercials should be humanly conversational, why do they persist in this sort of thing?

"Edgar never took me out until I started using Brusho. But now we're out dancing every night. You see I'm alkaline." (Did anyone ever really say that?)

Then there's the one about the happy marriage which broke up because Joe didn't use the right concoction to keep his denture in place.

Incidentally people don't say "denture". They call them false teeth. What the ads call hose are really stockings, and drapes are curtains to most people.

Certainly the salesman, whether he drives a car or speaks into a mike, needs a good appearance and manner of speaking. But he needs this other thing too. He needs something worth saying to say.
Advertising

WHAT DOES A CLIENT WANT OF HIS AGENCY?

ADVERTISING AGENCIES have problems - lots of them. They have to be geared to exercise their powers of persuasion on the public, inducing them to buy anything from automobiles to zippers. They have to know what the public wants. Have they to know how to convince the public that it wants what they want it to want. It is for reason like these that national manufacturers and distributors retain advertising agencies. And as if this was not problem enough, besides knowing the public, the agencies have to take direction from the advertiser who employs them and keep them happy too.

It all sounds simple enough, but there is one angle that seems to need solving, and that is the question: "What does the client want of his agency?" It was with the hope of finding an answer to this question that The Broadcaster hied forth around some large advertisers' offices, beat its way into the plush carpeted offices of the mighty, and aimed the question right at them.

Four VIPs on the client level opened their doors - one was a soap company; one was a proprietary medicine concern; one was a food manufacturer; and the other was in the automobile business. They were generous in their treatment and our question gained not one answer but a whole series of them.

Sometimes their answers agreed, and sometimes the opposite. The main point they had in common was that their advertising agency (or agencies, because many of them employ more than one) are an absolute essential to them in promoting and effecting the sale of their products.

For example, H. J. Barnum, executive vice-president of Salada-Shirreff-Horsey Ltd. said that asking a firm to be its own advertising agency is like asking a motorist to arrest himself or speeding. Ray Collett, speaking for Lever Brother's, where he is advertising manager said the same thing with particular application to his own company when he said: "No company with as many products as we have (about 30) could hope to afford the creative personnel that we get from a number of advertising agencies."

Mr. Collett explained that in countries where there is no developed system of advertising agencies, Lever Brothers has its own ("house") agency, called Lintas. While Lintas collects the customary commissions, no one derives any financial benefit, because the operation of this internal agency has to be paid for. Lintas, he said, has never operated in North America.

Gilbert Templeton, president of Templeton's Limited (TRC's etc.) thought that a firm without an agency would have to be either very small, and unable to afford sufficient advertising to need one or very large. "If Procter & Gamble decided that they were going to have their own agency, they could do it", he said.

NO ONE MEDIUM IS BEST Ray Collett has been advertising manager of Lever Bros. of Canada Ltd. for two years. Prior to that he was vice-president and manager of the Toronto operation of Young and Rubicam. He was a public relations officer with the army during the war, and before that, he spent 10 years as a reporter for The Toronto Daily Star.

"Agencies for Lever Brothers", he said, "assist our brand managers through all phases of advertising. We bring our agencies into our brand thinking as closely as possible. What emerges is a co-operative job by the agency and the brand group combined.

"Part of the responsibility we place on agencies, is for them to give us their recommendations on how a brand's money should be spent. We expect them to be able to justify their recommendations."

Choosing the medium to advertise in requires more than Mr. Collett's considering the cost per thousand people getting the message.

"I wouldn't go so far as to say one medium is best. TV has the ability to dramatize. Radio allows high frequency of advertising. TV has the weakness of (high) cost. We obviously think it is important, but here again there is a split." Mr.

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.

ROTHMANS CIGARETTES USES CJMS EXCLUSIVELY To REACH FRENCH MONTREAL by RADIO 5 TIMES DAILY
Collett pointed out that it is a mistake to advertise in, say, television which in the case of national nighttime shows could provide a relatively low cost per thousand, but could be the wrong medium for advertising a particular product. Advertising, a collection of poetry would be more effective in a literary magazine than on a television Western.

The question as to what agencies do, and why they should do, drew a definite answer from Mr. Collett, and gives a picture of what his firm's concern with advertising work. "I'll have to speak as an advertising director of Lever Bros.**, he declared. "What I mean by an agency is an expert at analyzing the data they get from marketing research to the development of new products and the analysis of marketing and merchandising."

Mr. Collett felt that switching could be avoided to some extent if the client manager was not so interested in the agency's service, so that where he had a small account to his liking, they should choose one and let it join him.

"It may be because of personality," he continued. "Some people just can't mesh. I would put that far down on the list of reasons why firms change agencies. Mr. Collett had the following to say:

There are two or three factors here. Lack of interest on the part of the client is usually the reason for change. We do business with large agencies and in a large agency there are enough people that the job is not likely to be the only one they are able to produce. Or, it could be a decision on the part of the agency. If an agency became involved in a new medium, where it hurt their ability to give either of them the service they should, they might choose one and let the other.

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...something missing?

Yes! Like our friend here, who lacks an important part of his attire, present radio audience measurements, restricted to in-home listening, are obviously incomplete. Ten years ago such measurements were acceptable, since over 90% of radio listening was in the home. But the pattern has changed. To-day, in-home listening accounts for much less — sometimes as little as 50% of the total audience.

When you consider this in conjunction with the fact that more people are doing more listening in more places with more sets than ever before (actual surveys show that more than 15,000,000 Canadians listen to radio as a regular daily habit) the Auto, Portable and other out-of-home radio listeners form a significant portion of the total market.

To meet the industry's increasing demands for more accurate and more reliable audience measurement data, Elliott-Haynes Limited announces a companion service to its present coincidental telephone surveys. This new service, based on personal interviews with representative cross-sections of the population of each county and census division from coast to coast, is designed to measure the total listening of Canada's total population — the most comprehensive study of radio listening ever attempted in Canada!

Elliott-Haynes Limited

Since 1940 — The broadcasting industry's standard of audience measurement

515 Broadview Ave.,
Toronto
HO. 3-1144

1500 St. Catherine St. W.,
Montreal
WE. 2-1913
MUCH HAS BEEN said about the writer's role in advertising. And yet, as people schooled in reason–why explanations, we seem to have neglected the one affecting ourselves -- the reason why the copywriter exists.

Take this "Copy Clinic" for instance. The other articles in the series are how-to-do-it essays. They deal with techniques, or means to an end. The end, which the reader is asked to assume, is better copy. And yet, to really understand yourself and your job, Mr. Copywriter, you should question that assumption.

Ask yourself: Businesswise, is better copy necessary?

You and I might like the answer to be an unqualified "yes". After all, don't copy chiefs beat their gums about it, columnists beat the drums about it, you and I strive for it? That proves it, doesn't it?

It doesn't. For it doesn't take into account the buyer-seller stamp on the business world and all the human illogic which entails. It's an easy mistake when you're absorbed in creative work to overlook mundane business facts. Authors, artists, composers, playwrights do the same thing. You're in good company.

But the difference is: You're in a Company.

These other creative people are not members of a business institution like an advertising agency, publishing company or broadcast station. You are.

So when you reconsider our question about the business necessity of better copy, a lot depends on the "business" you're talking about. If you mean the Advertising Business, better copy is not necessary. If you mean the Business of Advertising, better copy is mandatory. And while this "business" distinction may be semantics, it is not satire. It is a very real and very personal distinction for you, Mr. Copywriter.

THE ADVERTISING BUSINESS

In your mixed-up advertising world, you can do a lot of un-mixing by recognizing that here, as elsewhere, there are those who create commodities and those who sell them. The lines of separation may not always be rigid and -- in smaller organizations -- may be virtually erased. But to survive in a competitive economy both abilities are needed.

In this advertising world, writers are creators and account men are sellers. While teamwork is implicit, the writer's business is Advertising and the account man's business is Business. Maybe you don't like it that way and maybe it oughtn't to be that way. But, generally, that's the way it is.

This business distinction explains a lot of things. It explains my misgivings and pangs of conscience over ridiculing copy which, by all professional standards, is just plain lousy. It's quite possible that the agency writer turned out some superior copy for that ad. But the client's Mother-in-Law also turned out some "copy". So the client kept peace with his in-laws (who probably set him up in business), the account man kept peace with the client and the creative department bitched merrily ever after.

(Continued on page 10)
Copy Clinic

(Continued from page 9)

It also explains why the account manager took that comma out of your ad, before presenting it to the client. He wanted to make sure the client could insert his usual creative contribution, without distorting the rest of a good piece of copy.

Cynical? Naïve? Exaggerated? — Perhaps, but it illustrates what I'm getting at. As far as the copywriter and creative director and the boss and the motivation research boys are concerned, a piece of copy can be all wrong. But if the client says it's alright — well, the customer is always right.

In this respect the Advertising Business is like any brokerage operation. A stockbroker may want his client to have the Blue Chip item. But if he wants the Blue Sky item, that's alright too. The broker will broker it because it's one more sale and more business turnover.

So if you fashion yourself in a field where analysis and originality and creative merchandising and, yes, Better Copy are unnecessary. Of themselves and by themselves they don't buy 15 per cent commissions. Only a sale does. And if a sale means getting off the hook, instead of getting on with the job, that's the way it will be done. Not always, thank, goodness, but a heluva lot of the time.

The Business of Advertising

Fortunately there are those to whom the Advertising Business and the Business of Advertising are one and the same. Ernest Jones, president of MacManus, John & Adams, spoke at the 1958 AAAA meeting as follows:

"Creativity is not a side product of advertising. It is advertising. It is our only merchandise. Our single product. And heaven help the agency management that does not recognize that fact of life. They may end up as unemployed as Zeppelin pilots."

"Today I honestly believe that the greatest barrier to creativity in some agencies is the fact that management is having more fun playing businessman than working at advertising."

A man after your own heart, Mr. Copywriter. An ad agency is more than a brokerage operation. It's Jones and others like him. The famous Y & R house ad expresses this working philosophy:

"In some advertising the selling message ends with a period. In other advertising the selling message ends with a sale. In either event, it costs just as much to run a poor ad — as it does to run a good ad."

To which we might add: it's the same 15 per cent commission. But that should affect the attitude of the professional adman.

By professional I simply mean the man who is qualified — by experience or ability — to either sell or create advertising. And someone has to speak out for the professional, because Mother-in-Law with her advertising acumen is always cluttering up the works. In no other field is the professional man so be-deviled by the self-styled experts, unless it be the TV film producers whose clients own Kodak Brownies. Lest there be any inferences of snobbery from these remarks, let it be known there are countless "pros" at the grass roots. Not all are in the big agencies by a long shot. Some are in small-town agencies and do a bang-up creative job. Other small-town agencies make no pretense about being anything but brokerage operations. Around them has grown up a corps of competent creative people — in script houses, art studios, film companies, etc. — who provide copy services like the creative departments of the large agencies.

Admittedly advertising is not one of the exact sciences. It is merely a craft. But, as with all crafts, the professional must be considered right till proven wrong.

Last year the publisher of an advertising trade journal wrote an editorial entitled: Blame the Account Executive For Mediocrity. He was relying on a copywriter who said that mediocre copy should not be blamed on the writers, but on the clients. The publisher's rebuttal stated in fact, that nothing gets to a client unless the account exec approves it and that the account man can stomp on any copy better, if he gets started.

This reporter, in counter-rebuttal to both the publisher and copywriter, cites a conversation with a senior vice-president and account supervisor of an agency widely reputed to be a "creative shop". I stated, in jest, "I understand your writers tell your account executives what to do." He replied, in dead earnest, "That's absolutely right. But where would you creative guys be, without account men like me to sell your ideas?"

The fact is you can't blame any group, categorically, for the existence of mediocre copy. (Sometimes, it can even be the copywriter.) The advertising business, like others, has its buyer-seller relationships. And it has all kinds of shops — creative shops, service shops, specialty shops, specialty shops, you-name-them shops — and many in-between kinds as well. It isn't all black and white. There are many shades of gray.

Account men, more and more, are requesting that writers have direct contact with clients. They realize that better communication, internally and externally, can be achieved this way. They realize that, by temperament and disposition, the writer doesn't care about walking off with his accounts but wants to turn out better copy.

But mediocre copy will continue, wherever advertising is treated solely as a brokerage business, and as long as there are foolish clients who won't profit by experience and foolhardy agencies that won't resign their accounts.

Mr. Copywriter, if you want to write better copy, look inward and adapt yourself accordingly.
This way to Montreal
Motivational Research

CANADIAN WOMEN SEE GROWING EQUALITY WITH MEN

WHAT like is the Canadian woman of today? How does she differ from her counterpart in the United States and Great Britain? Is she content? What are her aspirations?

These are just a few of the questions Cy Laurin, manager of Château magazine, set out to deal with at this season’s opening meeting of the Toronto Chapter, American Marketing Association, last month. His subject “The Canadian Woman of Today” attracted a full attendance of members and guests intent upon learning the answers which, in turn, were based on a survey made by Th. Institute of Motivational Research.

“Tremendous changes have taken place in the Canadian woman’s physical and psychological environment during the past 15 years,” Mr. Laurin said. Canada’s rapid economic growth, the increase in the number of Canadian women working at full or part-time jobs, the development of new household equipment, easy-to-prepare foods and easy-to-use aids in routine chores—all these had completely changed the Canadian woman’s attitude towards housekeeping.

The Canadian woman feels that her economic position will continue to improve. She sees a growing equality with men, emancipation from purely household tasks, and is eagerly looking forward to a more varied pattern of living. The survey showed, said Mr. Laurin, that the growing number of wives and mothers who are working had an important bearing on the situation. 75,000 more in June 1958 than in June 1957.

The Canadian woman has widened her horizons. She is more interested in culture as reflected in an ever-growing interest in the opera, ballet, Stratford Festival, the rapid development of handicrafts and the popularity of good music. It is further reflected, Mr. Laurin said, in her desire for outside activities.

The Canadian woman feels she has developed a personality of her own and is no longer an imitator of her counterpart in the United States or Great Britain. She is interested in excelling as a housekeeper but no longer makes a fetish of it. She wants the kind of home her husband can return to and relax. She isn’t in a rut, is interested in new things and new methods and prefers to play the homemaker’s role by a set of rigid rules.

She has more buying power and has become a more important factor as a potential buyer of the manufacturers’ goods. She’s more independent, gets around more than she used to and has a more flexible outlook towards household duties, child care and child education.

Although trends in the United States have had a profound effect upon the Canadian woman, she will probably by-pass many of the more dramatic and extreme phases of emancipation as a result of having the United States woman as a constant, but not completely acceptable, frame of reference.

This is how the survey summarized the Canadian woman’s image of the US woman: “She would like to be more outgoing but rejects the US pace. She would like to have the United States woman’s ability to make friends easily but rejects the invasion of privacy that she feels would result from having a large number of casual acquaintances. She admires US energy but rejects US materialism. She feels that the US woman is more aggressive but feels that a lot of her activities are undertaken because it is the right thing to do.”

Newscasters Must Maintain Journalistic Standards

RADIO NEWSCASTS enjoy a reputation for integrity and objectivity unrivaled by any other medium, stated Daniel Kops, president of WAVZ-Radio, New Haven, Conn., and WTRY-Radio in the Albany – Schenectady – Troy, New York area, at the National Association of Broadcasters’ recent fall conference in Biloxi, Mississippi.

Kops, the New England district director of the NAB, spoke in connection with the NAB’s new handbook, Broadcasting the News. Although the general quality of newscasts is high, he said, there is a tremendous variation in the importance attached to news by station managers and in the way different radio stations operate their news departments.

Since the public has come to depend on broadcasting as the primary source for its spot news, Kops urged broadcasters to take stock of their news operations and satisfy themselves that they measure up to the standards of journalism they have a right to expect of themselves.
Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

1537 THE QUEENSWAY, TORONTO

*Amex Corp.
FRENCH BROADCASTERS SEE NEED TO TELL THEIR STORY

SNAPPED AT THE HABITANT DINNER, here are, left to right, André Davey, of CKAC, Montreal, who charged of the agenda and won the Broadcaster's Press Table Trophy (a portable typewriter) for his trouble; Marcel Provost, editor of "Radiomonde" who emceed the flight show; and René LaPointe, of CBKL, Matane, who is president of ACRFT.

State Has No Hold On Frequencies And Channels

FRENCH LANGUAGE broadcasters attending the ACRFT Convention at Ste Marguerite last month were urged to challenge any claim that broadcast channels and frequencies are in the public domain.

Malcolm Neil of CPNB, Fredericton, who is president of the Canadian Association of Broadcasters said that television channels and radio frequencies have no physical properties and therefore do not exist until a broadcaster sets up a transmitter and broadcasts a signal.

Neil said the concept that broadcast channels and frequencies belong to the state is a fallacy, responsible for the discriminatory legislation to which he and private broadcasters have been subject in the past. He said the claim dates back nearly thirty years when Prime Minister R. B. Bennett suggested the principle that broadcasting frequencies belong to the public on the basis of a Privy Council ruling that the air over a country belongs to that country. Neil said that it has become known since that there is no relation between broadcasting frequencies and channels and the air.

Neil also said that the new Canadian Broadcasting Act fails short in many respects but that it allows private broadcasting more freedom to develop. He hailed it as the first step towards legislation which recognizes the fact that broadcasting is publishing and should not be subject to arbitrary and discriminatory controls not applied to other media of publication.

Recognition Grows

New Responsibility

Mr. Fortier pointed out that the changed situation created a challenge which both the government and the people of Canada expected the private broadcasters to meet. He called upon station owners and managers to provide better broadcasting, to promote Canadian talent and to encourage the development of our Canadian broadcasting industry.

"After many years of incessant effort, our association has finally reached its objectives, of a separate regulatory body and the right to form independent networks," he said. "It is now up to the private broadcasters to demonstrate how effectively they can provide the best possible broadcasting service under these new conditions."
LISTENING IS YOUR BUSINESS
by C. W. Wright

In the last issue of the "Broadcasting" magazine, a listener test revealed the following facts:

1. Listeners who concentrate on the speaker's voice and do not allow any intrusions into their minds are better able to retain information.
2. Listeners who are strongly motivated to learn, such as those who have a specific goal, are able to retain more information.
3. Listeners who were given a product that they knew well, such as a favorite sweater, were more likely to remember it.

These findings support the idea that concentration and motivation are key factors in the retention of information.

ACRTA (Continued from page 14)

claims by pretending that your medium is the only one for any given product.

John N. Nelson, president of the American Radio and Television Manufacturers Association (ARTMA), was interviewed about his company's efforts to improve listening habits.

PERCENTAGES MEAN NOTHING

Bud Hoffman, executive vice-president of the Bureau of Broadcast Measurement, explained that "percentages mean nothing" in the context of listener behavior.

"You cannot measure the impact of a broadcast message simply by looking at the percentage of listeners who hear it," he said.

SAY YOU SAW IT

in THE BROADCASTER

open the door for sales

French-speaking Western "Canadians"

HEAD OFFICE:

607 Longview Street
Montreal

Representatives:

Canada: Langlois Broadcasting Sales Limited
Toronto - 199 Bay Street
Montreal - 1411 Stanley St
Vancouver - John N. Hunt & Associates
1203 West Georgia Street
U.S.A. - Denney Incorporated
New York & Chicago

Let these four French-language stations speak, on your behalf, to the people in this increasingly prosperous market.

"THE WESTERN CANADA FRENCH RADIO GROUP"
FLIGHT is aviation's own saga—authentically dramatized exploits of ordinary men suddenly summoned to superhuman achievement in the sky. Each episode is presented by Gen. George C. Kenney, U.S.A.F., Ret., and produced with the full cooperation of the Air Force. FLIGHT is the dramatic series for which the coming television season will long be remembered.
SOMETHING NEW HAS BEEN ADDED—

TO GET YOU ON TARGET IN MORE THAN

45,000 CAPTIVATED CENTRAL SASKATCHEWAN HOMES:

TRIPLE POWER

FOR FORMERLY 100,000 WATTS

NOW 325,000 WATTS!

For Detailed Plans To Fit YOUR Specifications, Contact:

TELEVISION REPRESENTATIVES LTD.

IMAGINATIVE PRODUCTION CHAMBER

VIEWER SELECTOR FINS

LOW COST PER THOUSAND Valve

325,000 WATTS

CHANNEL 8 CFQC-TV SASKATOON SASKATCHEWAN
Did you know that . . .

The FLEXIBILITY of SELECTIVE TELEVISION gives an opportunity to the small budget advertiser to compete with the "Giants".

With a limited budget you can be a National Selective advertiser in all 48 Television markets.

For less than $1,000 a week you can advertise a product or service on every TV station in Canada.

Check these costs based on the ONE TIME RATE for all 48 stations combined.

<table>
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<th>8-second I.D.</th>
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Dollar for dollar you can't beat TELEVISION CANADA'S NUMBER ONE SALESMAN

BROADCAST ADVERTISING BUREAU
TV Division

We knew it would happen . . . .

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

Get availabilities on CFBO's most popular programs from:

Arch Ferrie,
CFBO, P.O. Box 550,
Chatham, Ontario.
received. The test message was preceded three times by the phrase, "This is a test." And the same phrase was repeated three times at the end of the message.

However, the message got on the air over NBC's New York outlet, WRCA, because somebody pushed a wrong button.

In a test, the message is not read on the air but is read into a closed circuit for the record. This is to show how fast it was relayed in simulation of a real warning in which the stations would co-operate with the Weather Bureau.

WRCA said its newsroom knew the message was a test. The newsroom relayed it to an announcer, who also knew it was a test. But, then, the wrong button was pushed. The announcer thought he was reading into a closed circuit. Actually, he was on the air, having broken into the program, The Agenda of Dr. Gentry.

Within minutes, WRCA was on the air with a statement that the forecast was a mistake. But by that time, thousands of listeners had telephoned the weather bureau, news outlets and WRCA. The station alone received more than one-thousand telephone calls.

Although the forecast was never intended to go on the air, the Weather Bureau found a silver lining in the situation. Weatherman Ernest Christie commented: "In some respects it was very good, because it shows the effectiveness of the emergency warning system."

The message said: "A heavy blast of air is moving this way from Canada and will start pushing into this country tonight. Heavy snow, strong winds and a dangerous drop in temperatures is expected and this is likely to produce one of the worst blizzards in many years. "

"Temperatures are likely to drop from the 60's this afternoon down to about 10 above morning, and winds of 50 to 60 miles an hour will occur during tonight and tomorrow morning with heavy snow and severe drifting tonight."

ABC RESPECTS THE PRESS
OLIVER TREYZ, president of ABC - Television, said on a closed circuit broadcast to editors and other newspapermen that his network will continue to respect the press and heed its counsel.

Commenting on the fact that there has been some resentment by the industry of newspaper treatment of TV entertainment, he said that such criticism do not speak for ABC-TV.

He went on to say that the emergence of ABC-TV to competitive equality with the other networks was not the result of lashing back at criticism, but the exact opposite. "We respect the opinions of the press and our willingness to heed its counsel has been a substantial factor in this network's maturing."

"We intend to continue this policy," he continued, "not in a spirit of 'buttering you up' but because we are convinced that your opinions are honestly motivated, constructively meant and directly rendered."

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

LE BAS ST-LAURENT
An excellent test Market

- Isolated but readily accessible.
- Representative in size.
- Has many diversified industries.
- Has an abundance of natural resources.
- Has a representative, stable economy.
- Has many other test market features.

COVER THIS REGIONAL MARKET with

Can. rep. RADIO: Interprovincial Broadcast Sales
Can. rep. TV: Stovin-Byles Ltd.
U.S.A. TV rep: Adam J. Young Jr.

TO�NTO - West end (Islington), large six room bungalow, large master bedroom, two twin size bedrooms, family size kitchen, large living room and dining room, finished recreation room, all newly decorated and beautifully landscaped lot 50' x 150', within walking distance of public and separate schools, collegiate and Catholic girls and boys high schools, shopping centre. Call Toronto Belmont 1-4875.

This is MR. GLOOM!
Meet Mr. Gloom, when business is bad—he doesn't advertise— he waits for something to happen.

This is MR. GLAD!
Meet Mr. Glad, who uses well-planned advertising over CHNS as the super-power to turn the business tide from ebb to rise. "Go though and do likewise" is his advice to Mr. Gloom.

NO MATTER WHAT YARDSTICK YOU USE...

CHNS is the station to buy in Metropolitan HALIFAX.

LE BAS ST-LAURENT

NO PROGRAM PROBLEM HERE
THE MILLENNIUM has come to Venice.
Last month there were no programs to interrupt the commercials as, one after another, 608 commercials from around the world were shown in the week-long fifth international festival of TV advertising.

After the carnival, prizes were given for the plugs judged the best by a 12-member international jury.

And this leads me to do as the juries do and retire to consider the verdict, so buzz me if you hear anything; won't you?

TORONTO — West end (Islington), large six room bungalow, large master bedroom, two twin size bedrooms, family size kitchen, large living room and dining room, finished recreation room, all newly decorated and beautifully landscaped lot 50' x 150', within walking distance of public and separate schools, collegiate and Catholic girls and boys high schools, shopping centre. Call Toronto Belmont 1-4875.
Ontario Farm Station

WINGHAM SAFARI GIVES AGENCIES A GOOD LOOK-SEE

by Ian Grant
Staff Writer

A FIRST-HAND look at a rich farm market was the order of the day when All-Canada Radio and Television Limited invited a group of Toronto agency people to go on a tour of CKNX-TV, Wingham. The agenda included an inspection of a local farm and a tour of the radio and television operations with the opportunity to watch two live productions.

Upon reaching the 650-acre farm of Carmeal Armstrong, situated about 12 miles from Wingham, the

STANDING ALONGSIDE THE SCENEROUCRUISE that took them to Wingham are the agency and rep people who went on the All-Canada Radio and Television tour of CKNX-TV. From left to right they are: Karl Steeves, BAB-TV; Ian Grant, Canadian Broadcaster; Ross McCreaith and Bill Townsend, ACRT; Mrs. Laura Jensen, Vickers & Benson; Bill Mitchell and Barbara Cox, ACRT; Bill Francis, Young & Rubicam; Mrs. Muriel Murray, Walsh Advertising; Evan Morton, Albert Jarvis; Jerry Hicks, Cockfield, Brown; Spence Skelton, Ronalds Advertising; Susie McCullough, Spitzer & Mills; Ian Hall, ACRT; O. J. Sinclair, Ronalds Advertising; Reo Thompson, ACRT; Olive Jennings, James Lovick; Ed Bowman, Thompson-Petersen; Molly Ferguson, ACRT; Claude Lewis, James Lovick; Kerry Kumpf, Spitzer & Mills; Mrs. Terry Harwood, Young & Rubicam; Bill McMurray, ACRT; Alex Barris, Toronto Telegram. Others, not shown in the picture were: Bob Amos, F. H. Hayhurst; Ramsay Lees, BBD & O; Irene Wray, Breithaupt, Milsom and Jean King. Grant Advertising.

story told was greeted by Doc Cruickshan, CKNX president, Ross Hamilton, commercial manager, and other station people. They inspected the farm buildings; the livestock, which on this particular farm is mainly a special breed of shorthorned cattle and the farm machinery. They also looked over the ARMSTRONG counties but the majority of the coverage area is taken up by Bruce, Grey and Huron counties. He said that in this area there were about 20,000 farms whose annual income he estimated at about 60 million dollars.  

FARMERS ARE SPECIALISTS

These farmers are just beginning to pull out of a depression that started in 1952 when their economy was hit by disease and blight, he said. It is as a result of this set-back that the farmer is becoming more of a specialist, for example the special breed of cattle raised on the Armstrong farm. He added that the days of the farmer who lived off the land he owned are gone. One illustration of this, he said, was the current feed situation. Because there is a surplus of grain in the West it is much cheaper to buy this grain for feed than to grow your own.

Mr. Gear said the farmer of today is buying more and by nature is a very careful buyer. They know their business and respond better to information selling than the usual approach.

Another change in farm life which is very evident, he said, was the increased use of farm machinery. All in all, from what they saw on the farm and from what Mr. Gear had to say about farm life, the party from the city began to see and understand a few things which do not show up in the ratings.

But time was getting on and with appreciable assistance of Ross McCreath, Dominion - All-Canada's Television Time manager, the group boarded the bus for Wingham.

FARMERS TO FARMERS

Perhaps one of the reasons that CKNX-TV has developed into a successful station is that it is essentially farmers broadcasting to farmers. With a few exceptions the station staff is made up of local people. The station's prime interest is to keeping their farm audience happy. To put it in the words of Vaughan Douglas, CKNX-Director, "if it will please the audience we will run announcements from matters concerning the local Kiwanis Club to the fact that Mrs. Smith's cat died."

On an average CKNX-TV produces about 25 hours of live programming. It was due to these productions that the Toronto party were able to watch, many for the first time.

Each afternoon, Monday through Friday, CKNX presents M'lady, a half hour show which, as the title suggests, is strictly for the ladies. The program, emceed by Margaret Brophy, is a fast moving thirty minutes of household hints, recipes, fashion tips and other items of interest to the female population. Later on in the day, after making an extensive tour of the station, from 6 to 7 pm, the group watched Focus. This hour-long live production comes on every weekday. There is a weather report, sports report, farm news and a newscast and also a segment devoted to variety. An added attraction for the September 24 show was an interview with Alex Barris, Toronto Telegram moderator of CBC's One Of A Kind, who came along on the trip as a representative of the daily press.

Then the party boarded the bus for the Brunswick Hotel for dinner with some of the station staff and the Armstrong family.

Montreal Move

THE MONTREAL office of J. Walter Thompson has moved from the Dominion Square Building to 1659 Dorchester Street West, Montreal 25. Telephone Wellington 4-1831.
Another Key Station going "Radio Active" with Radio Reps.

WELCOMES:
CFBC, SAINT JOHN, N.B.
5,000 Watts  930 KIcs.
Radio

SPORTCASTER JET-HIKES FROM GAME TO GAME

All dressed up in his flight gear and sporting a big smile is Jack Wells sports director of CKY, Winnipeg being interviewed, on his arrival from Regina, by CKY’s Don Kirton. Third from the left is RCAF Group Captain, Ed Hale, who piloted the plane to Winnipeg.

Jack Wells, sports director at CKY, Winnipeg, has found the answer to the problem of doing two complete commentaries of football games in the space of about nine hours at places 280 miles apart. He just hops into a jet plane.

On the afternoon of September 20, Jack was in Regina handling a television commentary of the Edmonton-Regina football game. The only thing that he had to be in Winnipeg in the evening to do a radio broadcast, over CKY, of the Winnipeg-Calgary game.

Luckily for him, it happened to be Air Force Day in Manitoba and the RCAF, co-operating with CKY, provided a jet plane to fly Jack to Winnipeg.

Group Captain Ed Hale, flying a T-33 jet trainer, picked up Jack in Regina and took off. Thirty minutes and 280 miles later he was in Winnipeg, in plenty of time to do his broadcast.

During the flight Jack talked to his listeners about the jet, the comfort of flying, and told them what he could see. He was met in Winnipeg by the CKY mobile crew where the flight was described again.

According to the station the RCAF was extremely pleased with the publicity that the stunt received.

Just for the record, Winnipeg beat Calgary 36 to 9.

Educational TV For India

A PILOT TELEVISION station will be set up in New Delhi, India, this month, in order to broadcast educational programs to surrounding villages.

Having spent months of research on closed circuits loaned to India by foreign countries, the government-owned All-India Radio will be prepared to start regular telecasts to a limited number of villages early next year.

Since the cost of a TV set is far beyond the reach of the average Indian family, the telecasts will be viewed on community sets.

having your ups and downs?

for the best results... go steady with C-FUN

...there's more fun on C-FUN... Vancouver's fastest growing station.

Representatives in Canada
NATIONAL BROADCAST SALES LTD.
Montreal — Toronto
in U.S.A.
DEVNEY, INC.
CC TO CHAS BROWER
Consternation reigned at the Maid*nform factory last week, when one of the girls dreamed that she had it on backwards.

BY ACTUAL SURVEY
Then there's the station which subscribed to a research service to find out where it was wrong instead of where it was right.

HIGH COST OF SECURITY
We have so many benefits where I work, that I scarcely have any money to take home at the end of the week.

ADAGE DEPT.
Blood is thicker than water—but for everyday home use, water is still your best bet.
—George Gobel

QUESTION BOX
When is the Board of Evangelism and Social Service of the United Church of Canada going to state some of the things it does like, to go along with its long list of hates?

QUOTABLE QUOTE
Why not put John Foster Dulles in a satellite and let him go around and around the world forever? Give him lots of important papers to scribble on; let him cable in his articles to LIFE Magazine. Let him have 80 pounds of luggage as a special concession.
—Pierre Berton in the Toronto Star

LOCAL JOKE
With its divided skull and exposed throbbing brain, the design accepted for Toronto's new City Hall is a perfect crystalization of a splitting headache.
—Alec Phare

NO TIME ON THEIR HANDS
With conventions completely disposed of for 1958, will someone please tell us how overworked station managers are going to find time for a round of golf?

CAREER CORNER
When you've gone as high as you can in your job, and there's a ceiling over further progress, one idea is to set to work to raise the ceiling.

more motorists listen to CKWX with 50,000 watts

and there are 186,000 car radios in B.C.

RADIO BRITISH COLUMBIA, VANCOUVER

CKWX

50,000 WATTS OF SALES POWER

REPS: CANADA—ALL CANADA RADIO FACILITIES LTD.—UNITED STATES—WEED AND COMPANY
CHURCH WOULD MAKE BEER ADVERTISING NON-DEDUCTABLE

F. R. Murgatroyd, a Hamilton lawyer, objected to the first part of the resolution and to another section urging the federal ministers of finance and national revenue to disallow promotion and advertising costs of distilleries and breweries as deductible from taxable income.

He said "I think it is perfectly ridiculous" to take stands such as these which, obviously, no government could support. The law lets any corporation decide where it wanted to have its head office.

Murgatroyd said that no matter how much the United Church might do in behalf of the public interest, in this matter it would exert no influence. "It's a case in which the Church might take stands such as these which, obviously, no government could support." The resolution also called upon the federal government:

(1) "To ban the use of the mails to such publications that evade the advertising restrictions of the provinces in which their major production units are situated, by means of fictitious headquarters addresses elsewhere."

(2) To refuse to grant television or radio station licences to any individual or group circumventing laws and regulations aimed at beverage alcohol advertising.

(3) To continue representations to the competent United States authorities "to prevent the circumventing of provincial laws by the use of television and radio programs sponsored by some Canadian beverage alcohol corporations from some border American stations such as Buffalo, New York."

PERFECTLY RIDICULOUS

One delegate at the Council meeting described the liquor advertising resolution as "perfectly ridiculous".

TV PERSONNEL

- ENGINEER — Studio Experience
- ANNOUNCER — TV Experience (Audition Tape required)
- FILM EDITOR — Film Buying, Film Splicing, Scheduling, Traffic.

Send full details, salary expectations and recent snap immediately to:

Box A395
Canadian Broadcaster
54 Wellington Street West
Toronto, Ontario.

Engineer for BERMUDA television. Airmail full details of experience and salary required to:

WILLIAM B. HART
Manager ZBM-TV, Pembroke, Bermuda

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.

Representatives
Paul Mulvihill
Toronto - Montreal

VOCM MAKES BIG SWITCH TO 10 KW's

Radio station VOCM, St. John's boosted its power from 1,000 to 10,000 watts September 1.

The changeover took place during the midday news broadcast sponsored by Harvey & Co., Ltd., a shipping, importing and wholesale firm. The company presented the first sponsored program on VOCM's first day of operation back in 1936, and has sponsored two newscasts daily since.

Harold N. Butler, son of the late founder of the station, J. L. Butler, introduced Edward Cranford, a director of Harvey & Co., who spoke the words "VOCM, now ten thousand watts," actually marking the switching of transmitters and increase in power.

Attending the ceremonies were, (left to right in the photo): Bay Simmons, advertising manager of Harvey & Co.; W. B. Williams, president of VOCM; Mrs. H. G. R. Mews and Mayor Mews of St. John's; Attorney-General L. R. Curtis; Mrs. E. M. Butler, widow of VOCM's founder; H. N. Butler, managing director of VOCM; Edward Cranford, a director of Harvey & Co.; and J. V. Butler, VOCM's station manager.
KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE GREATEST MOTION PICTURES ON TELEVISION!

the fabulous M-G-M library

A multi-million dollar line-up of unsurpassed entertainment for VANCOUVER - VICTORIA and six other prosperous B.C. centres. Great movie hits such as MRS. MINIVER, BOYS' TOWN, COMMAND DECISION, RANDOM HARVEST, LASSIE COME HOME, COMRADE X, DR. JEKYLL & MR. HYDE. Great stars like CLARK GABLE, INGRID BERGMAN, RONALD COLEMAN, SPENCER TRACY. One more reason why KVOS TV is the west's most popular TV station - and most powerful selling force!

Plus Great Movies From 20th CENTURY FOX · WARNER BROS. · UNITED ARTISTS · COLUMBIA

BIGGEST B.C. AUDIENCE—LOWEST RATES

<table>
<thead>
<tr>
<th>KVOS-TV</th>
<th>STATION A (Vancouver)</th>
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</thead>
<tbody>
<tr>
<td>20 secs. $130.00*</td>
<td>$156.00</td>
</tr>
<tr>
<td>1 min.  $162.50*</td>
<td>170.00</td>
</tr>
<tr>
<td>30 min. $300.00*</td>
<td>408.00</td>
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* Up to 25% frequency discounts.

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<thead>
<tr>
<th>DAYTIME SALES BLAZER PACKAGE (1 Minute Spots)</th>
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<tbody>
<tr>
<td>5 per week $200.00*</td>
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<tr>
<td>15 per week $500.00*</td>
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* Less frequency discounts.

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