

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher RICHARD G. LEWIS
 Art Editor GREY HARKLEY
 Editorial Dept. TED BARR
 IAN GRANT
 Advertising Dept. NORMAN MASCALL
 Circulation & Accounts . . . THOMAS G. BALLANTYNE
 Production Manager ROBERT G. MOWAT
 Research Consultant GEORGE E. RUTTER

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1
EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5



Vol. 16, No. 1

25c a copy — \$5.00 a Year — \$10.00 for Three Years

January 3rd, 1957

Networks Are Needed

Obviously any forecast for broadcasting in 1957 revolves around the impending report of the Fowler Commission. Obviously also, changes in the pattern of Canadian radio and television are bound to result. And these changes will have a marked effect, not only on radio and television stations and advertisers, but - - and this is of paramount importance - - on listeners and viewers.

In the months during which the hearings of the Royal Commission were conducted, innumerable groups of people were heard from. Some of these were extremely prominent, such as Trade Unions and Chambers of Commerce; others were less representative of the general citizenship, such as the Girl Guides and the Kelowna Arts Council. It would probably have been impossible to get a presentation which spoke for the "Common Man". Yet, from all standpoints, the only equitable solution would be one which created a broadcasting system which would cater to him.

To elaborate on this point:

The cost of operating the CBC, which was the subject of the investigation, is borne by the average citizen.

The quality of programs is of importance only to the general public, because without their acceptance, advertising is of no value to sponsors. Also, this same acceptance is the life blood, obviously, of every radio and television broadcaster.

Through the years it has become apparent that, due in part to the rapidly growing but still scant population spread thinly over Canada, network broadcasting is the only way to give people the major programs they expect, and which they will tune in on American stations if Canadian ones are not available.

One of the points emphasized by the CARTB and its member stations in their appearances before the Royal Commission was the need for national networks of privately owned stations. Overlooking the obvious arguments that a government network monopoly transcends democratic principles, it seems to us that this is the only sensible way to offer competition to the influx of American stations, because there is no kind of "Iron Curtain" which can keep them out except competitive programs of equal popular appeal.

By its very nature, the function of the CBC is to provide the public with programs of greater importance and seriousness. These make an unquestionable contribution to Canadian culture, among



"Thanks to Santa Claus, Dancer, Prancer and all the dear little elves for relinquishing their time to enable us to bring you your regular programs."

people who are interested in heavier entertainment. What they do not do is attract the great masses, who will persist in tuning in the popular American shows wherever and whenever they are available.

It is almost a foregone conclusion that the barriers will be lowered on private networks, in fact this has already been done to a certain extent. All that seems to be needed is an assurance from the broadcasters themselves that, given a clear field, they will go right ahead and organize such networks. In our opinion, the lifting of the monopoly is not enough. Private networks will react to the advantage of the listeners and viewers, and this, as we have shown, means that they will benefit stations and sponsors as well.

It is to be earnestly hoped that before the Royal Commission's report is tabled, a way will be found for the industry to express itself as being ready and willing to go ahead, and let the Commission know that this is their intention.

If a national network in radio or television or both seems uneconomical at least to start with - - and it would be a prodigious undertaking - - then it would be possible to divide the country into areas and establish regional networks of private stations to function regularly as such, with the possibility of linking them into a national system whenever a feasible opportunity to do so presented itself.

Broadcasters stand in sore need of relief from some of the regulatory

burdens which have beset them. They need also to present evidence of the courage and determination it will take to implement whatever advantages they may derive from the Fowler Commission's report.

A Link Is Broken

Another link with broadcasting's past has been broken, with the sad news of the death last Saturday of W. H. "Bill" Backhouse, who passed away suddenly, in his home in Winnipeg. He was sixty-eight, and enjoyed good health right up to the moment of his death.

Bill Backhouse, Liverpool born, gave an adult lifetime of service to the Manitoba Telephone System, and, in this capacity, directed the operation of radio stations CKY, Winnipeg and CKX, Brandon until their sale in 1948.

A regular attendant at conventions, Bill would never accept an official position on the CARTB (then CAB) board, because of his connection with the Manitoba government. At the same time he was always available with his definite opinions, in and out of the meetings, to encourage developments he considered of value to the industry, and to oppose - - vociferously at times - - proposals with which he found himself in disagreement.

Top men in broadcasting in whose beginnings he had a share include Wis McQuillin, Tommy Tweed, Esse Ljungh and many others.

After the Manitoba Telephone System got out of the business of broadcasting, Bill was active as comptroller of the telephone system until he retired two years ago. Since then he has been devoting his time to his home, his garden and his lodge. He never lost interest in broadcasting.

Only The Facts Please

If the broadcasting and other parts of the advertising fraternity made only one resolution for 1957, and that resolution consisted of the words "we'll stick to the facts", it would be a good thing.

Advertising is weakened by exaggerated claims and inconceivable superlatives. It does not matter what we are selling - - automobiles, headache powders, soap or radio and television time, we get better results if we tell people just what these commodities will contribute to their well-being. That is all they want to know, and it is the only basis on which they decide to answer our pitch with a yes or a no.

at's Ahead For '57?

GOVERNMENT STEPS MAY CHANGE WHOLE CONCEPT OF BROADCASTING

Written for CB & T by

CLIFF BOWERS

(Toronto Globe & Mail)

The just-arrived year of 1957 may prove to be the most important to the mass advertising-broadcasting media in Canada since the Broadcasting Act of 1936. And, as the case over twenty years ago, governmental action is responsible for the tremendous changes that may come about and which will alter the entire concept of radio and television broadcasting in this country.

The answer lies in the release, some time this spring, of the findings of the Royal Commission on Broadcasting in Canada, more popularly known as the Fowler Commission. The hearings of this body, held throughout the past year, have received some publicity - - but the most important aspect of the commission's study remains to be seen, and heard: the publication of its findings and recommendations.

What that august group recom-

mends to the government, the CBC's Board of Governors and the Department of Transport regarding the future operation of public and private television outlets in Canada; the CBC monopoly over telecasting rights in large centres; relaxation or tightening of advertising controls; development of private TV networks; American versus Canadian talent, and many other questions will be the biggest news of 1957 to advertisers, video and audio broadcasters, advertising agencies and the general public.

This year could well prove to be the year of the great Canadian television revolution.

Radio, for its part, is proving that,

despite television as it is now and what it might be, it can meet the challenge and do even better in a business way than it did before. Or, in the words of Fred A. Lynds, president of CKCW-Radio and TV, president of the Canadian Association of Radio and Television Broadcasters. "TV is the best thing that ever happened to radio."

Some self-study, some resultant self-criticism and a conscientious re-assessment of the service that radio can provide have already begun to make themselves evident and will become more obviously significant in the twelve months ahead.

New techniques to meet the challenge of the new medium and a recovery of the listenership lost in the first bloom of enthusiasm for TV have already meant that radio is getting its share of the advertisers' dollars and many shows and stars that temporarily abandoned radio for the sit-and-stare club, have returned. Many of course never left. The same can be said of advertisers.

Important voices in television and radio management have been raised and in chorus they have declared that this year of 1957 will be one of momentous decision for the Canadian broadcasting industry - - audio and video.

The country's microphones and cameras are trained on Ottawa.

TV REVOLUTION

Portents of this TV revolution may be seen in the comments of top advertising and broadcasting executives concerning the future.

Said David A. Gourd of Rouyn, Quebec, president of l'Association Canadienne de la Radio et de la Television de langue française: "We are very conscious that 1957, for radio as well as television, is a turning point and we are trying to improve and be ready to face situations as they arrive."

E. V. Rechnitzer, president of MacLaren Advertising and head of the Canadian Association of Advertising Agencies, declared the publication of the Fowler Commission will

(Continued on page 8)

N. MACKENZIE LIMITED HAS ^{the} SHOWS

ONTARIO — 519 Jarvis St. • WINNIPEG — 171 McDermott



Winnipeg Free Press

CKRC Scores Again

Sponsored by the station the CKRC'S are the newest entry in the Greater Winnipeg Senior Men's Basketball League — and they've won all their games to date!!!

In broadcasting as in basketball, teamwork is the keynote.

You always have a winner on

For availabilities and full information see: ALL CANADA RADIO FACILITIES IN U.S. WEED & CO.

CKRC

630
K.C.

BROADCASTING TO ALL OF **Manitoba**
FROM THE **Red River Valley**

HERE WE GO AGAIN!

You'll remember the million \$ housing project announced recently.

NOW TO BE STARTED IMMEDIATELY A MILLION \$ SHOPPING CENTRE

Place Fall Business on

CJAV Port Alberni

VANCOUVER
John N. Hunt
& Associates

TORONTO &
MONTREAL
Stephens &
Towndrow

U.S.A.
Donald Cooke

The
Time Buyer's Choice
In
LONDON*
CKSL

5000 Watts

24 Hours Daily

*SEE NOVEMBER ELLIOTT-HAYNES

The "Sunrise Show"

BILLY BROWNE, whose "Breakfast With Browne" hour at 8:30 a.m. is the top radio attraction in B.C. — is now starring on our early morning show as well.

"**THE SUNRISE SHOW**" with Billy Browne, from 6 to 8 a.m., is your best buy on the Coast — right now.

CJOR

Vancouver, B.C.

Rep: H. N. Stovin

Radio & TV Forecast

AGENCY CHIEF SAYS CHANGE IS SURE

(Continued from page 6)

be the biggest news in the advertising world in 1957. While unwilling to forecast what possible regulatory and administrative changes might result from the Fowler study, Mr. Rechnitzer did say he felt there would be changes made.



E. V. RECHNITZER

He suggested that an entirely new concept of the use of TV as an advertising medium may result from the activities of the fact-finding body. This, he felt, would rest with the possible decisions to: (a) continue operating television along similar lines to radio under the Canadian Broadcasting Corporation, with authority and controls vested in the CBC; (b) set up an independent television authority patterned after the British experiment, or (c) retire the CBC from the scene entirely. (Many broadcasters feel that the present system of licensing television outlets may be re-vamped or perhaps scrapped altogether.)

Mr. Rechnitzer, expressing concern for the advertising industry, stressed that advertisers and broadcasters must realize that the Fowler report may alter the whole television picture so much as to make it unrecognizable by today's standards. New and different types of programs, more flexibility, both from the telecaster's and the sponsor's point of view, with the resultant wider variety for the viewer, plus new and additional channel allocations to private outlets would mean changes that are almost staggering to the imagination.

Television's role in advertising was discussed by Mr. Rechnitzer, who recalled that as a new medium, TV had captured the fancy of many advertisers. These advertisers, rather than provide additional funds in their budgets to cover their venture

into television advertising simply plunked it all into TV — or put the biggest proportion there — thinning out what was left for radio, newspapers or magazines.

This they found, was not the answer. They had to have television coverage, of course, but also they needed radio, and the others. "This year," Mr. Rechnitzer reported, "many of the advertisers are extending their budgets to include more for TV, without skimping on the other media."

Mr. Rechnitzer declared that it was a mistake to think of television as a competitor to other advertising means. "I like to think of it as a complement to them," he said.

From a production and programming standpoint, the CAAA president expressed pleasure at what he described as "improved quality" in Canadian television.

"It used to be that I'd watch it just to see what terrible things were going to happen" he laughed, "but it's improving a great deal every year."

WESTERN RADIO

"From this vantage point," writes R. J. Buss, manager of CHAT, Medicine Hat, Alberta, "the signs are good. Radio has always been a vital part of the life of the westerner. It has been and will continue to be the great mass communicator."

Mr. Buss points out that "where TV has been established for any length of time, the story is that TV business is very good and that radio is doing even better than it did before the advent of the giant that muscled in."

Getting down to cases and the job that radio is actually capable of doing, Mr. Buss reminds us that "western people are very weather conscious and radio serves them with weather information day and night, all year round." He also maintains that radio can carry a message where no other means of communication is available. "Radio's message is guaranteed to get through and it is instantaneous," he states.

Waxing philosophical, the well-known western broadcaster describes vanity as "the soul of woman" and says that western women, in an attempt to appear as modern as anyone, strike out at "good old-fashioned radio" by repeating what he feels is an untruth, viz. — "Oh, we never turn our radio on since we got TV". If the point is stressed, Buss says, she'll admit that she does "turn it on for the news and weather forecast and a little music."

(Continued on page 10)

STILL THE LOWEST COST PER "M" HOMES IN WESTERN ONTARIO

Total Daytime Audience: 65,110 homes.
½ hr. program "B" time Basic
32c per M Homes

Total Night-time Audience: 34,480 homes.
½ hr. Night-time "A" time Basic
87c per M Homes

"No other Western Ontario Station as low regardless of power"

BBM STUDY NO. 6

CFCO—630 Kcs—Chatham

What's Ahead For '57?

GOVERNMENT STEPS MAY CHANGE WHOLE CONCEPT OF BROADCASTING

Written for CB & T by
CLIFF BOWERS
(Toronto Globe & Mail)

THE just-arrived year of 1957 may prove to be the most important to the mass advertising-entertainment media in Canada since the Broadcasting Act of 1936. And, as was the case over twenty years ago, governmental action is responsible for the tremendous changes which may come about and which could alter the entire concept of radio and television broadcasting in this country.

The answer lies in the release, some time this spring, of the findings of the Royal Commission on Broadcasting in Canada, more popularly known as the Fowler Commission. The hearings of this body, held throughout the past year, have received some publicity - - but the most important aspect of the commission's study remains to be seen, and heard: the publication of its findings and recommendations.

What that august group recom-

mends to the government, the CBC's Board of Governors and the Department of Transport regarding the future operation of public and private television outlets in Canada; the CBC monopoly over telecasting rights in large centres; relaxation or tightening of advertising controls; development of private TV networks; American versus Canadian talent, and many other questions will be the biggest news of 1957 to advertisers, video and audio broadcasters, advertising agencies and the general public.

This year could well prove to be the year of the great Canadian television revolution.

Radio, for its part, is proving that,

despite television as it is now and what it might be, it can meet the challenge and do even better in a business way than it did before. Or, in the words of Fred A. Lynds, of CKCW-Radio and TV, president of the Canadian Association of Radio and Television Broadcasters. "TV is the best thing that ever happened to radio."

Some self-study, some resultant self-criticism and a conscientious re-assessment of the service that radio can provide have already begun to make themselves evident and will become more obviously significant in the twelve months ahead.

New techniques to meet the challenge of the new medium and a recovery of the listenership lost in the first bloom of enthusiasm for TV have already meant that radio is getting its share of the advertisers' dollars and many shows and stars that temporarily abandoned radio for the sit-and-stare club, have returned. Many of course never left. The same can be said of advertisers.

Important voices in television and radio management have been raised and in chorus they have declared that this year of 1957 will be one of momentous decision for the Canadian broadcasting industry - - audio and video.

The country's microphones and cameras are trained on Ottawa.

TV REVOLUTION

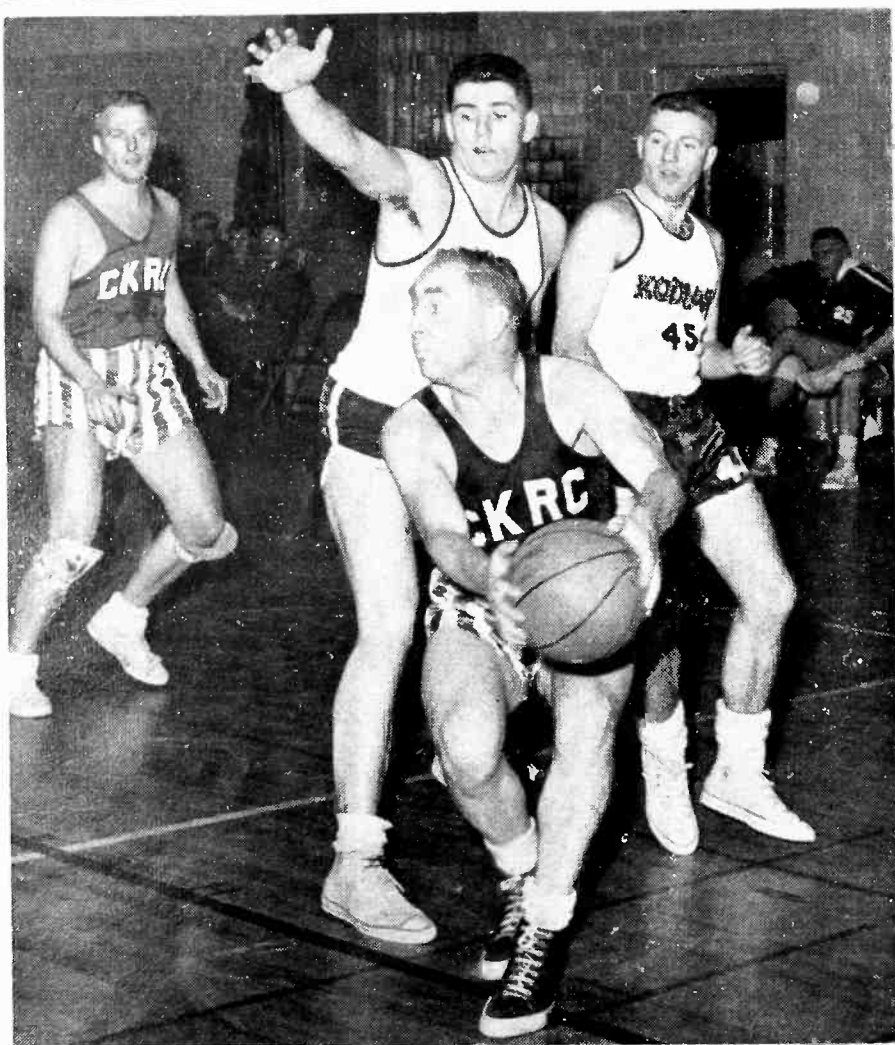
Portents of this TV revolution may be seen in the comments of top advertising and broadcasting executives concerning the future.

Said David A. Gourd of Rouyn, Quebec, president of l'Association Canadienne de la Radio et de la Television de langue française: "We are very conscious that 1957, for radio as well as television, is a turning point and we are trying to improve and be ready to face situations as they arrive."

E. V. Rechnitzer, president of MacLaren Advertising and head of the Canadian Association of Advertising Agencies, declared the publication of the Fowler Commission will

(Continued on page 8)

G. N. MACKENZIE LIMITED HAS *the* SHOWS
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott



Winnipeg Free Press

CKRC Scores Again

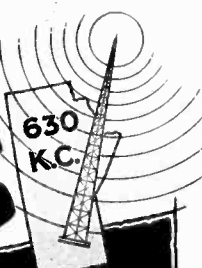
Sponsored by the station the CKRC'S are the newest entry in the Greater Winnipeg Senior Men's Basketball League — and they've won all their games to date!!!

In broadcasting as in basketball, teamwork is the keynote.

You always have a winner on

For availabilities and full information see:
Reps: ALL CANADA RADIO FACILITIES
IN U.S. WEED & CO.

CKRC



BROADCASTING TO ALL OF **Manitoba**
FROM THE **Red River Valley**

HERE WE GO AGAIN!

You'll remember the million \$ housing project announced recently.

NOW TO BE STARTED IMMEDIATELY A MILLION \$ SHOPPING CENTRE

Place Fall Business on

CJAV Port Alberni

VANCOUVER
John N. Hunt
& Associates

TORONTO & MONTREAL
Stephens & Towndrow

U.S.A.
Donald Cooke

The
Time Buyer's Choice
In
LONDON*
CKSL

5000 Watts

24 Hours Daily

*SEE NOVEMBER ELLIOTT-HAYNES

The "Sunrise Show"

BILLY BROWNE, whose "Breakfast With Browne" hour at 8:30 a.m. is the top radio attraction in B.C. — is now starring on our early morning show as well.

"**THE SUNRISE SHOW**" with Billy Browne, from 6 to 8 a.m., is your best buy on the Coast — right now.

CJOR

Vancouver, B.C.

Rep: H. N. Stovin

Radio & TV Forecast

AGENCY CHIEF SAYS CHANGE IS SURE

(Continued from page 6)

be the biggest news in the advertising world in 1957. While unwilling to forecast what possible regulatory and administrative changes might result from the Fowler study, Mr. Rechnitzer did say he felt there would be changes made.



E. V. RECHNITZER

He suggested that an entirely new concept of the use of TV as an advertising medium may result from the activities of the fact-finding body. This, he felt, would rest with the possible decisions to: (a) continue operating television along similar lines to radio under the Canadian Broadcasting Corporation, with authority and controls vested in the CBC; (b) set up an independent television authority patterned after the British experiment, or (c) retire the CBC from the scene entirely. (Many broadcasters feel that the present system of licensing television outlets may be re-vamped or perhaps scrapped altogether.)

Mr. Rechnitzer, expressing concern for the advertising industry, stressed that advertisers and broadcasters must realize that the Fowler report may alter the whole television picture so much as to make it unrecognizable by today's standards. New and different types of programs, more flexibility, both from the telecaster's and the sponsor's point of view, with the resultant wider variety for the viewer, plus new and additional channel allocations to private outlets would mean changes that are almost staggering to the imagination.

Television's role in advertising was discussed by Mr. Rechnitzer, who recalled that as a new medium, TV had captured the fancy of many advertisers. These advertisers, rather than provide additional funds in their budgets to cover their venture

into television advertising simply plunked it all into TV - - or put the biggest proportion there - - thinning out what was left for radio, newspapers or magazines.

This they found, was not the answer. They had to have television coverage, of course, but also they needed radio, and the others. "This year," Mr. Rechnitzer reported, "many of the advertisers are extending their budgets to include more for TV, without skimping on the other media."

Mr. Rechnitzer declared that it was a mistake to think of television as a competitor to other advertising means. "I like to think of it as a complement to them," he said.

From a production and programming standpoint, the CAAA president expressed pleasure at what he described as "improved quality" in Canadian television.

"It used to be that I'd watch it just to see what terrible things were going to happen" he laughed, "but it's improving a great deal every year."

WESTERN RADIO

"From this vantage point," writes R. J. Buss, manager of CHAT, Medicine Hat, Alberta, "the signs are good. Radio has always been a vital part of the life of the westerner. It has been and will continue to be the great mass communicator."

Mr. Buss points out that "where TV has been established for any length of time, the story is that TV business is very good and that radio is doing even better than it did before the advent of the giant that muscled in."

Getting down to cases and the job that radio is actually capable of doing, Mr. Buss reminds us that "western people are very weather conscious and radio serves them with weather information day and night, all year round." He also maintains that radio can carry a message where no other means of communication is available. "Radio's message is guaranteed to get through and it is instantaneous," he states.

Waxing philosophical, the well-known western broadcaster describes vanity as "the soul of woman" and says that western women, in an attempt to appear as modern as anyone, strike out at "good old-fashioned radio" by repeating what he feels is an untruth, viz. - - "Oh, we never turn our radio on since we got TV". If the point is stressed, Buss says, she'll admit that she does "turn it on for the news and weather forecast and a little music."

(Continued on page 10)

STILL THE LOWEST COST PER "M" HOMES IN WESTERN ONTARIO

Total Daytime Audience: 65,110 homes.
½ hr. program "B" time Basic
32c per M Homes

Total Night-time Audience: 34,480 homes.
½ hr. Night-time "A" time Basic
87c per M Homes

"No other Western Ontario Station as low regardless of power"

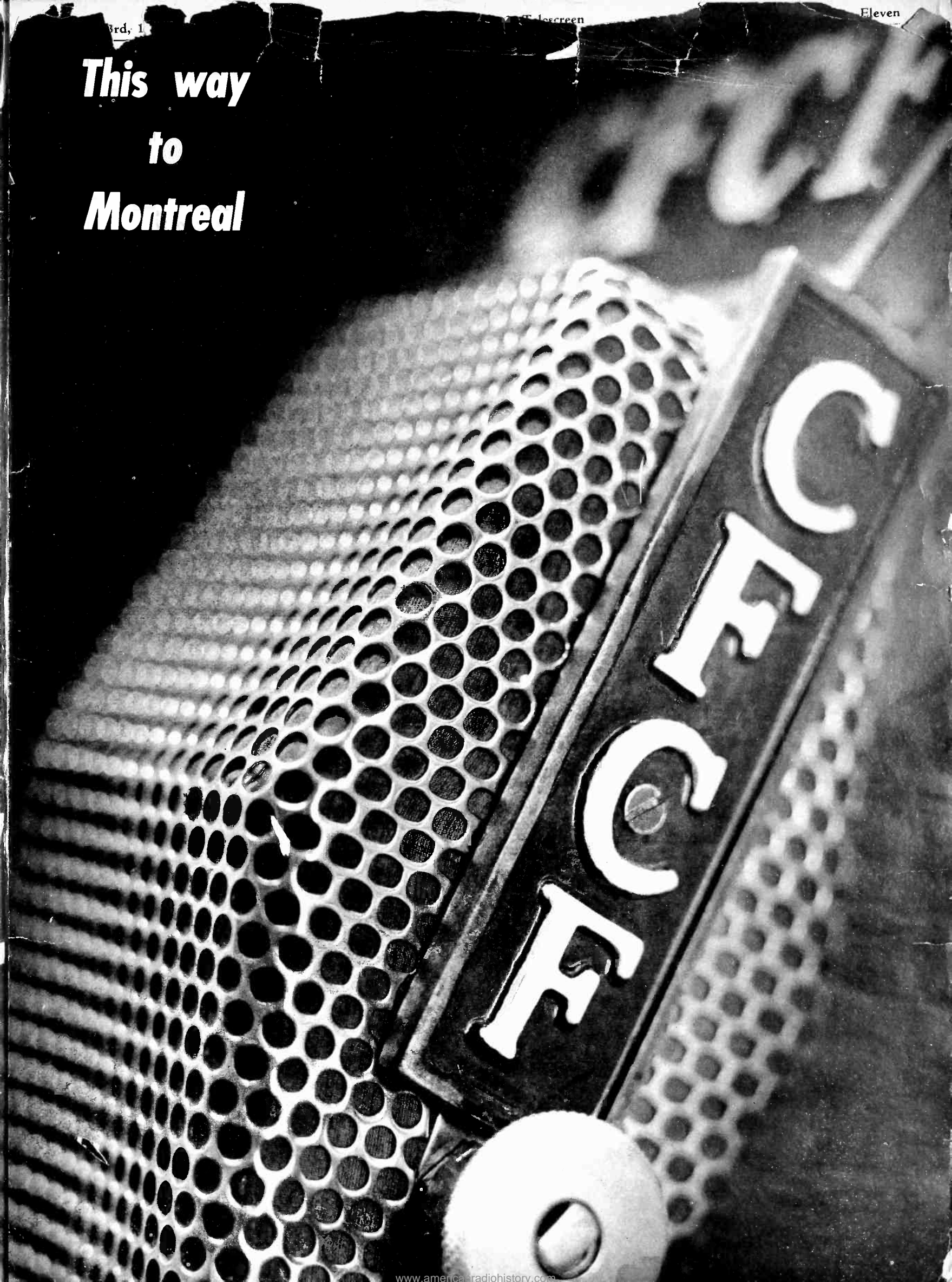
BBM STUDY NO. 6

CFCO—630 Kcs—Chatham



**HEY POP!
WHICH WAY
TO MONTREAL?**

**This way
to
Montreal**



Radio & TV Forecast

"PEOPLE WANT TO KNOW WHAT IS GOING ON" — BUSS



With typical prairie-dweller's modesty, Mr. Buss stoutly opines that "western radio has always been better radio than eastern radio . . . simply because it is so necessary to western living and western radio men have worked harder at it as a result."

(Continued from page 8)
Admitting that from a business standpoint, radio does take an initial loss when TV arrives, he declares that this is a "very temporary situation which remedies itself in the natural course of events."

"Television is still in the glamor stage in the west," writes Mr. Buss; meaning that westerners will drive all the way from Regina to Winnipeg to watch a Grey Cup game telecast because the micro-wave hasn't been connected at Regina yet. But westerners are critical. "They don't like those old movies, they say, then stay up half the night watching another one. In centres where TV is about to be launched, they say, 'it had better be a whole lot better than most TV I've seen' and then rush out and buy a set and a mast they don't need," so Mr. Buss feels. (Last month, CHAT was recommended for a TV license.)

"The westerners' real criticism of TV, whether he realizes it or not, is that basically, TV doesn't communicate. Several hours of TV will parade before the viewer during which time not one word has been uttered about the time, the weather, the sport scores, the local scene," Mr. Buss complains.

He continues: "TV appears oblivious to the fact that people want to know what is going on. TV, of course, is not as flexible as radio, but it could do a lot better than it's doing."

Comparisons being odious, Mr. Buss refrains from drawing one and confines himself to the observation that "radio men and listeners are at last starting to realize that with radio you don't have to watch it nor does it completely dominate. Radio is still the king of the information empire and will continue to be."

FRENCH RADIO AND TV

"We do not know exactly what is ahead for 1957," declared David A. Gourd, president of the ACRTF, "but we can sum up our attitude in the fact that we are optimistic and

conscientious."

In reply to the question, "What's ahead for radio and television for 1957 for French language stations in



DAVID GOURD

Canada?," Mr. Gourd replied. "That is a question to which all French-speaking broadcasters would like to have the answer. The French language stations as

a group are aware that the French-speaking market is becoming more and more important and also that circumstances have changed considerably in sales and operations."

He went on to say, "there are two basic facts that are conditioning our stations. First the entire French market in the province of Quebec will be covered by television service with new stations already operating in Jonquière, Sherbrooke, Timmins and a future French TV audience in Rouyn, there will be only a few small parts of the French market of Quebec and Northern Ontario not served by television. So, the French television stations' efforts for 1957 will be to organize properly the French market through live or filmed programs; secondly, the radio service already established will have to face strong competition from television. (Gourd has been recommended for a TV license in Rouyn.)

"A complete re-thinking in programming is already started to give not only a better service but to put to full value all possible advantages that radio can have over television. Most of the stations are improving or creating news services or newscasts. The French network and individual stations are starting their operations earlier in the mornings. Pooling of our means and co-operation between the stations, especially in selling and programming, are under study."

EAST COAST RADIO

Last August, down at Digby, N.S., the Atlantic Association of Broadcasters decided to put special emphasis on two phases of Maritime life - - "Tourism" and "Economy". That meeting was followed by one in September between John Hirtle, president of the AAB and representatives of the departments of Trade and Industry of Nova Scotia, PEI, New Brunswick and Newfoundland.

Reports Mr. Hirtle: It was generally agreed that radio could do a conclusive job of informing the rest of Canada about the advantages of an Atlantic coast holiday, and so far as the "economy" angle was concerned, it was felt that the AAB should solicit the recommendations of the Atlantic provinces' Economic Council and the Maritime Manufacturers' Association before it could explore the possibility of radio assistance to the Atlantic economy. A committee was set up to handle this project under the chairmanship of Len Chapple, of CJCH, Halifax.

Resolutions adopted by the AAB gave approval to the suggestion that member-stations tape-record important aspects of the economy of the

We agree-

Kingston is important but

don't neglect the wealthy market that surrounds it!

When you use CKWS, you cover more than Kingston and Frontenac county. You reach and sell *nine* other counties with plenty of spending power (1955-56 grocery and combination store sales totalled over 51 million dollars.* BBM — 40,100). Get your advertising message across to this rich area with CKWS - Kingston.

*Canadian Retail Sales Index, 1955-56.

CKWS - Kingston

5000 WATTS

960 KCs

The Town and Country
Salesman
of Eastern Ontario

Reps:

NBS in Canada

WEED in USA

BETTER ALL THE TIME

Yes, things in CFNB's wide coverage area are getting better all the time. More expansion — more work — more money — more leisure time. CFNB can get your sales message to these industrious New Brunswickers faster, more efficiently, and for less money than any other medium. CFNB is your best buy in New Brunswick!

CFNB

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Have our Reps give you the full story — see:

The All-Canada Man.
Weed & Co. in the United States.



FRED LYNDS



JIM ALLARD

areas they serve and circulate these tapes among member stations so that a picture of the entire Atlantic community might be available to all.

The AAB also gave its go-ahead to a plan which would give impetus to the growing tourist industry by having member stations prepare and record programs outlining the positive attractions of their own areas. These recordings would be made available to both Canadian and U.S. stations.

It is fully realized by the AAB that any program series, no matter how deserving of public attention, will not receive it unless it is attractively presented and properly advertised. Therefore, the Association agreed that the shows must be entertaining and that they must be heard outside the Atlantic area. The co-operation of other regional broadcaster associations has been secured so that the programs may have presentation on a reciprocal basis. By this, it is meant that the AAB would broadcast programs produced in, say, BC or central Canada, giving publicity to the tourist attractions to be found in those other regions as well.

"We have," said Mr. Hirtle, "agreed to assume the responsibility for production, talent and distribution of these programs if the departments of Trade and Industry of the Atlantic provinces will assume responsibility for scripting and writing the series."

NATIONAL ASSOCIATION

T. James Allard, executive vice-president of the CARTB, told this reporter that his organization was "completing plans for an extension of its comprehensive service to the radio and television broadcasting industry, designed to emphasize the

value of the twin-broadcasting medium to advertisers and to the public."

Fred Lynds, CARTB president, summed up the approach to the new year this way: "It is hard to say what will happen, without a crystal ball. The Royal Commission report will set the pattern for TV and it will in all possibility mean an end to the present 'single-channel' policy.

"Television is the best thing that ever happened to radio. Radio is now getting back to being the useful thing it used to be. "I can see nothing but good ahead for both radio and TV."

Mr. Lynds also stressed the importance of the "positive approach" to the problems faced by private broadcasters. Declared the CARTB president: "Private broadcasting's shortcoming is not that it fails to do worthwhile things but that it fails to talk about them."

FROM HUNTSVILLE
TO HEARST
THERE ARE
307,000 PEOPLE.

CKGB TIMMINS

CJKL KIRKLAND LAKE

CFCH NORTH BAY

REACHES 'EM ALL!

CALL National Broadcast Sales, Toronto
Weed & Company in the U.S.

There's a
BEST BUY
IN
EVERY MARKET..

There's
Only **ONE!**

BUY IN THE
Prosperous
SOUTH ALBERTA
MARKET

cjoc
1220 LETHBRIDGE
10,000 WATTS

why not ?

CHOV

1000 WATTS

PEMBROKE ONT.

Reps.: Horace N. Stovin

1956 B.B.M. FIGURES SHOW

Daytime—148,660 radio homes

Night time—117,020 radio homes

LISTEN TO
CFQC REGULARLY

Place Your Advertising Where It Does The Most

CONTACT OUR REPS:

Radio Reps - Canada
Canadian Station Reps - U.S.A.



THE RADIO HUB OF SASKATCHEWAN



RADIO

SOLD BY

Stephens & Towndrow
Limited

Toronto Montreal

EXCLUSIVELY

CKSL London

MUSIC MUST PLEASE THE LISTENERS

by IAN GRANT

"DISC JOCKEYS ARE not relaxed enough while they are on the air." This is the contention of the manager of London's new radio station, CKSL.

J. Lyman Potts, who left CKOC, Hamilton, to take charge of the London operation, feels that many announcers tend to arrange their programs to suit themselves and not

their listeners.

He tries to correct these faults by getting his mikemen to talk about every day things of interest to listeners, besides reading commercials and introducing the musical numbers.

Along these lines, he mentioned comments about a well-dressed store window the deejay noticed on his way to the station; something the baby said; the dog did. He also insists that they keep careful check on their program arrangements, making sure that they choose discs the listeners will like rather than their own favorites, and play them at the right volume - - not so loud at lunch, for instance, when people want to relax.

Potts, who proudly parades his ratings, credits the success of his station to the combination of three things - - "good programming, good promotion and good sales".

When the station went on the air last June, Lyman realized that it would have to run smoothly right from the start, due especially to local competition from radio and TV stations already well established. He gathered together a select crew of experienced radio people and went to work.

THEY SHALL HAVE MUSIC

Between them they decided to base their program policy around music. This was, perhaps, the natural course to follow, since all the transcribed programs, soap operas and coverage of local sports was handled by the other stations.

Potts feels that, considering the length of time the station has been operating, the support of the local merchants has been "really phenomenal". He says his local sponsors believe in catering to the younger generation, since they will grow into tomorrow's customers.

Since music is one of CKSL's primary interests, the selection of recordings is important. They use no 78 rpm. recordings - - just 33 1/3's and 45's. The record library is very carefully tabulated and kept up to date with all the latest releases.

RESUME OF PROGRAMS

The early morning hours are taken up by the usual news, sports and weather reports, supplemented by breakfast music.

During the morning and afternoon hours, the music is selected to suit one person - - the housewife. For example, if it is too loud, the radio gets turned down. This not only fades the music, but also the commercial, and so the sales value to the sponsor.

Lyman likes to arrange his commercials, so that, in the morning, for instance, when presumably the housewife is doing her chores, something pertaining to housework is advertised; food products at meal times; care accessories at nights.

Two people have to be catered to during the early evening - - the father and the youngsters. The father likes to relax with the paper and listen to the news and sports. At the same time the kids want to be able to hear the latest hit tunes, before they settle down to their homework.

A special feature of CKSL comes on from 8 p.m. to 10 p.m. called *Adventure in Music*. The program brings back recordings of the Broadway musicals and well known composers.

From then on, they swing into popular music until the early morning. They combine top current hits with old standards. The standards, they feel, are welcomed by the older generation, because they bring back memories of when they were young. Potts says leaders like Glen Miller, Tommy Dorsey and Artie Shaw will always be popular with all ages.

Chrysler Buys Welk On 'EY

ONE of America's top-rated band leaders, Lawrence Welk, will soon be heard on *The Lawrence Welk Show*, over CKEY.

The programs, sponsored by the Chrysler Corporation, will go on the air Sunday, Jan. 6 from 2.05 to 2:30 p.m. and run for 26 weeks.

The advertising agency handling the Chrysler account is Ross Roy of Canada Ltd., Windsor, where Ron A. Post is the account executive.

How to RING the BELL IN THE WESTERN SUPER MARKET!

GET THE FACTS ABOUT FIESTA ON CFCN CALGARY

Move your product faster in the extensive market served by Calgary's powerful 10,000 - watt "Voice of the Prairies".

CFCN presents FIESTA . . . a new, fast-paced quiz show that means cash-register results for all co-sponsors. Today . . . send for the facts about fabulous FIESTA!

CFCN Dial 1060 CALGARY

FACTUAL BROCHURE contains full information about FIESTA . . . plus a recorded sample of the show. Ask Radio Representatives Ltd. or write . . .

IN CALGARY



C K B W

BRIDGEWATER **NOVA SCOTIA**

Nova Scotia's second largest industry - Mersey Paper Co. Ltd. - is Located in CKBW's primary area. Annual Payroll is over four million dollars.

Serving the Wealthy South Shore

RADIO REPS in CANADA
DONALD COOKE in the USA

MEMO

SELL

Central Ontario's rich Rural-Urban Market with CFOR's 5000 watts.

1956 Weekly BBM - 42,090!

For the complete story call our Reps

reps
STEPHENS & TOWNDROW Ltd
TORONTO

Appointments

START NEW YEAR IN KEY POSITIONS



NEW APPOINTMENTS or promotions within the past month include the following, reading from left to right:

Pat Freeman, formerly general manager of the Canadian Association of Advertising Agencies, becomes vice-president and general manager of Foote, Cone and Belding Canada Ltd. He was also a former director of sales and research for the CARTB.

At the same agency, John Whitehead has been appointed a senior account executive. He was a vice-president and account executive at Willis Advertising Ltd. and was also a former advertising manager of Shirriff's Ltd.

J. Stanley Moore has joined the Montreal office of McKim Advertising Ltd. as production supervisor in the radio and TV department. He was formerly senior producer-director for Crawley Films Ltd., Ottawa.

Murray W. Marshall has been appointed to the position of supervisor of the workshop of S. W. Caldwell, Ltd. at the Caldwell Queensway Film Studios.

Re-Appoint CBC Governors

DOCTOR G. Douglas Steel and Kenneth G. Montgomery were re-appointed to the board of governors of the CBC last month.

The 74-year old Dr. Steel, of York, P.E.I. is the former head of Prince of Wales College in Charlottetown.

An Edmonton businessman and past president of the Eskimo Football Club, K. G. Montgomery will be entering his second term.

Gain CARTB Recognition

THE FOLLOWING firms have been added to the CARTB list of enfranchised advertising agencies: Cardon, Rose Ltd., 1231 St. Catherine St. W., Montreal 25, P.Q. and G. R. Sauviat & Associates, 1448A Mountain St., Montreal, P.Q.

Wins US Award

TONY ANTONIAS, copy chief at CKNW, Vancouver, received an award last month from the Advertising Association of the West for winning special honorable mention for outstanding radio commercials. Mayor Earle Glade of Salt Lake City made the presentation.

CKOY Employees Decertify

AN APPLICATION for decertification of the National Association of Broadcast Employees and Technicians as bargaining agent for

32 employees of CKOY, Ltd., Ottawa, was granted by the Canada Labor Relations Board last month.

Dwayne A. Johns and David Johnson, both employed by the station made the application last September. There was no request for a vote and none taken. The union was certified as bargaining agent on June 24, 1953.

A 58-day strike at CKOY ended on October 24, 1955 after the union and the station could not successfully negotiate a collective agreement. The strike ended with a contract retroactive to June 1, 1955 and ending last November 30.

Radio Men Head Ad Club

THE NEW executives for the Ad and Sales Bureau of the Vancouver Board of Trade include Jack Sayers, CFUN, Clare Copeland, CKWX, both of Vancouver and Bill Surplus of CKNW, New Westminster.

G. N. MACKENZIE LIMITED HAS ^{the} SHOWS
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

CKOK-land *Now,* **HERE ARE THE SPONSORS**

We have shown you the Scenery and the People.



Photo by Cameo Photo Supplies.

HOTEL PRINCE CHARLES which sponsors the daily 5 p.m. newscast plus spots and a weekly half hour program, spend 95% of their advertising budget with CKOK. Pictured in front of the hotel are the Loughdees — Evans and Al — who own it.

Served by
RADIO STATION CKOK, PENTICTON, B.C.

Represented by
HUNT in VANCOUVER • MULVIHILL in TORONTO & MONTREAL • FORJOE in U.S.A.

THESE MEN KNOW THE KINGSTON MARKET!

KINGSTON RETAILERS

PREFER

CKLC

2 TO 1*

OVER KINGSTON'S SECOND STATION!

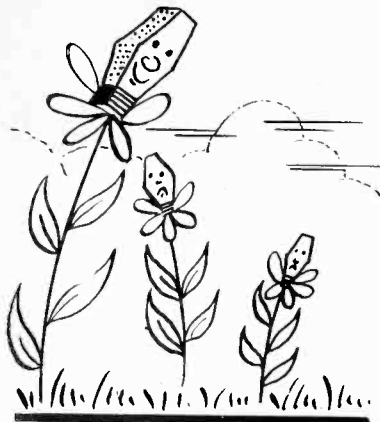
* (July 1956 Elliott-Haynes Survey amongst 100 retailers in Kingston and area.)

BUY CKLC

CHOICE
THE VOICE OF KINGSTON

Contact:
Horace N. Stovin (Can.)
Forjoe & Co. (U.S.A.)

**ALWAYS
GROWING**



For 31 years CHNS has stayed ahead of the Times . . . proof of the quality you buy when you buy CHNS. Aged in experience, our ideas are ever new. To set your sights on the Top - - buy CHNS. Remember Time itself has proven over and over again that

CHNS
The Voice and Choice of Halifax.

Kingston Penitentiary

EX-ANNOUNCER AIRS PRISONERS' CHRISTMAS APPEAL



A FORMER RADIO announcer, "Robbie" has a chance to get on the air again. Two other prisoners also broadcast appeals for donations and introduced records. The photo was taken by a prisoner photographer.

THANKS TO "Harry the Horse", "Big Julie" and their fellow prisoners in the penitentiary, the kiddies at the Sunnyside and Heathfield orphanages in Kingston had a very merry Christmas last month.

Radio station CKWS turned over all its air time one evening prior to Christmas day to the inmates of the Big House who produced their own show to raise money for

a party for the children. Listeners called the prison where the convicts were standing by to take pledges and musical requests.

The sponsors of the project, the Kiwanis Club of West Kingston, had members circulating through the city collecting the money which almost reached the \$500 mark.

The commissioner of penitentiaries, Major-General R. B. Gibson, gave the inmates his personal blessings. Throughout the evening, the commissioner; W. J. Henderson, Liberal member of Parliament for Kingston; Mayor R. E. McCullough of Kingston and other dignitaries were on the air giving their endorsement to the project.

According to the chairman of the Inmates Committee, the prisoners enjoyed themselves thoroughly.

"The public must be reminded," he said, "that men in prison are most charitable and always respond quite readily to the needy and unfortunate, because they well understand the plight of unfortunates. We want the public to be aware that we are always ready, when-

ever permitted to do so, to assist in any move that will contribute happiness to others."

Inmates at the women's penitentiary also took part in the program. Earlier in the day, the prison choir tape-recorded several Christmas carols and girls who called themselves only by their first names, made appeals for donations.

Several of the prisoners had a few dollars saved up, which they turned over, so that the orphan kiddies could have their Christmas party.

W. J. Henderson MP, said that although the inmates had lost their liberty, that they had not given up their membership in the human race.

"They have taken this constructive step," he said, "towards doing something that is really in the spirit of Christmas - - helping those who are unable to help themselves."

Bike Marks Anniversary

DURING the tenth anniversary celebrations at CFBC, Saint John, N.B. last month, the station presented a bicycle to ten year old Darlene Garron who was born on the same day CFBC took to the air.

**THE BOARD OF DIRECTORS OF
RADIO STATION CJDC LIMITED**

announce

the appointment of

HENRY L. MICHAUD

as President and Operator of

RADIO STATION CJDC, DAWSON CREEK, B.C.

He succeeds his father
The Late W. B. Michaud
as Owner of the Broadcasting Company.

Mr. Mike Lavern retains his position
as Station Manager.

Signed:
The Board of Directors of
RADIO STATION CJDC LIMITED,
Dawson Creek, B.C.

CJEM-RADIO
Edmundston, New Brunswick

New Brunswick's
**HIGHEST PER FAMILY
INCOME COUNTIES ARE**

- 1. Madawaska
- 2. Restigouche

**BOTH in CJEM's coverage
area. A wise choice in
New Brunswick is:**

CJEM-RADIO
1,000 watts

Ask the Stovin Boys

**QUEBEC
isn't
a problem
with**

CJEM
1000 WATTS 1280 K.C.

Representatives
OMER RENAUD & Co
TORONTO MONTREAL
IN U.S.A. WEED & CO.



EITHER — OR

CBC's TV show, *Christmas With The Stars*, was so good, we can't help wondering whether they just let it roll without a producer, or if perhaps, for this special occasion, they used one.

XMAS LEFT-OVER

Starkle! Starkle! Little twink! Who the heck I are you think? I'm not under the affluence of incohol
Like some thinkle peep I are.
Swiped for CB & T by Jo-Anne.

ENDURANCE CONTEST

Then there's the gal who was so dumb that when her boss told her he had just flown in from Vancouver, she couldn't help thinking how tired his arms must be.

ACID TEST

Maybe the Fowler Commission will recommend to the government that it advise the Department of Transport to instruct the CBC to subject all commercial copy to a lie detector before it is broadcast.

HELP WANTED

Newspaper has opening for columnist with good style and wide experience. Excellent working conditions and good future. Applicants must understand that there is no salary connected with this job, but at least one weekly shot on CBC-TV is absolutely guaranteed, plus free publicity from national magazines.

PAN MAIL

Sir: I am a regular and avid Lewisite reader. It brings back so many fond memories of my almost forgotten youth.

— O.H.O.

PERTINENT QUESTION

Before they spill, copywriters and announcers might well ask themselves the question: "Is this word absolutely necessary?"

STRICTLY NEW LAID

To prove the originality of this column, please note that it is being written on a train and the man across the aisle has just swiped my New Yorker.

AT LIBERTY

Character actor with white beard and wig. Just closed in smash hit as genial old gentleman with infectious laugh. Interested in villain role in horror serial. Adept as murderer, ghoul or supernatural monster. Available until December 24, 1957.

'WX COVERS THE COAST

PHILIPS' BIG OPENING IS PACKAGED BY CKWX

Confidence in booming B.C. resulted in the opening of the new Philips Industries Ltd. building. CKWX helped with arrangements which included this on-the-spot broadcast. Here, Attorney-General Robert Bonner declares the building officially open. With him is Mr. Al Lucas, Philips regional supervisor.



RECIPES TESTED BY NINA AND CAL INTRIGUE LISTENERS

Rehearsal time for "Our Neighbour Nina" finds 'WX staffers Nina Anthony and Cal George in the CKWX kitchen. Their project: pre-test a recipe for their daily afternoon show, from 2:05 to 3:00 p.m. Recipes form only part of "Our Neighbour Nina". Nina and Cal tell where to shop for best buys, give household hints, and discuss personalities of the entertainment world. A cheery show enjoyed by B.C.'s womenfolk.



CKWX RINK-SIDE REPORTS GIVE THRILLS AND SPILLS

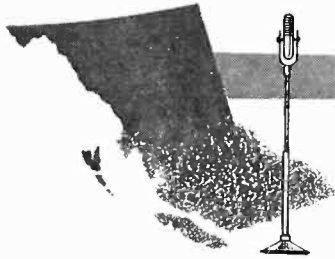
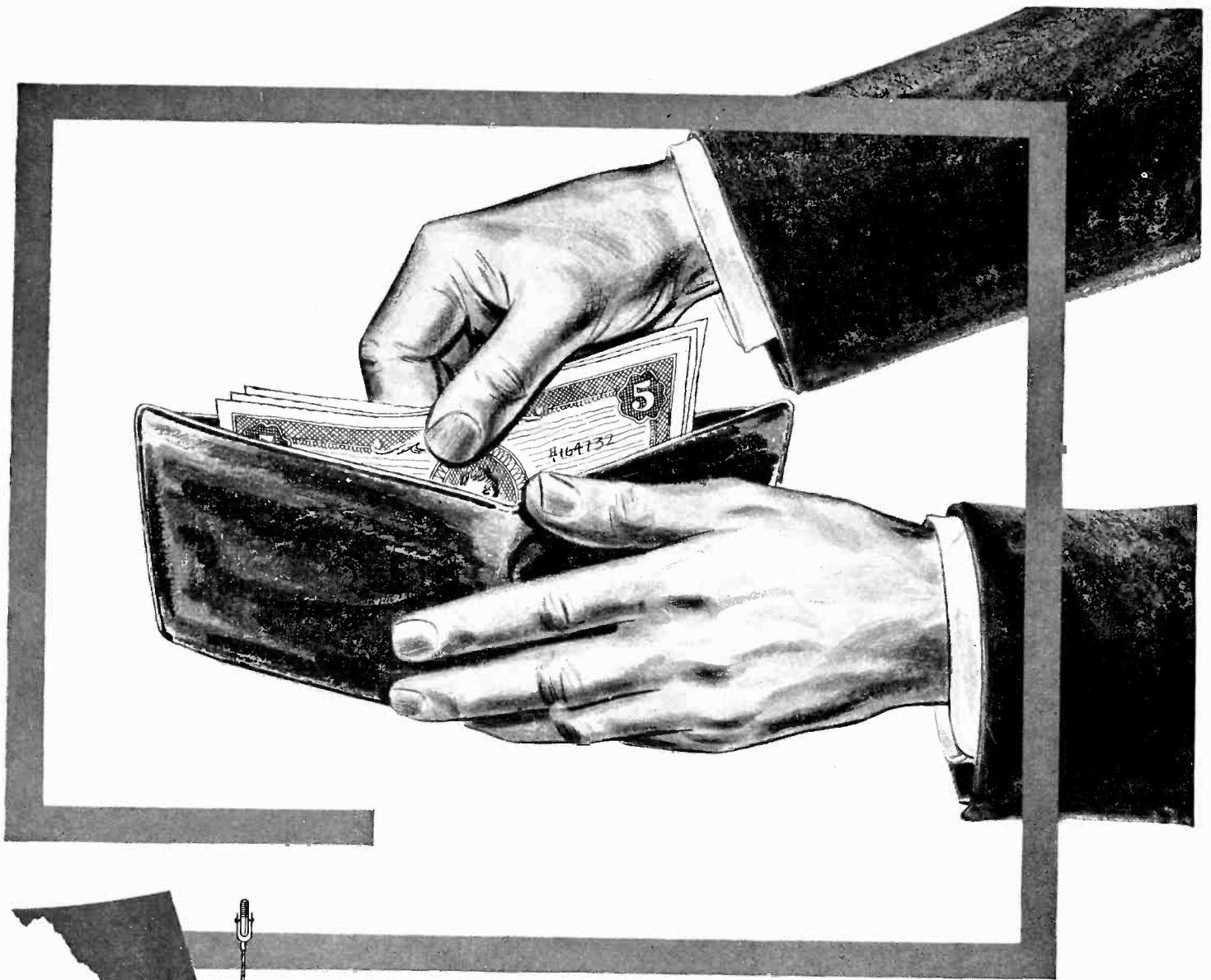
CKWX Sports Director Bill Stephenson broadcasts Western Hockey League games direct from Vancouver's Exhibition Forum. Stephenson relays all the speed and excitement of Canada's fastest sport right into listeners' livingrooms! His "Sports Desk", aired four times daily over CKWX at 6:55 and 8:10 a.m., 6:15 and 11:05 p.m. is another favorite.

CKWX

RADIO VANCOUVER



REPS: All-Canada Radio Facilities Ltd./Weed and Company



IN THE BIG BOOMING B.C. MARKET...

B.C. RADIO DELIVERS THE CUSTOMERS!

CHWK CHILLIWACK
 CJDC DAWSON CREEK
 CFJC KAMLOOPS
 CKOV KELOWNA
 CHUB NANAIMO
 CKLN NELSON
 CKNW NEW WESTMINSTER
 CKLG NORTH VANCOUVER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL
 CJOR VANCOUVER
 C-FUN VANCOUVER
 CKWX VANCOUVER
 CJIB VERNON
 CKDA VICTORIA
 CJVI VICTORIA

B.C.'s fabulous post-war growth has created a king-size, big-buying market of over 1¼ million people.

You cover this rich, responsive market completely when you schedule B.C. radio. 584,000* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

British Columbians are radio listeners . . . with money to spend! Small wonder more national advertisers are using more B.C. radio than ever.

*D.B.S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

U.S. AND CANADIAN TELE-BRASS TO HIGHLIGHT SEMINAR

THE NEWLY-APPOINTED president of the Television Bureau of Advertising, New York City, Norman E. (Pete) Cash and Don Jamieson, general manager of CJON-TV, St. John's are the two main speakers on the agenda for the annual TV Seminar in Toronto on January 17.

In addition to the two television executives, eight heads of various types of businesses recruited by television stations in their respective areas will present their reasons for using TV advertising and the results they obtained through the medium.

Cash, who succeeded Oliver Treyz in his present position, will give an audio-visual display of the effectiveness of television which is based on a nation-wide survey of the industry. His subject is "Television 1957".



PETE CASH

Formerly with NBC as station relations director, Pete Cash has also been general sales manager of the Crosley Corp. and network eastern sales manager of ABC.

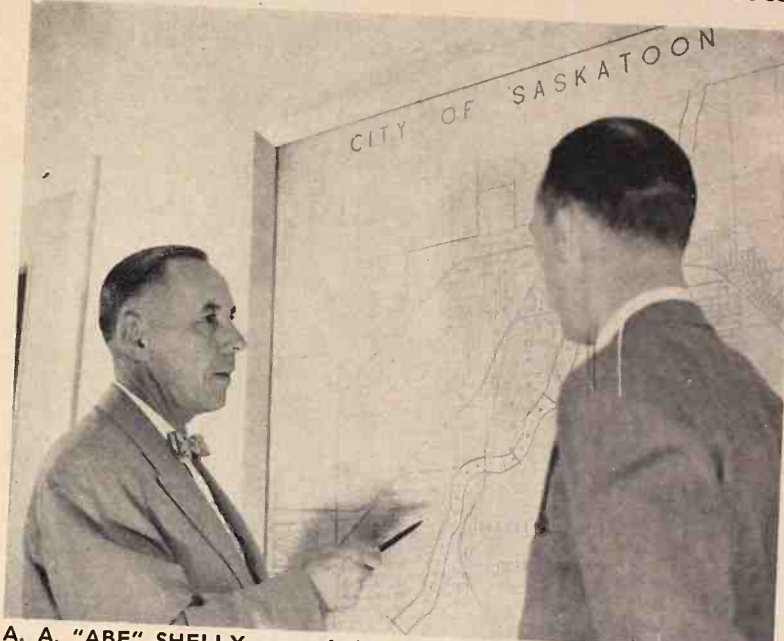
TV ON THE LOCAL LEVEL

"The Importance of the Local Station to the National Advertiser", is the title of the address to be made by Don Jamieson. He will particularly stress the aspect of his subject which deals with "captive audiences", as in areas like Newfoundland.

The president of Shelly Bros. in Saskatoon which operates the 30 O.K. Economy Food Stores in that city, Abe Shelly will relate his experiences with television in two markets, for the promotion of supermarket sales. Mr. Shelly is being sponsored by CFQC-TV.

Al Starko, manager of Page Cleaners and Furriers, Edmonton, and sponsored by CFRN-TV in that city, will explain the results he obtained through the use of a TV advertising schedule which grew from spots to co-sponsorship of weekly syndicated half-hour shows.

The executive director of the Saskatchewan Government Travel and News Information Services, Holland Blaine, sponsored by CKCK-TV, Regina, will report on his origination of a weekly half-hour informal TV show on that station when he was public relations director of the Saskatchewan Power Corporation. The program has since been telecast on CFQC-TV, Saskatoon as well.



A. A. "ABE" SHELLY, one of the panel members on the Seminar, is shown above chatting with CFQC-TV station manager, Blair Nelson. They are discussing the site of the proposed new O.K. Economy supermarket in Saskatoon. Shelly is the president of the food chain which has 12 stores in the city at present.

REPORT ON CO-OPS

Alex Miller, area supervisor of the United Co-Op field staff in Grey and Bruce Counties, Ontario, will explain how the program *Focus On The Farm* came into being on CKNX-TV, Wingham, Ont. Invited to the seminar by that station, he was largely responsible for the organizing of the co-sponsorship of the program by the district's 20 Co-Ops.

Sponsored by CKGN-TV, North Bay, Lester Zufelt, managing director of the Red & White Stores in that city and director of the National Grocers Association, will relate how a weekly half-hour live western musical variety type TV show on CKGN-TV, increased business for the retail grocery stores under his direction.

Stan Ault, sponsored by CJIC-TV, Sault Ste. Marie, will explain how television helped him to become the owner of the largest paint and wallpaper shop in the city. His TV budget is in excess of \$900 a month, which includes sponsorship of a half hour syndicated show each week, a daily ID and spots on the Sunday night late movie.

SAVED SAGGING DEALERSHIP

Introduced by CKVR-TV, Barrie, Doug Hanna, a Ford-Monarch dealer from Stayner will relate how television helped him to change a sagging dealership into one of the most successful automobile businesses in Simcoe county.

CKCW-TV, Moncton, will bring Geoff Hogan, owner of Brunswick

Furriers in that city. His remarks will deal with how he built his business from the upstairs of his home into the largest retail fur store in downtown Moncton and what part television played in the expansion.

Two thousand invitations have been mailed out for the Seminar which will be held at the Boulevard Club in Toronto. Between four and five hundred advertisers, advertising agency executives and television sales personnel are expected to attend.

Hungarian Relief

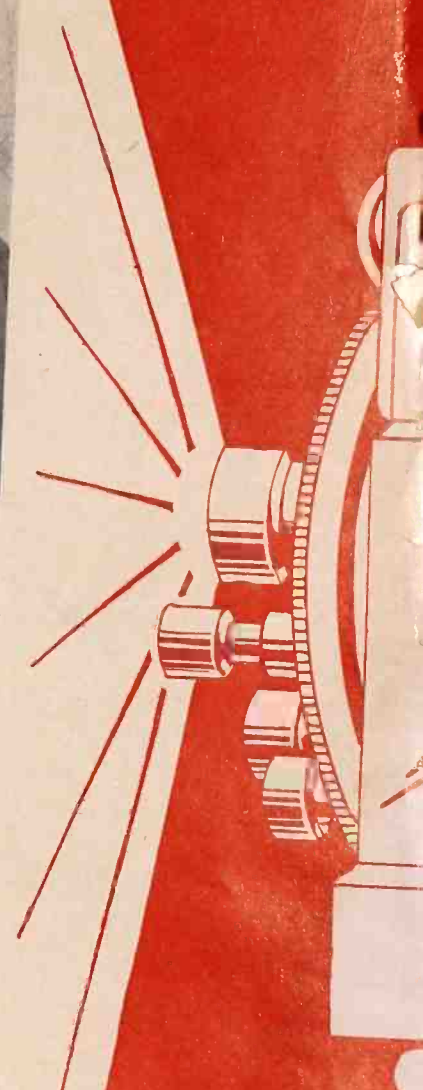
A SIMULCAST BY CJIC and CJIC-TV Sault Ste. Marie, of a local talent show, raised \$2,250 for that city's Hungarian Relief fund last Saturday.

Pledges for the fund were received from as far as Marquette, Mich., 100 miles west and Blind River, 90 miles east.

George Nixon, liberal member of parliament for Algoma West, who played the harmonica for almost half an hour, accompanied by his lawyer son, were among the highlights of the show.

Builders Cite 2 Stations

THE TELEVISION awards of the National House Builders Association were won by CHCH-TV, Hamilton and CKLW-TV, Windsor last month. The awards, which were in connection with the National Home Week contest sponsored by the organization, were also given to several daily and weekly newspapers.



Color Television

DEALERS SHOULD HELP REMOVE COLOR ROADBLOCK

THE EXECUTIVE vice-president of the Canadian Admiral Corp. Ltd., Stuart D. Brownlee, told a sales meeting of appliance dealers last month that at least one of the independent TV stations in Canada has its color telecasting equipment.

"This station," he said, "is blocked from broadcasting in color because it is told by those in control of Canadian broadcasting policy that its TV license was granted for black and white only."

He told the dealers that they should do everything in their power to remove "the roadblock that is preventing the telecasting of US network color shows in Canada".

Pointing out that it was obvious that there must be color programming before it would be feasible to

sell color television sets, he said that automobiles don't sell in areas where there are no roads and that electric ranges and refrigerators don't sell where there are no power lines.

He referred to the average cost of converting present stations to color which is estimated at about \$40,000 as "peanuts, when one considers that the discriminatory excise tax on black and white television receivers and replacement tubes provided the CBC with revenue of over \$23,000,000 in the past year alone".

Given a reasonable chance to get economical production volumes, he maintained that the Canadian TV manufacturing industry could do "just as good a job, pricewise, for the Canadian consumer as the US television industry".

He said that this has been proven in black and white television.

COLOR WILL DO MORE

"Take a look at our present TV prices compared with those in the USA, where the consumer is not burdened with 10 per cent sales tax plus 15 per cent excise tax," he told his audience.

"It is fundamental that we must

have volume markets to accomplish further price reductions in color television receivers and we are going to be under a terrible handicap if we sit back and let those responsible for broadcasting policies take the dog-in-the-manger attitude that they will not allow any color television in Canada until they are ready and willing to produce Canadian-originated color shows," he claimed.

Brownlee told the dealers that color television is ready for the Canadian public, stating that the present 21-inch color sets are of adequate screen size and give excellent performance and service. He said that color receivers are being sold in "very gratifying quantities" in the Toronto, Hamilton, Niagara Peninsula and Windsor areas.

"Color television will cost more, but it will do more and give more," he concluded.

T'caster To Write Articles

MRS. CAROL PROCTOR, psychiatric social worker for the Moncton Mental Health Clinic, made a guest appearance last May on CKCW-TV's afternoon show, *Coffee Chatter*. Her discussions on Child Psychology became so popular with the station's viewers that she is featured on a regular segment of the show each week.

The social worker's appearances on the Moncton television station's program came to the attention of the Canadian Association of Social Workers with headquarters in Ottawa. This national organization asked her to write a series of articles on the value of television in educating the public in various fields of social work with special emphasis on her CKCW-TV telecasts.

CNR Appointments

W. T. SANDERSON has been appointed supervisor of broadcast services of the Canadian National Railways. He succeeds Ted Allen who has been appointed administrative assistant in Toronto.

IT'S

Gord **S** hale

Lloyd **M** cQuiggin

Don **A** lexander

Geoff **R** amsey

Hugo **T** app

TO BUY

CHEX-TV

CH. 12

PETERBOROUGH

For a total of more than 25 years, these men have been in the broadcasting industry. They offer what it takes to attract and keep viewers. They offer experience and good taste.

Gord Shale, news director, Lloyd McQuiggin, sports director. Don Alexander, commercial announcer. Geoff Ramsey, weathercaster. Hugo Tapp, commercial announcer.

Their experience turns a Test market into a Best market.

REPS. — ALL CANADA, WEED & CO.



by Shepherd Mead

Did you know that you can be stupid, incompetent, and even moderately repulsive and still make a fortune in television? The author not only shows you how but takes you step by step through any aspect of the business you happen to prefer. Many careers await the reader, all described with loving detail and with case histories which we have carefully screened for libel.

At all bookstores \$2.95

The MUSSON BOOK COMPANY Ltd.

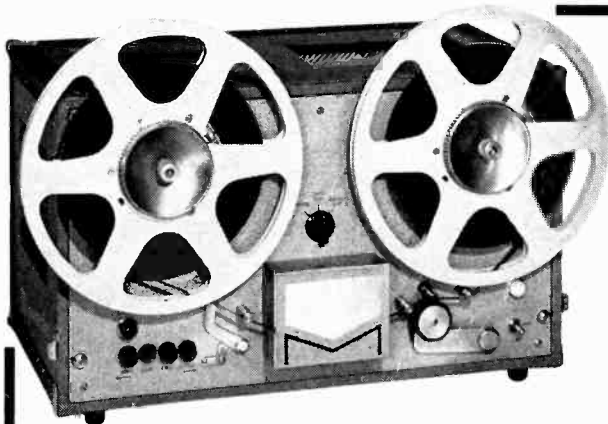
The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market



instantly converts your present recording equipment to the industry's highest standards... the magnificent new

magnecord

P 63 - AX

To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P-63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models): your equipment equals the finest made. Thus you save the cost of a new amplifier.

SEE YOUR LOCAL AUTHORIZED MAGNECORD DEALER OR WRITE US DIRECT

MAGNECORD CANADA LTD. 3745 BLOOR ST. WEST, TORONTO, ONT.

Ted Barr's

TELE-TATTLE

CANADIAN EXPATRIATES Bernard and Barbara (Kelly) Braden were feted on Boxing Day when the BBC visited their ancient home on a creek off the Thames River. In what approximates the Canadian *Graphic* or the American *Person to Person*, the British television network introduced the entire Braden household including Christopher, aged thirteen; his sisters, Kelly, aged twelve and Kim aged eight; Souffle, the poodle and Patsy, the pony. A section of "Creek House" is very old and it is reputed that Charles Dickens wrote part of "Oliver Twist" there.

DURING THE FILMING of a television commercial at the Aluminum Company Ltd. plant in Kingston, Ontario, last month, Ted Smith of the J. Walter Thompson Company, New York City, died suddenly on the set. He was film supervisor for the agency.

MILDRED FREED ALBERG was recently appointed an executive producer of NBC. Canadian-born, she was a former free-lance writer, radio producer and director of information for CARE before entering the video world. Her husband is also a Canadian actor, Somer Alberg.

THE MODUS OPERANDI of some TV script writer is apparently at fault or then again he may have been operating in accordance with the TV code which says scripts must stress the point that "crime does not pay". In any case, an unmasked thug who said he'd seen it on television burst into the Thomas Kolar residence in Arnprior recently and forced Mrs. Kolar to hand over \$50 at gunpoint. The man was recognized by the victim and was picked up in Ottawa shortly after the robbery, in a cab he had hired in Arnprior to make his getaway. Maybe he didn't wait for the end of the TV program which inspired him.

FORMERLY production supervisor, Neil Harris has been promoted to assistant production manager at CKCK-TV, Regina. His new duties include co-ordination of all production facilities and commercial planning. He was once musical director for the Saskatchewan Golden Jubilee in 1955.

ACCORDING to a report in the *FINANCIAL POST* in a special section dealing with Italy, during a TV quiz program in that country, a cameraman, "apparently tired of focusing on an elderly man trying to recall the name of a catchy tune, swung his camera to the audience and caught a close-up of a pretty girl who had slipped off her shoe and was beating time with a delicately turned, nylon-sheathed foot". A little imagination behind the camera goes a long, long way.

CBC PERSONALITIES Jackie Rae and Frank Peppiatt, along with Jim Karfilis, have opened a new nitery called The Stage Door on Yonge St. in Toronto where the Corsair tavern used to be. The owners hope that it will become a meeting place for people in show business. Decor is by David Yeddeau and the specialties of the house include steaks and roast beef.

THE ONE-HOUR shutdown called the "toddlers' Truce" will end in the U.K. next month. When the *Children's Hour* program ended at six p.m., the BBC has been suspending operations for a one-hour period so that the small fry can be bedded down. Commercial TV has been following the same pattern since its inception 15 months ago although the blank hour has meant a loss of a sorely needed advertising revenue. It was announced in the Commons that both channels will be free to broadcast during the periods they think best starting Feb. 16. TV time will still be limited to an eight hour day.

MAKE A New Year's note that if there's anything new with you in the television-film field - - tell it to Tele-Tattle.

POINTS OF SALE

Have a
GOOD BUSINESS
New Year
by placing
YOUR SALES MESSAGE
on
THESE PROGRESSIVE STATIONS

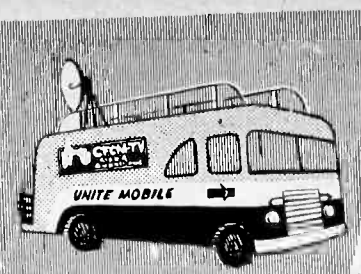
CKVR-TV
Channel 3
CKGN-TV
North Bay

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554
MONTREAL
1543 Crescent St.
MURRAY MACIVOR
PL. 1097



G. N. MACKENZIE LIMITED HAS the SHOWS
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

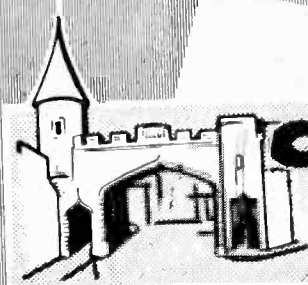


Available

Mobile Unit

For rental on any type of Mobile telecast in Quebec or Ontario.

Unit complete with microwave facilities consists of: trained personnel, 2 RCA field cameras with a choice of lenses including a 17½" telephoto and a variable focal-length lens 3" — 30".



CFCM-TV
CHANNEL 4
QUEBEC CITY

see

JOS. A. HARDY in MONTREAL OR TORONTO
or call MURRAY 3-4985, Quebec City
for free estimates.

Best TV Buy in British Columbia

KVOS-TV

BIGGEST AUDIENCE*

(SHARE OF AUDIENCE WEEKLY 7:00 — 10:30 P.M.)

KVOS-TV	41%
Station A — Vancouver	33%
Station B	4%
Station C	10%
Station D	12%

*INTERNATIONAL SURVEYS LTD.

AT LOWEST COST

	KVOS-TV	Station A (Vancouver)
20 secs.	\$ 70.00	\$116.00
1 min.	\$ 70.00	\$145.00
30. min.	\$210.00	\$348.00

KVOS-TV

CHANNEL 12



Reps: Horace N. Stovin & Co. • Montreal • Toronto • Winnipeg
Forloe TV Inc. • New York • Chicago • Los Angeles • San Francisco
Offices: 1687 W. Broadway • Vancouver, B.C. • CHerry 5142

Memo to
ADVERTISERS
 and
AGENCIES

You have your invitation for the

**2nd Annual
 TV
 SEMINAR**

THE TIME —
Thursday
January 17
 1:45 — 6:00 p.m.

THE PLACE —
**BOULEVARD
 CLUB**
 Toronto

ADMISSION —
By Invitation
 (No charge)

THE SPONSORS —
**The Television
 Representatives
 Association**
 Toronto

Foolish Fred Says:

ANIMATED TV CARTOONS SELL SAFETY

A SERIES OF TEN animated safety commercials have recently been released to the CBC and private stations by Cinemation Limited of Toronto.

Designed to make Canadians safety-conscious in 1957, the series was produced for the All Canada Insurance Federation through Public and Industrial Relations, Ltd.

In line with the animation approach visually, scripts are all of the limerick type and feature various characters making the common mistakes which cause the most acci-

dents. For example, a 20-second spot on Fire Prevention stars "Foolish Fred:"

*Foolish Fred would smoke in bed
 Each night when he'd retire
 The thing that Foolish Fred
 forgot was - -
 Where there's smoke there's fire!*

And then the straight commercial: "Don't smoke in bed. It's a dangerous luxury you can't afford."

Other characters in the series include "Hairbrained Hal," who drives like crazy; "Goodtime Joe," who drives after drinking and "Friendly Frank" whose house is an accident centre.

Considerable research was done by the film company with the Canadian Highway Safety Conference, the Ontario Fire Marshal's office, the CBC and the agency. This insured that the spots, in addition to being authoritative in themselves, would also cover the most common types of safety problems.

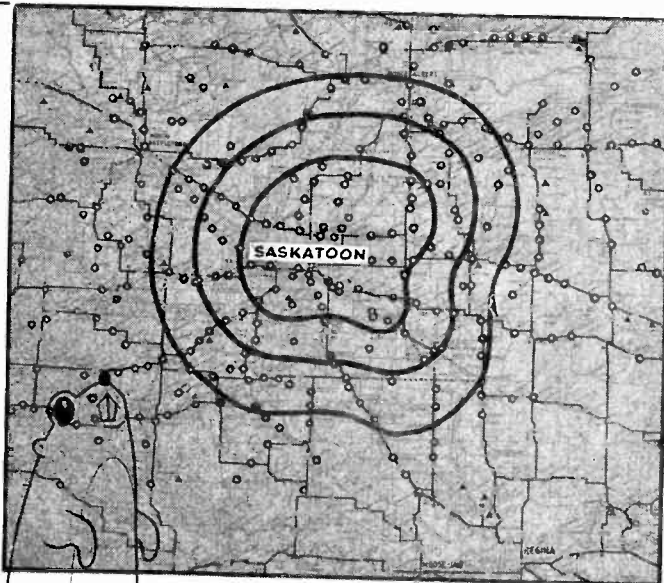
Lyrics were written by Arthur Samuels of Montreal, who also did the commentaries. Storyboards and characterizations were the responsibility of Avron Yanovsky and Allan Ackman supervised animation and camera. Henry Orenstein was in charge of production. The sound transfer and release prints were handled by Northern Motion Picture Laboratories in Toronto.

**GOING
 PLACES?**



You can duck all the fuss and bother of making reservations for your next business trip or vacation with just one phone call!

**CLAIRE WALLACE
 TRAVEL BUREAU**
 1110 Yonge Street, Toronto
 WA. 3-8471



"EVERYONE WATCHES CHANNEL 8! WHY, JUST LOOK AT THE PLACES WE GET LETTERS FROM! PEOPLE AS FAR AWAY AS 100 MILES WRITE TO US ABOUT OUR SHOWS. EVERYBODY — JUST EVERYBODY WATCHES CFQC-TV!"

Mail response to live shows, "Your Weatherman" and "Just Corny at Large" brought letters from places pin-pointed on the map. For the finest in coverage. . . .

See Our Reps! Canada — Television Reps.
 U.S.A. — Canadian Station Reps.



**Prostitution Is Topic
 For BBC Telecast**

IN ONE OF THE frankest television programs ever screened, the BBC turned its spotlight on the problem of prostitution last month.

Viewers were presented with the case history of an imaginary good-time girl who became ensnared in the vice racket.

Called *Without Love*, the program outlined the career of a fictitious seventeen-year old girl from an unhappy home, who had a liking for heavy make-up and sexy clothes.

Lured by the bright lights of the city, she goes to London to join a friend who works as a night club hostess. She has an illegitimate baby by an American soldier who deserts her, takes to drink and ends up on the streets.

The scenes in the streets, show heavily-painted girls sauntering through London's crowded west end. They were actresses made up for the part and photographed by BBC cameramen from passing cars.

The program lasted 90 minutes and the script was carefully checked by BBC executives before it went on the air.

Sixty minutes were devoted to the story of the girl and the remaining half hour took the form of a panel discussion with two women and three men, including a doctor and a lawyer.

No solution was put forward. Colin Morris, who wrote the script and Gilchrist Calder, the producer, interviewed scores of prostitutes in London and other big cities to gather material for the program.

Grey Cup Sidelight

AN INTERESTING sidelight of the Grey Cup game's television coverage (CB&T, Nov. 22, '56) was that there were three separate audio broadcasts with one common video picture.

In addition to coverage by Steve Douglas and Ted Reynolds, which was confined to the General Motors portion of the telecast (every province except Quebec), Jerry Trudel handled the French language coverage for the Molson's broadcast in Quebec.

CFRA's sports director, Tom Foley, handled the English play-by-play descriptions for Molson's and Terry Kiely, of the same station, supplied the color commentaries.



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

Phone for Booklet in

Toronto Montreal
 WA. 4-4471 UN. 6-6921

CANADA'S FIRST NATIONAL TELERATING SERVICE

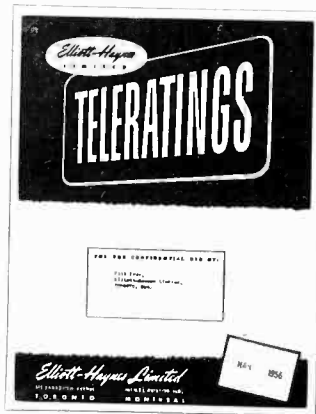
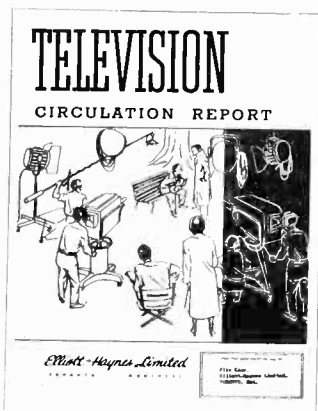
Commencing January 1957, Elliott-Haynes will provide the only truly national telerating service in Canada. Based on the proven "co-incidental telephone survey" technique, fast accurate reports will be issued each month, covering major metropolitan markets.

Yes, E-H will report on actual television audience trends monthly, based on surveys in Halifax, Saint John, Montreal, Toronto, Hamilton, London, Windsor, Winnipeg, Regina, Calgary, Vancouver and Victoria . . . plus periodic city ratings in twenty-eight markets.

E-H Telerating service is **FAST** — on your desk by the 10th of the succeeding month.

E-H Telerating service is **ACCURATE** — based on coincidental telephone calls made at the time the audience is assembled, in direct ratio to area populations.

E-H Telerating service is **INEXPENSIVE** — tailored to meet any advertising agency's or sponsor's research budget and the extent of use of the medium.



Here's what E-H **COMPREHENSIVE SERVICE** offers

- Monthly Telerating reports covering 28 markets.
- Late Evening Television Viewing Trends.
- Sunday Afternoon Television Audience Trends.
- Television Circulation Reports.
- National Telerating Reports.

Elliott-Haynes Limited

515 Broadview Avenue, Toronto
GE. 1144

1500 St. Catherine Street West, Montreal
WI. 1913

CANADA'S LEADING TELEVISION AND RADIO RESEARCH SERVICE

DEATH CLAIMS MATTHEW HALTON

AN ALBERTA school teacher who became one of the nation's top foreign correspondents and radio commentators, Matthew Henry (Matt) Halton, died in St. Thomas's Hospital in London, England on December 3, following a stomach operation.

Chief European correspondent for the CBC and a former newspaperman with the **TORONTO DAILY STAR** and also the **TORONTO STAR WEEKLY**, Halton became ill shortly after visiting Toronto last June. At the time of his death he was in his 53rd year.

A native of Pincher Creek, Alta., Halton started his writing career with the **LETHBRIDGE HERALD** and went to Britain in the early '30s on an Imperial Order of the Daughters of the Empire scholarship.

He covered the Spanish revolutionary war and was active as a correspondent throughout the Second World War. His coverage of the Middle East campaigns resulted in a book, "Ten Years To Alamein".

He joined the CBC as a war correspondent in 1943 and covered the campaigns in Italy and Normandy. In Normandy he was with the invasion forces on D-Day, broadcasting accounts of Allied progress, back to Canada.

His capacity for injecting a sense of urgency into situations he was describing as a radio commentator, made many Canadians think of him as the voice of Britain and Europe in Canada.

One of his last big assignments was a report on the African Gold Coast which was broadcast in Canada earlier this year.

In 1945 he was made an officer of the Order of the British Empire and was awarded an honorary degree by the University of Alberta this year.

He leaves his widow, the former Jean Campbell of Lacomb, Alta.; a daughter, Kathleen; a son, David and a brother Seth of Victoria, B.C.

Help Hungarian Singers

MEMBERS OF THE Budapest Opera company wishing to immigrate to Canada will probably receive assistance from the Federal Government. This statement was made by Herman Geiger-Torel, operatic stage director of the CBC.

Mr. Geiger-Torel is also director of the opera festival of Toronto and a teacher at the Royal Conservatory of Music.

When asked by an Immigration Department official whether the company would be a success in this

country, he said, "it would be a great cultural contribution to Canada," but warned that they should know of the financial hardships and artistic disappointments they would have to face.

About 100 of the 300 members are in Austria. The company was state owned receiving year-round employment and paid vacations. It was regarded as one of Europe's premier companies.

Quarter Century Club

JACK BEARDALL, CFCCO, Chatham, Ont., chairman of the CARTB Quarter Century club, is receiving nominations from people who are eligible. Applicants must be in the employ of a CARTB station at the time of the award and have actively served the industry for 25 years.

POINTS OF SALE

Have a
GOOD BUSINESS
New Year
by placing
YOUR SALES MESSAGE

on
THESE PROGRESSIVE STATIONS

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CKOK Penticton
- CKTB St. Catharines
- CHOK Sarnia

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554

MONTREAL
1543 Crescent St.
MURRAY MACIVOR
PL. 1097



"Time Sure Flies"

says Lionel . . .

"We're just entering our 23rd year of broadcasting and we invite all you wise advertisers to test our services.

"Yes sir! Old Lionel is still young at heart but he combines maturity with know-how in helping do a real production job for any advertiser."

See the Stovin boys for full details.



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.

The Answer is NO!

We're NOT running a juke-box station
Our Weekly schedule includes . . .

- 42 Major Newscasts.
- 27 Half Hour Syndicated Shows.
- 26 Half Hour Network Shows.
- 26 Quarter Hour Syndicated Shows.
- 51 Weather Forecasts.
- 21 Sportcasts.

. . . . and a Host of other Carefully Planned Sources of Entertainment and Information

100,000 Satisfied Ears Approve of What We Do with Our 1000 Persuasive Watts!

CHAT MEDICINE HAT

AN ALL-CANADA-WEED STATION

GRANDMA ALWAYS DOES THAT WHEN SHE'S IN A HURRY TO GET HOME AND LISTEN TO

CJON

NEWFOUNDLAND

IN NFLD. IT'S CJON

802