

Canadian BROADCASTER

Vol. 17, No. 8

TORONTO

April 24th, 1958

CROWDS OF VANCOUVER SHOPPERS respond to a five-station radio promotion launched by fourteen Seymour Street merchants to stimulate business. Regular programs on all five stations were broadcast from the stores during "Radio Day". The photo is by Rolly Ford.

- ADVERTISING - - THE CREATIVE FORCE (ACA) 7
- RADIO-TV AT HOME TO SPONSORS MAY 11-14 8
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RADIO . . .

Unexcelled in cost, coverage and flexibility

RADIO . . .

Unexcelled in local acceptance throughout Canada

RADIO . . .

Unexcelled in information available on its circulation

RADIO . . .

A Sound Advertising Buy

- • BAB-Radio Division, in co-operation with the Bureau of Broadcast Measurement, will shortly have available cumulative audience studies, audience composition and national listening trends. Watch for further announcements.
- • Don't forget about Canadian Radio Week — May 4th to 10th. A nation-wide Radio promotion providing numerous opportunities for national, regional and local tie-ins by advertisers.
- • Plan to attend the CARTB Radio Workshop, Monday, May 12th, 1958 at the Queen Elizabeth Hotel in Montreal starting at 2:30 p.m. Admission is FREE and there is no registration fee. You are also cordially invited to attend the CARTB Annual Dinner on Monday evening. Tickets \$10.00 including reception are available now from the BAB Office in Toronto and the CARTB Head Office, P.O. Box 627, Station "B", Ottawa 4.



Radio Division

SUITE 404 - 200 ST. CLAIR AVE. WEST, TORONTO 7, CANADA - TELEPHONE WA. 2-0502

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

Radio

CKWX COVERS RIPPLE ROCK BLAST



CAUGHT AT ITS PEAK by cameras 7,000 feet away, the explosion which ripped the top of B.C.'s Ripple Rock April 5 provided Vancouver broadcasters with one of the most exciting actualities in years.

WITH THE EXCITEMENT of its national election coverage only a week old, CKWX-Radio in Vancouver climaxed a month of careful planning on April 5 with a complete coverage of the Ripple Rock explosion in Seymour Narrows, about 100 miles up the B.C. Coast from Vancouver.

Special Events Director Laurie Irving, Program Manager John Ansell and Ron Robinson lugged 300 pounds of broadcast equipment to the scene to give listeners eyewitness reports from two strategic points. Portions of the broadcast were also fed to CFAC, Calgary; CKCK, Regina; CKRC, Winnipeg, and the Washington news bureau of the Mutual Broadcasting System.

Beginning at 7 am, the broadcasters relayed live progress reports to CKWX listeners from bunkers located 7,000 feet from Ripple Rock,

the navigational hazard which had already resisted several attempts to remove it. This time, engineers had honey-combed the twin crown of the Rock with 1,375 tons of high explosives.

There was the possibility of a tidal wave damaging the community of Elk River, where Crown Zellerbach paper milling operations are located. While Irving and Ansell broadcast from the bunkers, Robinson was located at Elk River to cover any possible damage done there.

At 9:31 am PST, the biggest non-nuclear explosion in history removed some 47 feet of rock from the jagged underwater peaks, and the dramatic sound of the blast was broadcast live from the bunker. Shortly afterwards, the first announcement of the success of the explosion was made over CKWX microphones by the Minister of Public Works, Hon. Howard Green.

Cover Story

RADIO DOES JOB FOR VANCOUVER MERCHANTS

FOURTEEN VANCOUVER merchants used the combined services of five Greater Vancouver radio stations on March 27 to stimulate traffic to their location in the "500 Block, Seymour," in a campaign labelled "Radio Day on the Bright Way."

Tied in to an across-the-board spot announcement campaign was a series of actuality broadcasts by CKWX, CKNW, CJOR, C-FUN and CKLG from various stores on the block. Our front cover picture shows the drawing power of the promotion, with shoppers crowding onto the block to see the broadcasting personalities in action - - and to buy.

Tom Huntley, the group organizer for the merchants, said business for the day was "excellent," and continued above average on the two following days.

All stations broadcast their regular

programs and commercials throughout the day, planning their remote pick-ups so that both sides of the street had radio attractions at all times.

The merchants were without exception in their satisfaction with the scheme, and Huntley said that new plans were already under way for the use of remote broadcasts in promoting the 500 Block, Seymour Street.

Did you know that . . .

CKBL Matane, Que. reaches a total of 71,075* adult listeners every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Newfoundland IS A GROWING Radio MARKET



Shopping Centres in St. John's are modern and well-stocked

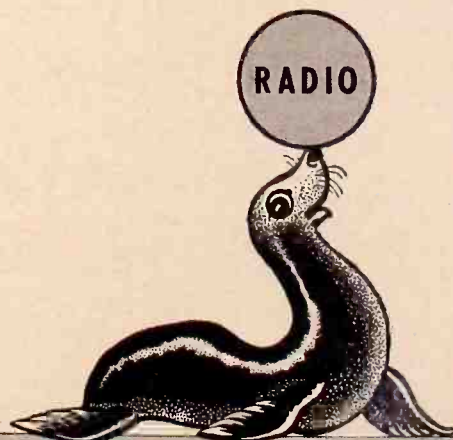
NEWFOUNDLAND NOTEBOOK

Newfoundland's huge limestone deposits rank among the best in the world. Many Canadian regions mix their highest-grade limestone with the Newfoundland product to improve the quality of their own.

89.2% of all Newfoundland families own their own homes. 87.7% of all Newfoundland homes are radio equipped (D.B.S.). In St. John's, 90% of the population tunes in CJON-Radio every day.

Retail purchases in Station CJON's listening area approximated \$300,000,000 last year.

Less than 8% of the total population buys any daily newspaper, but practically everybody listens to the radio. It is almost the only means of news and communication for thousands of Newfoundlanders who live outside the three main centres. CJON pulls in mail from as far as 320 miles from St. John's. USE CJON for RESULTS!

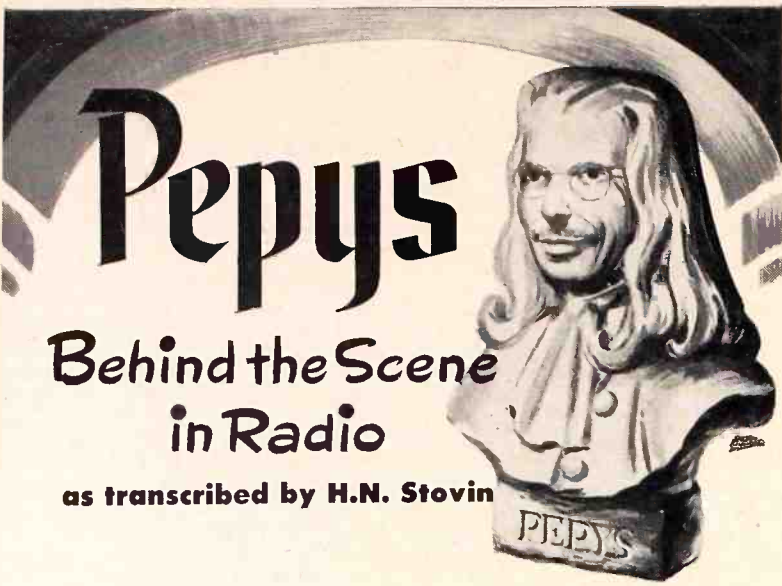


Represented in CANADA by STOVIN-BYLES LTD.

CJON

RADIO - NEWFOUNDLAND

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



Do find myself in vastly good humor this evening, my wife having served me at dinner with her famous Cheese Souffle "with a Top Hat", which she did learn from a Kraft advertisement years ago, and still excellent indeed. So do find myself minded to pen in my diary a tribute alike to a great line of products, and a long time user of Radio to tell the publick about them, to wit, Kraft Foods Limited ● ● ● The famous "Kraft Music Hall", starring Bing Crosby and other famous personalities, was enjoyed from coast to coast on Canadian stations in the early 1930's, as Pepys does well remember. Did also, with many thousands of other listeners, marvel at that great detective "The Falcon", and do give the sponsors much credit for never once descending to the phrase "cheese it, the cops" — though I have heard it elsewhere. And I do also recall many hours of good entertainment with "The Great Gildersleeve", which also was on the Dominion Network ● ● ● Coming to more recent days, do find that Kraft in 1955 and 1956 sponsored the "Billy O'Connor Show", a taped show heard three times a week over 38 stations; and later in 1956 did return to the networks with the now-famous "Kraft Radio Theatre". In 1957 this program became "Pages From Life", and is now co-sponsored so that it may be heard 52 weeks in the year on the Trans-Canada Network and eleven supplementary stations ● ● ● Kraft has been a great user of French Radio also, in Quebec, New Brunswick and Saskatchewan — and this over many years ● ● ● Which is indeed a goodly record, and Pepys does doff his beaver to this great Radio Sponsor, whose products and programs do alike give so great satisfaction.

STOVIN-BYLES Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

Radio Stations	Television Stations
CJOR Vancouver	KVOS-TV Serving-Vancouver-Victoria
CFPR Prince Rupert	CHAT-TV Medicine Hat
CKLN Nelson	CKOS-TV Yorkton
CKXL Calgary	CJBR-TV Rimouski
CJNB North	CKMI-TV Quebec City
CKOM Battleford	CKCW-TV Moncton
CJGK Saskatoon	CJON-TV St. John's, Nfld.
CJGX Yorkton	CJOX-TV Argentina
CKY Winnipeg	ZBM-TV Bermuda
CJRL Kenora	ZNS Nassau
CJBC Toronto	CMQ Cuba
CFOS Owen Sound	

Sounding Board

Easter Seal

ON BEHALF OF the various Easter Seal Committees across Canada, we would like to express our thanks to you for putting the picture of the Easter Seal "Timmy" on the cover of your March 27 issue of THE CANADIAN BROADCASTER.

This picture of Timmy is one of the most symbolic we have seen throughout the campaign. We are particularly grateful that it will be seen by members of the radio, television and advertising industries because, as you know, their enthusiastic support has been invaluable to the campaign each year.

— J. R. FORAN,
National Easter Seal Committee.

We Are Berated

I AM AFRAID that a statistical error has found its way into your news item (BROADCASTER, April 10, 1958) about the preferences of TV viewers in the UK. You quote "a recent survey" as stating that in February "ITA had 63 per cent of the audience in areas where both ITA and BBC could be received". I think that you must mean that "out of those viewers in areas served by both ITA and BBC who had sets capable of receiving both programs" 63 per cent chose to view the ITA channel. The difference is important, since it was reckoned in December that in these areas only 55 per cent of viewing homes were equipped to receive the ITA program. The 63 per cent figure, therefore, if expressed as a proportion of the total TV audience

viewing at the time, is seen to amount to about one-third of the whole. This is borne out by the fact that in late February the number of adults who viewed BBC-TV at sometime during each day, averaged 15,000,000, while those viewing ITV numbered 9,200,000.

It is perhaps worth noting that the proportion in which the audience with a choice divided its allegiance has moved steadily from 28 BBC to 72 ITV in the third quarter of 1957 to 40 BBC to 60 ITV at the end of February 1958.

— C. J. CURRAN
Canadian Representative
BBC, Ottawa.

Fair Competition Is Good

GOOD NEWS FOR television set owners from Halifax to Vancouver is found in Revenue Minister Nowlan's recent statement at Halifax indicating that the CBC's monopoly of television broadcasting in major metropolitan centres may soon be ended. Says Mr. Nowlan, "I think that in the near future there must be some relaxation of this rule and the various centres in Canada — perhaps Halifax may be one of these — will have competing TV stations."

Even better is the prime minister's promise of a separate regulatory body.

Change in broadcasting policy will stimulate Canada's cultural growth in two ways. Competitive private TV will provide a wider range of employment opportunities for Canadian musicians, dramatic artists and others than now exists. At the same time, Canadian TV audiences will have a choice of two TV programs, without the necessity of turning to US channels, where they are available, as an alternative to the CBC.

Indeed, programs on CBC television now have such a high US content that competitive private TV stations may result in more Canadians watching Canadian-produced TV shows than is possible under the existing system.

— Letter-Review.

Did you know that . . .

CBLT Toronto

reaches a total of 851,330* adult viewers every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

"Handbook of Broadcasting"

The Fundamentals of
Radio and Television

by
WALDO ABBOT and RICHARD L. RIDER

(4th edition — 531 pages
98 illustrations)

\$9.10

(We'll pay the postage)

BOOK DEPARTMENT

CANADIAN BROADCASTER 54 Wellington St. West
Toronto 1, Ont.

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

(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.

Editor & Publisher RICHARD G. LEWIS
Art Editor GREY HARKLEY
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ROBERT A. MILLER
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Production Dept. LESLIE E. HEDDEN



Vol. 17, No. 8

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

April 24th, 1958

There's Only One Place To Say It

The following is the gist of a conversation which took place on the upper deck between two old salts of cockney persuasion:

"I told the captain off. I ticked 'im off good and proper. I told 'im what I thought of 'im and and I also told 'im what I'd do to 'im if I ever met 'im ashore without 'is uniform on."

"And what did 'e say?"

"Oh 'e couldn't 'ear. 'E was in 'is cabin."

This story may seem a long haul from the broadcasting industry in general and the CARTB Convention in particular. But there is a connection.

Down through the years, the private broadcasters have met at their conventions to discuss mutual problems and work out ways and means of solving them. This sensible procedure has worked well when it has been put into effect, but sometimes it tends to fall down.

For some reason or other there is a tendency among some of the broadcasters to hold forth with their views quite vociferously in the halls and bedrooms before the meeting, and then to lose all power of speech when they meet in the conference room. Then, after the meeting is over, they get back to their bedroom bull sessions, often disagreeing emphatically with the decisions which have been reached on the floor.

This year, the CARTB has moved its bull sessions out of the bedrooms into the meetings. Almost the entire proceedings will take the form of open discussions, with wide open invitations to everyone to voice his views. In this year's agenda, experts from the States

are conspicuous by their absence. Instead, panel discussions are the order of the day. These can be of tremendous value or completely wasted effort, depending on the extent of participation by the delegates.

Whatever our politics, the new government will create changes. As far as the broadcasting situation is concerned, the opinion of the industry might have some effect on the government's thoughts. But it can have no effect, if it is not expressed. This year's CARTB Convention provides an opportunity which cannot be repeated for another year to pass resolutions reflecting the majority view of the industry concerning the future of Canadian radio and television broadcasting.

Closer to home, the directors and management of a trade association must have the opinions of a representative cross-section of the industry they serve, if they are to operate according to the wishes of that industry. This can only be achieved if as many of the members as possible turn up at the meetings and speak up from the floor.

The phenomenal growth of radio and television broadcasting, notwithstanding the fantastic number of obstacles that are from time to time set in its way, is attributable to the institutionally minded men of the industry who have devoted unlimited time and effort to its development and progress through its association. This being the case, is not every member of the CARTB under a clearly-defined obligation to carry his share of the burden by contributing his opinions to the conglomerate opinion, upon which future policies must, of necessity, be based?

News Briefs

THE GROWTH OF television advertising in Britain may have "serious, if not disastrous," effects on other advertising media, notably newspapers, according to a report issued recently by Joseph Sebag and Company, a firm of London stock-brokers.

Britain, with its compact population, is proving an ideal television market and now has about 10 per cent of the country's advertising. It is estimated TV may eventually gain about 30 per cent of the budget for advertising, about \$275 millions in Britain.

The report says three national daily newspapers are "already suffering," and it would seem "that finally one or more may be forced out of existence" by the advertising swing to TV.

THE US FEDERAL Trade Commission is now taking pictures as well as sound recordings of television programs to check against false and deceptive advertising.

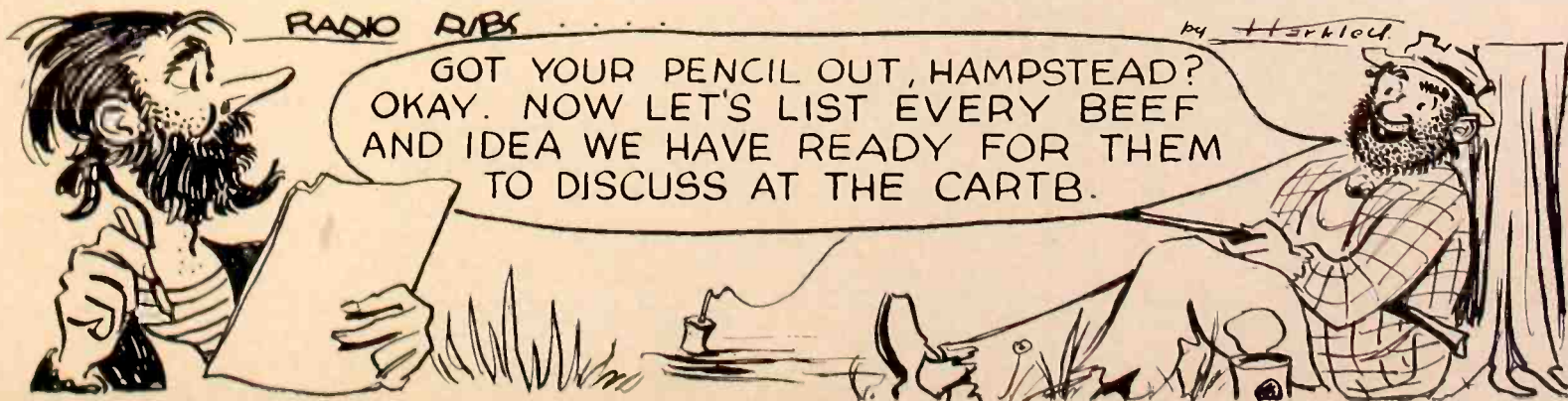
In cases where complaints indicate the visual portion of an ad, rather than the sound, may be in violation of FTC regulations, a camera is set up to film the commercial.

As examples of how visual aids could be misleading, FTC spokesmen cited films which show actors dressed as doctors, or a bald-headed man with hair restored after using the advertised product.

THE DATES for the summer meeting of the British Columbia Association of Broadcasters has been set for Thursday and Friday, June 26 and 27 in Port Alberni. Those wishing to attend should contact Ken Hutcheson, manager of CJAV-Radio for accommodation requirements.

May 4 to 10

BOOST RADIO WEEK FOR A GOOD RADIO YEAR



CKPG does

have a growing market

a \$4,000,000 residential subdivision in the offing for the fall of 1958 Surveys have commenced and contractors are awaiting the go-ahead this development means homes for another 3,500 listeners in the market.

"Truly"

A GROWING MARKET

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

Radio Week

STATIONS ARE SHOOTING FOR ALL-OUT DRIVE MAY 4-10

FIVE RADIO STATIONS in British Columbia have bought 10,000 car bumper stickers for a special promotion in that area and a large number of manufacturers are order-

motion material being used, is supplied to stations by the BAB in the form of a kit. Its contents range from news releases to lapel buttons.

There are news releases for use on the air or in publications; display material including window streamers, lapel buttons, car bumper stickers, table place mats, kiddies' head bands and in-store price display cards.

There is a disc containing eight cuts (running time 178 seconds) of jingles for use before, during and after the "Week". Station breaks, flashettes and flashes, suitable for sale to radio dealers, automobile dealers and others, are included in the air promotion copy. This is for use between May 4-10.

There is an idea book containing a large number of suggestions about station programs and promotion, station contests and sales ideas. Also included is a sales idea folder, with many suggestions on what the salesman can do to contribute to the "Week".

Two speeches are included in the kit. Both are twenty minutes long. One is for delivery to local service,

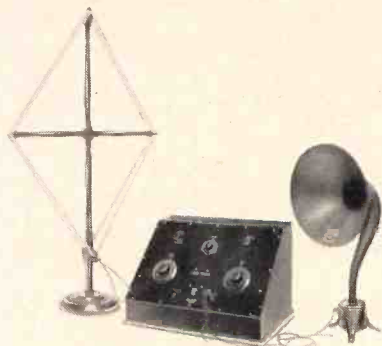
civic and business clubs, and the other for delivery at advertising and sales clubs and other similar groups.

For use by disc jockeys are some thumbnail facts about radio. To get the dealers warmed up there are some current and potential set sales figures. Included in a batch of over three dozen announcements are such subjects as auto, bedroom, portable and clock radios; community service, weather, news, etc.

Last on the list of material in the kit is a proclamation. BAB suggests that this be signed by the mayor or reeve and officially stamped and then exhibited in the reception office.

As was the case last year, the manufacturers are donating two free radios to every CARTB member station requesting them. They are to be used as prizes in contests and other promotions carried on by the individual stations.

Publicity for Canadian Radio Week is being handled by the CARTB Public Relations Counsel, Hugh S. Newton & Co., and BAB is following up promotion with advertising in the daily newspapers and trade press.



HERE IS A MARCONIPHONE III (Neutragenerative) given away by the Dominion Department of the Interior as grand prize for the whole of Canada in a "Save the Forest" essay contest conducted in 1924.

ing promotional material in preparation for Radio Week. These requests and others like them are keeping the radio division of the Broadcast Advertising Bureau on their toes as the second annual Canadian Radio Week, May 4-10 draws near.

A large contribution to the pro-

Nielsen

RATINGS DON'T KILL SHOWS

ARTHUR C. NIELSEN JR. says the audience rating system plays only an incidental part in the demise of television stars.

"It's wrong to think we are responsible for big-name performers going off the air," he said during an interview while visiting Montreal to address the Montreal Advertising and Sales Club.

"While it's true some advertising agencies and their clients use a low rating as an excuse for cancelling a show," he said, "there usually are other reasons involved. For instance, the sponsor might want to reach a different market." He added:

"All we do is provide a service." The service Mr. Nielsen operated was founded as a general rating service by his father in 1923. One of the four largest such firms in the United States, it has a Canadian branch with headquarters in Toronto, A. C. Nielsen Company of Canada.

He said he was "not at all concerned" by contentions from some quarters that the rating systems are inaccurate. The conclusions, he said, are based generally on the principles used by insurance company actuaries.

His firm obtains its ratings by attaching a special channel marking device on the television sets of 1,200

families in specially-designated centres across the US. The families are chosen to represent as closely as possible a cross-section of set-owners. Statistics produced are averages over a period of time.

While only a small percentage of the 40-million US families with television sets are tapped, Mr. Nielsen said, "We have established that this gives us a fairly good picture of the viewing pattern."

The firm employs 1,700 and television ratings are only part of its service. Efforts are also devoted to other types of advertising and sponsorship.

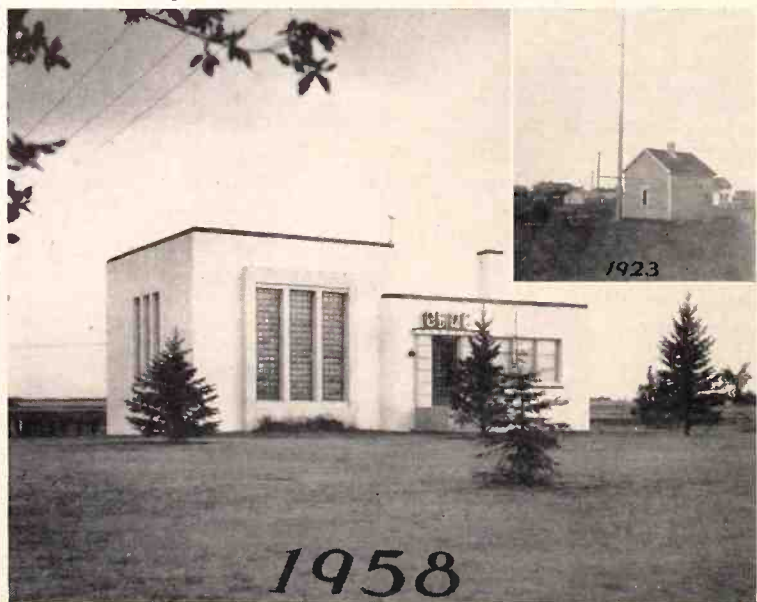
TV Film Deal Goes To Court

THE UNITED STATES government is suing Columbia Pictures Corporation, Universal Pictures Inc., and Columbia's wholly-owned subsidiary, Screen Gems, Inc., under the Anti-Trust Act in a legal manoeuvre to upset a deal for the release of old movies to television.

Last August Universal granted an exclusive 14-year licence to Screen Gems to distribute some 600 pre-1948 Universal feature films. It is the government's contention that the effect of this arrangement is to lessen competition between Columbia and Universal and to fix prices, since Screen Gems would be the distributor for both film companies.

Screen Gems is already involved in a case in which violations of the Anti-Trust Act were charged. The company was one of six film distributors which the government alleged were forcing TV stations to buy films they did not want in order to get ones they did want.

Going STRONG since 1923!



Sell Saskatchewan's largest trading area with CFQC Radio
FIRST . . . and STILL the Best GO-GETTER
for EVER-INCREASING Sales

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



THE RADIO HUB OF SASKATCHEWAN



Did you know that . . .

CKAC Montreal

reaches a total of 973,496*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

ACA Convention

MEETING WILL REVIEW ADVERTISING'S CREATIVE FORCE

A TOTAL OF EIGHTEEN speakers from advertising, research, broadcasting and marketing will present various aspects of the theme "Advertising: The Creative Force in Marketing" at the forty-third annual meeting of the Association of Canadian Advertisers being held at the Royal York Hotel, Toronto, May 5 to 7.

The social side of this year's meeting will start on the evening of Monday May 5 with the annual dinner and cocktail party, entertainment being provided by the CBC. The ACA past presidents' cocktail party and ACA members' dinner with entertainment being provided by All-Canada Radio Facilities Ltd., will take place Tuesday evening, May 6. Closing the convention Wednesday, May 7 will be the Gold Medal cocktail party.

MONDAY

On the business side, the ACA annual business meeting starts on Monday morning. This meeting is for members only. The open session which follows presents B. E. Legate, general manager of the ACA, speaking on "Practical Guides and Modern Practices for Better Advertising Management", and a report on the CAAB's role in the Canadian Conference on Education program.

The luncheon speaker is E. H. Walker, president and general manager, General Motors of Canada Ltd. His subject is "Distribution - - the Key to Canada's Future".

The afternoon session will present Dr. J. R. Petrie, consulting economist, Montreal, speaking on "Canadian Economic Forecast", Dr. David Slater, professor of economics, Queen's University, speaking on "A Look at Tomorrow's Consumer", and David M. Wallace, president, Standard Brands Ltd., Montreal, speaking on "The Corporation Goes to Market".

TUESDAY

The morning session on Tuesday presents Benjamin H. Wells, vice-president, Seven-Up Company, St. Louis, giving his view on "How to Gear Your Advertising to the Total Marketing Job". He will be followed by Dr. R. P. Dinsmore, vice-president in charge of new product development, Goodyear Tire & Rubber Company, Akron, talking on "New



Forming the co-chairmanship of the ACA Annual Conference Committee are left, A. E. Ross of the Goodyear Tire & Rubber Co. of Canada Ltd. and A. B. Yeates of The Prudential Insurance Company of America.

Products - - a Must for Profitable Advertising". Closing the morning will be Dr. Ernest Dichter, president, Institute of Motivational Research, N.Y. speaking on "The Homo Canadiens".

Tuesday's luncheon speaker is Dr. Vergil Reid, vice-president, J. Walter Thompson Company, N.Y. His subject is "The Changing Role of the Advertising Agency".

During the afternoon Elton M. Johnson, president, CAAA, will speak on the topic "Let's not Lose Creativeness in Advertising". Following will be Dr. Margaret Pirie, formerly professor of anthropology, University of Toronto. Her subject is "Don't

Forget You Are Talking to Human Beings". The Frey Report will be presented as the last item for the day by Professor Albert W. Frey, professor of marketing, Amos Tuck School of Business Administration, Hanover.

WEDNESDAY

The last day of the convention will be slanted more towards the advertising media with T. W. Kober, marketing director, Vickers & Benson, Toronto, opening the day with a talk on "Canadian Media - - Past, Present, Future". He will be followed by R. J. Eggert, marketing research manager, Ford Motor Company, Dearborn, Mich., talking about "Getting the Most Out of Your Research Dollars". Hugh Horler, director of radio and television, MacLaren Advertising Co. Ltd., Toronto, will end the morning session with a talk on "Tomorrow's New Look in Television".

The speaker at the Gold Medal Award luncheon will be Davidson Dunton, chairman of the Board of Governors, CBC. His topic is "The 1960's in Canadian Radio and Television".

The last item on the agenda is "1965 - - the Consumer and the Market". Speakers are Robert T. Elson, general manager, and Bertram Lange, manager marketing services, LIFE MAGAZINE, N.Y.

Full coverage of this convention will appear in the issue of May 22.

Potts' SPOT

• Fewer than two hundred of the 10,285 households in Gloucester County, New Brunswick, are equipped with TV sets. CKBC, Bathurst, is the only English language radio station which completely covers the 64,800 people living in this worthwhile market.

• In addition to the million dollar apple industry of Nova Scotia's Annapolis Valley, the poultry industry produced 1,500,000 baby chicks out of a single incubator in 1957. The 16,000,000 dozen eggs laid by Nova Scotia hens in a single year would form a 7,850 mile necklace which would completely encircle Canada, or would provide every Canadian man, woman and child with a dozen eggs each. This is just one of the industries in the area served by CKEN-CFAB, Kentville-Windsor, N.S.

• A hearty welcome to Jim Cameron and his CKEC, New Glasgow station, which delivers your sales message into Pictou County, N.S., the second largest county in the province in population, and, according to "Sales Management," the third largest in net effective buying income per family.

• Jack Lewis, of CKEN-CFAB, who was injured in an auto accident in Toronto in February, is in hospital in Halifax having the wires removed from his shoulder. He is coming along nicely and hopes to be back on the golf course shortly.

• Thanks to you Maritimers for the fine reception you gave Scotty and me at the AAB Convention, and here's looking forward to another pleasant reunion at the CARTB at the Queen Elizabeth Hotel, Montreal May 11 to 14.

• NOTE TO TIME BUYERS: Before you buy that spot, check Pott's Spot.

Lorrie

Potts

and Company

LORRIE POTTS
SCOTTY SHERIDAN
NEIL HENDERSON
JIM PITTIS

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



CKY

EARNs TOP AUDIENCE WITHOUT SPECIAL SURVEY WEEK PROMOTION

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

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

CKY EARNs the LARGEST Audience of any station on the Prairies.

CKY 131,900 Households B.B.M. Fall '57

CKY 303,813 Adult Listeners Elliott-Haynes Dec. '57



WINNIPEG

5000 Watts 580 Kcs.

"The Station that Never Signs Off"

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

THIS IS THE YEAR in B.C.

10th Year for Radio CHUB

100th Birthday of British Columbia

10,000 Watts for

Radio CHUB

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

C-FUN APPOINTMENT

"It's good to be back after 5 years in Montreal and Hamilton and it's especially nice to be with Vancouver's sweetest listening station, RADIO C-FUN. In my capacity as Production Manager I look forward to bringing you many hours of enjoyable entertainment."

TERRY GARNER



CARTB Convention

Invite Sponsors To Radio Workshop

A RADIO WORKSHOP, aimed at anyone dealing with the purchase or use of advertising media, will be a Monday afternoon feature of the CARTB Convention at the Queen Elizabeth Hotel in Montreal, May 11 - 14. The workshop is presented at no charge and with no registration.

Theme of the afternoon is: Radio - - the Key.

Keynoting the first half of the agenda is Worth Kramer, executive vice-president of WJR-Radio, Detroit, whose talk, "How is Your Profile?" deals primarily with the subject of increasing the stature of radio. He will outline techniques for achieving a greater importance in the minds of the public, the agencies and the advertisers for the medium of radio.

Following Mr. Kramer is Kenneth H. Clarke, manager of Canadian Sales and Market Development of the International Nickel Company of Canada Ltd., Toronto. Mr. Clarke's address, "Radio - - a Key to Public Relations," will deal with the use of radio by his company as a public relations tool and as an integrated

part of the overall advertising campaign.

E. R. Fisher, advertising manager of Pepsi-Cola Company of Canada, Montreal, will discuss radio as a "Key to Advertising," describing how radio is used nationally by his company, and locally by individual bottlers, to build sales at local levels.

Concluding Part I of the Radio Workshop is Ben Dobrinsky, advertising director of Steinberg's Ltd., Montreal, discussing radio as "A Key to Merchandising," in which he will discuss how radio is used to merchandise in the stiffly competitive supermarket field.

Part I of the Workshop begins at 2.35 pm and concludes with a coffee break at 3.45 pm. It is followed at

4 pm with Part II, keynoted by Donald H. McGannon, president of US Westinghouse, who will speak on "Radio in the Television Age."

Mr. McGannon will relate what happened to radio with the arrival of TV, how radio re-adjusted and made its comeback to its present position, and specifically, the new nature of the medium.

This workshop was planned and will be presented by the CARTB Sales Advisory Committee (Radio), under the chairmanship of Howard Caine, CHWO-Radio, Oakville. Mr. Caine will act as chairman of the workshop as well.

As an added attraction, four radios will be given away during the workshop in a lucky draw.

ALL-INDUSTRY PANEL AT TV MEETING

ALL ASPECTS OF the television advertising industry will be represented by a panel which will face a broad range of questions covering industry problems at the television workshop set up by the CARTB Sales Advisory Committee (TV), at the CARTB Convention on Monday, May 12, at Montreal.

The discussion will be under the chairmanship of Murray Brown of CFPL-TV, London, and will have the following members: Spence Caldwell of S. W. Caldwell Ltd.; Don Jamieson of CJON-TV, St. John's;

Ralph Snelgrove of CKVR-TV, Barrie; Hugh Horler, TV director of MacLaren Advertising; Mrs. G. (Red) Myers of Screen Gems; Bill Inch of General Foods Ltd.; Blair Nelson of CFQC-TV, Saskatoon; Wilf Charland of McKim Advertising; and Warren Reynolds of Reynolds Advertising.

The panel discussion and the program preceding it will be televised on a closed-circuit TV installation.

Proceedings begin at 9.30 am with a talk by Karl Steeves of Broadcast Advertising Bureau, TV Division, on "The Basic Television Story."

His short address will be followed by the telescreening of examples of low-cost, top-quality Canadian film commercials, which will be judged to determine the best four or five. The purpose here is to illustrate what can be done and is being done by Canadian companies to turn out good quality film commercials, at low cost.

There will also be a showing of top-quality locally-produced commercials, re-enacted for the audience with live talent, films and slides.

This half of the workshop will conclude with a number of success stories, illustrating specific case histories of successful local campaigns, conducted through TV advertising.



**I'm always listening to
CFOR - RADIO
at 1570**

10,000 Watts of News and Entertainment
From Orillia, Ontario

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

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

Did you know that . . .

CHLN Trois-Rivieres
reaches a total of 124,238*
adult listeners every day

***ELLIOTT-HAYNES
CIRCULATION REPORTS**

WE KNOW THE PEOPLE WE SELL

CFNB

and we rely on their good judgment. Collectively they're a 'market', but individually — they're our listeners whose response to our programming is why CFNB is your *best bet* as a selling medium in New Brunswick.

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Have our Reps give you the story — see:
The All-Canada Man or
Weed & Co. in the U.S.A.

**Cover the Rich
Dairy Producing
area of
Oxford County**

by using

CKOX

**WOODSTOCK
ONTARIO**

Lorrie Potts & Co. • Toronto
John N. Hunt • Montreal
Vancouver

CARTB Convention

HOTEL SYSTEM PULLS SIX STATIONS

TO ELIMINATE INTERFERENCE of one channel with another, a common complaint of set owners in Montreal, RCA Victor engineers have devised a system whereby signals coming in from the US are converted onto another channel. Thus at the Queen Elizabeth Hotel, guests can choose their commercial television fare from channels two, four, six, seven, eleven and thirteen.

The gap created between the channels, a natural one exists between six and seven on the broadcast spectrum, makes for a clearer picture by eliminating the interference.

Broadcasters and others attending the CARTB Convention next month will find that TV programs coming into the new hotel from Burlington, Vermont, on channel three are converted and piped out to guest bedrooms and public rooms on channel eleven. Channel five, Plattsburg, N.Y., is shifted to channel thirteen. And channel eight, Mount Washington, Maine, becomes channel four. The three Canadian stations remain on

channels two, six and seven.

Private set owners in Montreal bothered by channel two encroaching on three, six on five, and seven on eight, can get the same result by using batteries of traps. This however, was not possible at the hotel.

On the radio side there is a system to prevent sleepless nights resulting from a neighbor's liking for loud music. Every set has a governor and it can't be tuned too loud.

Guests are also protected against themselves. The fine tuning controls in the back of each TV set are sealed off. Visitors to some hotels are prone to fiddling with these controls and sometimes get the picture so far out of kilter that it takes hours to adjust it.

Other features of the communications system, include facilities for distributing closed circuit television and radio programs, either originating in the hotel or brought in from other cities by telephone lines, and an All-Call emergency signal system which operates whether the set is turned on or off.

Radio

SPORTSCASTER REPORTS ON RUSSIA

COVERAGE OF THE US versus Russia hockey games, a day at the local race track and some statistics on the present position of sports in the Soviet Union was the material used by Doug Smith, Montreal sportscaster, to present listeners of CFCF-Radio with an inside look at Russian sports.

Doug, who recently returned from Russia, made these commentaries direct from the Kremlin over his program *This is Doug Smith Speaking*, heard on CFCF Monday through Friday at 5.45 pm and sponsored by Shell Oil Company of Canada.

On the facts and figures side, Doug said that in Russia there are 5,000 individual sports stadiums, 7,000 gyms, 32,000 football fields, 170,000 volleyball and basketball courts and over 200,000 separate sports groups and associations whose memberships exceed 17 million. Soviet yearly expenditures runs from \$3,500,000,000

up on public health service and physical culture.

He also commented on the hockey games between the US and the Soviet Union in the Palace of Sports in Lenin stadium. Doug noted that the many refreshment booths in the stadium sold slide rules. "If you ever wonder how the Soviets got Sputnik One up into the wild blue yonder, consider the salient fact that in this town you can walk into a hockey rink and buy a slide rule", he said.

Doug gave a description of a day at the trotting horse races held at the Hippodrome on the outskirts of Moscow. In one afternoon he watched trotting races, flat races, ski-joring and a parade of historic Russian Troikas, small sleds pulled by three horses with a driver standing in the Troika and a man and woman in the rumble seat. One plays the accordion as the display of Troikas sweeps past the grandstand.

Radio

THIS PROMOTION WORKED TOO WELL



SEVEN THOUSAND CHILDREN and their parents showed up at the Manitoba Legislature in Winnipeg to take part in CJOB-Radio's Easter Egg Hunt. Within 40 minutes the queue had gobbled up 5,000 eggs - - all that CJOB had ordered - - and a second party had to be held later to accommodate everybody.

AN EASTER PROMOTION took an embarrassing twist for CJOB-Radio, Winnipeg this month when the public response turned out to be far greater than expected.

The station announced that its mobile unit would be parked at the Manitoba Legislative Buildings between 9 and 10 o'clock Easter morning to pass out candy Easter eggs to children.

But how many eggs would be needed? Worried about what the weather might do to the promotion, the planners finally settled on an order of 5,000 eggs.

By forty minutes after nine there wasn't an egg left - - and more than 500 children and parents were still queued up in an orderly line.

Production Manager George Davies

had a hurried conference with the announcers, and then announced that to accommodate everybody, CJOB would have a second party later in the week.

A total turnout of about 7,000 people convinced Davies that CJOB's "Easter Egg Party" will be an annual event.

Did you know that . . .

CBMT Montreal

reaches a total of 993,077* adult viewers every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**



CJOBX
YORKTON, SASKATCHEWAN

SERVING
SASKATCHEWAN
AND
MANITOBA

1/3 OF THE RETAIL SALES
IN SASKATCHEWAN*
are made
WITHIN A 100 MILES
RADIUS OF
YORKTON

*Excluding Regina and Saskatoon



GREATER IMPACT ON THE PRAIRIES

For Further Market Information on
Western Canada's Farm Station

Consult our reps:
Stovin-Byles Ltd.
A. J. Messner & Co., Winnipeg
Young Canadian Ltd., U.S.A.



Robert Sarnoff

NETWORK RADIO IS HEADING FOR REVIVAL --- NOT REQUIEM

WHILE FREELY ADMITTING that network radio in the US had been heading towards a "potter's field" as the result of the public's overwhelming swing to TV, NBC President Robert Sarnoff has just released a statement declaring that "we are now talking about a break-even point without rubbing a rabbit's foot when we do."

He said it was true that the major networks had lost money in 1957, "but the important consideration, at

least as it relates to NBC, is that our loss was substantially less than that of the previous year."

Sarnoff said that since 1953, NBC Radio had a cumulative loss of about \$9 millions, with "one particularly grim year" when the losses totalled \$3 millions.

The "current talk of crisis," he said, seemed strangely outdated to him, since the networks felt that they had gone through the crisis from three to five years ago and were now

on the road to a profit again.

"Radio salesmen walk about Madison Avenue today like men reprieved," he said. "They can discuss million dollar deals with key executives without apology for star gazing."

The turning point, Sarnoff indicated, came after a series of "crisis meetings" with network affiliates who wanted to pull out after most of the major sponsors had switched their dollars to TV.

Sarnoff said NBC approached its affiliate stations and told them they had a choice of taking "the jukebox station route - - in which case the network couldn't survive" or sticking with the network and building for the long-term future.

TV WINS THE LIVING ROOM

NBC had already begun to overhaul its network radio with a new management team directed by Joe Culligan. Culligan and his associates decided they would concede the living room to television and try to build up their audience from listeners in the kitchen, on the beach, in the car, and so on.

Sarnoff outlined what he felt were the key points in the face-changing:

"They established a strong news-on-the-hour operation, and a unique

hot-line service to handle news flashes; they introduce a morning program lineup of broad commercial appeal; they created a 'Stardust' plan at night which lured the greatest stars of television back into radio as a profitable sideline. They threw out most of the old selling concepts and introduced a flexible pattern that let radio pick up the nickels and dimes left over from television, plus fresh money attracted by the tremendous cumulative radio audience that could be reached at hard-to-resist cost. Above all, they conceded the living room to television."

STATIONS RESPOND WELL

Sarnoff said the stations' response to the remodeling job was an increase of 15 per cent in clearance of network programs. Added circulation brought in more national advertisers, and in two years, the stations' share of the network advertising dollar has quadrupled.

He admitted that network radio was still in what he called "a lean financial position," but at least the loss graph had reversed direction and the reversal was continuing at "an accelerated pace into this year. We are now talking about a break-even point without rubbing a rabbit's foot when we do. I believe we will reach it, and soon."

in the interest of BETTER RADIO

Take Clinically-tested Pepto-Bismol and feel good again

IMPORTANT NOTICE

This week, a National Radio Survey will ask thousands of Canadians from Coast to Coast, to mark their listening preferences on a ballot sent them by the Bureau of Broadcast Measurement.

This impartial Canada-wide Radio Survey should not be confused with, nor should listeners be influenced by any local telephone or mail surveys, conducted by individual radio stations.

The Bureau of Broadcast Measurement has specifically asked radio stations in Canada to avoid any unusual campaign designed to influence audiences during survey periods.

Should you receive a ballot from the Bureau of Broadcast Measurement, please read it carefully, mark it accurately, and return it promptly. The way you mark your ballot will have an honest influence on the planning of future radio programs.

Inserted in the interest of Better Broadcasting by—

RADIO STATION

CJOB

inserted in Winnipeg Free Press and Tribune, March 17, 1958.



"OB" is BIG In ...

MANITOBA RADIO WINNIPEG · CJOB · DIAL 680

"OB"

FCC

MEMBERS' CONDUCT IS QUESTIONED

A PRELIMINARY REPORT of a US congressional subcommittee investigating the Federal Communications Commission says that the probe so far has "revealed that over the years a pattern has developed of questionable conduct on the part of some members of the Commission and on the part of some industry organizations and members of industry who are subject to Commission regulation."

While the report did not mention any specific violations of law, the subcommittee said it was referring the record of its work to the Department of Justice for "appropriate action with respect to the violations of law thus far disclosed."

In general the "questionable con-

duct" seems to involve "pressures" put on members of the Commission.

"Some members of the industry," the subcommittee explains, "have followed a practice of providing excessive entertainment for members of the Federal Communications Commission and the Commission staff. The subcommittee feels that such entertainment does not lend itself to the establishment of a proper relationship between the independent regulatory commissions and those who are subject to regulation by such commissions."

The subcommittee went on to say that the questionable conduct of some members of the Commission has seriously undermined public confidence in the FCC, "thus affecting adversely the administration of law by the Commission."

The subcommittee has recommended that the President be given specific authority to remove any member of the FCC for neglect of duty or malfeasance in office. At the moment the law is hazy on whether the President has the power to remove a Commissioner.

Telephone Answering Service

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

Phone for Booklet in

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

Did you know that . . .

CHLT Sherbrooke reaches a total of 58,231* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

Success Story

To further abuse the old saw, "Nothing succeeds like success," here is a documentation of another sales success by CFRN-TV.

From a one-man business venture that started with a small retail outlet in 1952, Gordon Comrie of COMRIE SEWING MACHINE COMPANY in Edmonton has expanded his organization to the extent of TEN retail outlets in Alberta and Saskatchewan, plus the franchise on Husqvarna Sewing Machines for British Columbia and Manitoba.

It took two years, until 1954, before Comrie could expand to another small shop in North Edmonton. All his available funds were tied up in his products and the inception of a finance plan quickly sapped \$20,000 from his ready cash funds.

A contact from CFRN-TV's salesman, Ken Park, started Comrie off on the road to TV advertising. This new venture commenced with the co-sponsorship of "I Led Three Lives".

Immediate impact was felt and with it came progress and further expansion for the sponsor. Later in 1955, a new branch opened its doors in Westmount and plans for a Sewing School were finalized.

1956 saw the opening of branch stores in Calgary, Lethbridge and Medicine Hat. As soon as TV time was available in these centres, Comrie took all his advertising budget would allow.

In 1957, more expansion and greater sales opened the doors to new branches in Red Deer and Regina. The Calgary and Medicine Hat stores were found too small and were moved to newer and bigger locations. Early in 1958, another new branch of Comrie Sewing was opened in the North Hill district of Calgary to bring to ten the total number of Comrie stores.

Enthusiastic sales expansion spurred on by TV advertising initiated a need for program standardization. CFRN-TV met the challenge and produced "A-B-C Challenge", which has since spread to five other TV stations under Comrie sponsorship.

With sales increases came the upsurge of contracts for financing; the current figure is now \$340,000.00.

From the beginning of their TV advertising to the end of a year's campaign in 1956, sales zoomed to an increase of over 200%, with an additional 100% added to this for the following year, 1957. TV sales results were so eminent that Comrie's advertising budget was raised accordingly to where 90% of it accounted for a yearly expenditure of \$45,000.00 for TV alone. Radio was cancelled and the remaining 10% was relegated to the want-ad section of newspapers and sundry advertising.

CFRN-TV is proud of having been instrumental in launching Comrie Sewing Machines into a thriving, expanding business as Canada's largest independent sewing sales and service organization. Mr. Gordon Comrie, the founder, has suddenly risen to prominence in his trade and was recently elected to the Directorship of the International Association of Independent Sewing Machine Dealers.

"HUSQVARNA Sewing up"

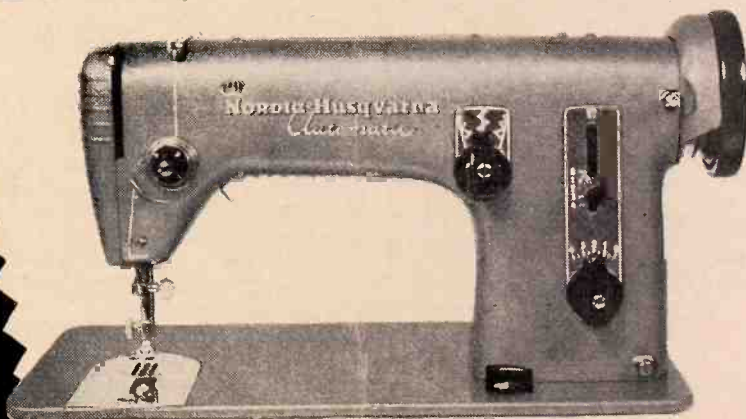
markets . . . thanks to CFRN - TV Edmonton

Says . . . Mr. Gordon Comrie
Comrie Sewing Machine Co.,
Exclusive Alberta and Saskatchewan
Husqvarna Distributors

"We definitely attribute our sales increases to CFRN-TV's 'know-how'.

'A-B-C CHALLENGE', which was originated by CFRN-TV is now under our sponsorship in FIVE other Alberta and Saskatchewan markets. For strong product and 'hard-sell' presentation, CFRN-TV was and still is our "BEST - SELLER".

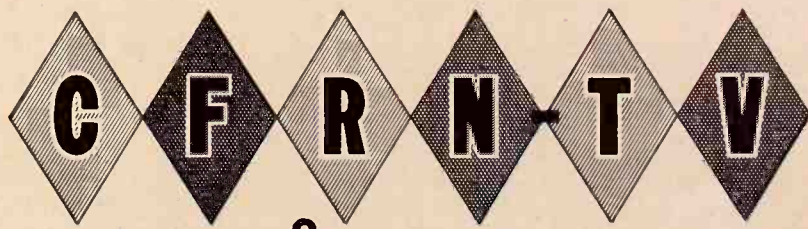
Sincerely yours,



"A-B-C CHALLENGE"
ENTERTAINING
INFORMATIVE
EDUCATIONAL

ANOTHER CFRN - TV, *"IMPACT"

*Live presentation



CHANNEL 3 EDMONTON

SEE: Television Representatives Ltd., Canada • Broadcast Sales—Winnipeg • Young Canadian Ltd., U.S.A. • Harlan G. Oakes—West Coast, U.S.A.

Opinion

EDITORIALIZING IS A BROADCASTER'S RIGHT

THE RIGHT OF broadcasters to editorialize was maintained before the Radio and Television Executives Society in New York last month by two prominent members of the US TV industry, but it was stressed that because of "complex and varied problems," few broadcasters were exercising the right.

Sig Mickelson, general manager of CBS News, stated that Columbia felt that broadcasters had the right to state their opinion on an issue, but that in fact CBS had broadcast only three network editorials in the past eight years.

Ralph Renick, vice-president in charge of news at WTVJ, Miami, said he had started a successful daily television editorial last Sep-

tember, after thinking it over for five years, but indicated that some of its success was made possible by clearly establishing that the editorial was in no way connected with what he called "the hard news."

Mickelson said four factors inhibited network editorializing: the legal aspect in maintaining "fairness and balance" as directed by FCC regulations; the relationship between network and affiliate stations, whose policy may not agree with the network's; the fact that editorializing has almost no precedent because of "our own timidity"; and finally, the policy problem of deciding whether newscasters editorialize on their own, or whether the right is reserved for management only.

or topics of local concern. He said the experiment was being watched with interest by the network.

Mr. Renick said his two-minute daily editorials also were restricted to local topics.

"Our nightly editorial," he explained, "is separated rigorously from the 'hard news' portion of the program in several ways. I introduce the last commercial with these words: 'That's the news. I'll be back in a moment with tonight's editorial.'"

"After the commercial the word 'Editorial' is superimposed on the bottom of the TV picture for 30 seconds as I begin my comment, to clearly identify the editorial segment."

Mr. Renick said American Research Bureau ratings showed the show had jumped from a rating of 15 to 32.5 in five months.

"WTVJ believes that a daily editorial will enhance the stature, prestige, and respect of the station in the community and enable it to further fulfil its franchised obligation to operate in the public interest, convenience and necessity," said Mr. Renick.

It was brought out during the discussion that throughout the US, only 10 stations are known to be broadcasting editorials, and not all of these do so on a daily basis.



Did you know that . . .

CHRC Quebec, P.Q.
reaches a total of 228,541*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

HAVE WE DELAYED TOO LONG?

The third point, he said, "raises a real question: Have we delayed so long in exercising our editorial right that we will be unable now to establish ourselves as legitimate editorialists and legitimate leaders of public opinion?"

Mickelson reported that a CBS-owned station, WHCT, Hartford, Conn., began 15-minute Sunday editorials restricted to local topics,

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

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

LET CHRC
BE YOUR
MOUTHPIECE

IN
GREATER
QUEBEC
WHERE
FOOD SALES
ARE
HIGHER

RADIO

CHRC

QUEBEC CITY
800 K.C.

10,000
WATTS

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

\$92,000,000*

was the

1957

Total Income

for the

Trading Area Population

in the

**Dawson Creek
Area**

The only way to cover this
wealthy market successfully
is through

CJDC

DAWSON CREEK
B.C.'s CENTENNIAL CITY

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

*Trade and Commerce Magazine, March 1958

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

BC Seminar Agenda Is Set

THE RADIO SEMINAR, jointly planned and arranged by the University of British Columbia and the British Columbia Association of Broadcasters, opens at the University, May 5 and will run until May 9.

This seminar is devised for experienced broadcasting people and will deal with each topic on that basis. Speakers and topics include:

Dr. Marshall McLuhan, professor of English, University of Toronto - - "Revolution in Communication".

Paul Lazarsfeld, Columbia University - - "Research".

Dr. Stanley Donner, Stanford University - - "World Radio International Exchange".

Leo Bogart, McCann - Erickson, N.Y. - - "Impact of Television".

Gene Hallman, CBC - - "Specialized Programming".

Hal Cooke, CKEY, Toronto - - "News, Music and Sports".

Sid Boyling, CHAB, Moose Jaw - "Family Broadcasting".

Murdo McLachlan, CHWK, Chilliwack - - "Public Service".

James Lovick, president, Lovick Advertising - - "Advertising and the Sponsor".

Sam Ross, CKWX, Vancouver - - "News".

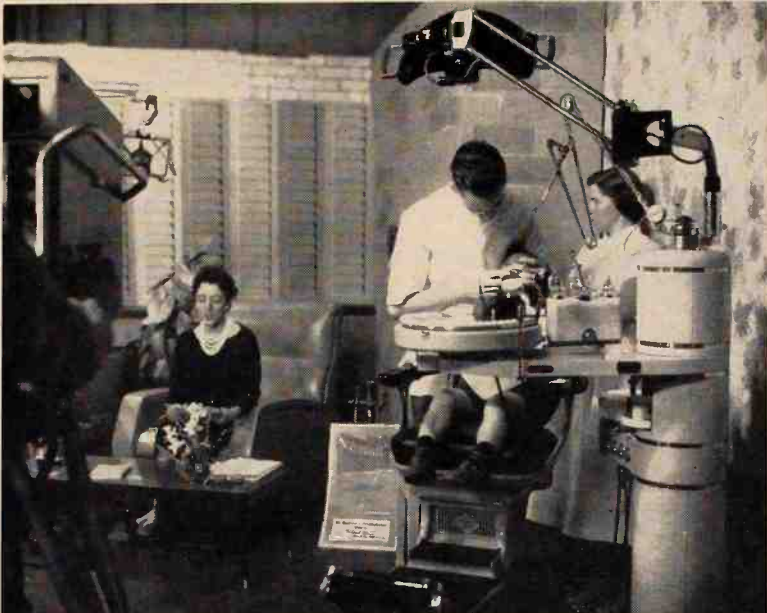
Roy Currie, CFQC, Saskatoon - - "Public Affairs".

Sally Creighton, ACRTA and Bob Patchell, CBC - - "Use of Free Lancers".

More complete information about this new enterprise may be secured from Sam Ross, CKWX, Vancouver or Gil Seabrook, president of BCAB, CJIB, Vernon. Reservations should be made direct with Alan Thomas of the University of British Columbia.

Television

VIEWERS LOOK IN ON TOOTH FILLING



FOUR-YEAR-OLD BRUCE MacDONALD calmly opens up for Dr. Bruce Jackson on CKCO-TV, Kitchener's "Telescope," as Elaine Cole, left, tells her audience that here is unrehearsed proof that it really doesn't hurt.

AFTER NEARLY FOUR YEARS, viewers of CKCO-TV, Kitchener, have come to expect the unexpected from *Telescope*, Elaine Cole's personality show for women, but Elaine really caught her viewers off-guard recently when the camera drew back to reveal that her familiar homey set had become a dentist's office.

"It occurred to us that everybody - - even dentists themselves - - are nervous about going to a dentist," she explained. "So we arranged with Dr. Bruce Jackson of Kitchener to set up his chair and drill and give us a live demonstration."

The impact was heightened by Dr. Jackson's choice of patient - - four-year-old Bruce MacDonald of Kitchener, who sat bravely and cheerfully while Dr. Jackson filled one of his teeth.

This is the kind of fare Elaine Cole has been providing viewers through more than 1,000 editions of *Telescope*. With five shows a week to do, she lives in fear of the day she'll run out of people to talk to and things to show her audience, but she has a formula which seems to work.

"I try to show the viewers things around them that they are familiar with, but in a light they perhaps haven't thought of themselves," she says. As an example, when Salk vaccine first was introduced, and people were a bit over-awed by this wonder drug, Elaine arranged to be inoculated before the camera.

Having had good success with a once-monthly visit of school children and a teacher to the studio, in which viewers see education at work as the

teacher takes the children through a standard lesson, Elaine is now planning to have a regular library day. She plans to have a puppet show, produced under supervision of the public library, and to show her audience some of the other services which a public library provides.

POINTS OF SALE

To Cover the **GOLDEN MARKET** of the **NORTH**

you have the choice of **4 RADIO STATIONS** and **5 NEWSPAPERS** OR

CFCL - TV
Timmins
What do you think?

CKVR-TV
Channel 3

CKGN-TV
North Bay

CFCL-TV
Timmins

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



MR. AGENCY MAN !!!

DUE TO THE CONSIDERABLE INTEREST SHOWN IN DAYTIME TELEVISION BY MANY NATIONAL ADVERTISERS, SOME OF THEM YOURS, THE

BROADCAST ADVERTISING BUREAU - TV DIVISION
IN CONJUNCTION WITH THE
BUREAU OF BROADCAST MEASUREMENT

is undertaking special research to determine the Quantity and Quality of television's daytime audience. The results of this study will be available soon. If you are interested (and you should be) contact BAB-TV.

To keep fully informed on Television why not plan to attend the TV Workshop at the Annual Meeting of the CARTB and bring your clients.

QUEEN ELIZABETH HOTEL

MONTREAL

MONDAY, MAY 12 at 9:30 a.m.

NO REGISTRATION FEE

CARTB Member Stations

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

BROADCAST ADVERTISING BUREAU

TV Division

Suite 414

200 St. Clair Ave. West
Phone WA. 2-3684

Toronto 7

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

Did you know that . . .

CJFP Riviere du Loup reaches a total of 35,401* adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

TELEVISION BROUGHT THEM BACK TO LIFE

By ANGUS GORDON

A LITTLE LESS than 200 miles north of North Bay, a sign at the top of a grade on Highway 11 reads: "From this point, all rivers run north". A short distance away, on another eminence, is the base for the most northerly link in the Bell Telephone microwave chain across Canada. It was erected a little less than two years ago and it has wrought wondrous changes in one of the most prosperous areas in Canada. The signboard causes the tourist to stop and wonder. The mast is regarded as something as mundane as a TV antenna in downtown Toronto.

Yet the mast, to the 120,000 people who live in one of the world's largest gold mining areas, is the most important thing to happen in the district since Sandy McIntyre made his fabulous strike a half century ago.

And 30 miles away, on top of a heap of quartz which undoubtedly had been chipped and probed by many an old time prospector with the gleam of gold in his eye, stands the last link in the chain marking the change, CFCL-TV, Timmins, which may well be the biggest goldmine ever "discovered" in the Porcupine camp.

Strangely enough, the importance of the new station is tied up to a large extent with the depressed state of the gold mining industry. Despite its glamor, gold mining is the poor relation in Canada's greatest source of wealth, its mineral resources. Since 1934 the price has been pegged at \$34 per fine ounce. This despite rising costs of every other commodity, including labor. However, wages and conditions in the gold mines could not compete with the wages and conditions in the base metals field, and consequently the Porcupine began to lose its most stable citizens to such places as Elliott Lake and Sudbury.

TV IS BRINGING THEM BACK

Timmins, the hub of the Porcupine has a population of almost 28,000 at present. In the war years, this almost

reached 30,000. In 1955 it dropped to almost 26,000. The gradual climb back is coincident with the advent of television in the area.

It was apparent to industrial relations experts and municipal officials that as usual, housewives were the ruling factor in decisions to leave the town. This applied even in the case of families established for many years. Wages and conditions were only a side issue, because factors such as cheap rents and low taxes easily offset apparent advantages to be gained in other areas. Boredom was regarded as the principal factor behind the moves. This discounted the security of life in a community where there are no seasonal lay-offs, and where the job is guaranteed on a full time basis as long as gold can be mined.

And the known potential of the principal mines such as Hollinger and McIntyre, two of the world's largest producers, ensures at least 10 years work at peak production.

The whole picture seemed to change almost overnight. In some cases, where the breadwinner had left town to establish elsewhere, he reappeared to take over his old job, if it was still open. The women of the community acquired a new lease on life. Projects which had become dormant because of apathy were revived. A spurge of spending, apart from the huge turnover on TV sets, showed up in records at the clearing houses. It resulted in a general wave of prosperity throughout the area.

It is almost certain too that there has been a revival of interest in the agricultural industry in the area. Although the whole of the Cochrane district, in which the Porcupine is situated, contains some of the most fertile land in Canada, it compares favorably with the lush Holland Marshes area, just north of Toronto. It is dotted with abandoned farm buildings. The Ontario department of agriculture has for years been attempting to induce settlers to take over these farms without any big

measure of success.

The station was ready for operation long before the microwave link was set up. In fact, for a time it appeared as though the problem of transmitting to Timmins was too tough to overcome economically. For the first few months, with the exception of a few crude and frankly amateurish presentations by local talent and an unversed staff, film was used throughout.

As a result, the anticipated big rush for sets did not materialize. However, those sets which were sold were basically "samplers". Following the appearance of the last period of the 1955 Stanley Cup playoffs on the screens in Timmins, direct from the Forum in Montreal, the stores were swamped with the demand.

Within the next few months a definite program pattern emerged as a result of a deluge of mail to the station. Many of the local features have been retained as a result of popular clamor, and then of course, most of the women are completely happy with such offerings as the *I Love Lucy*, *Father Knows Best* type of program.

SPORTS RATE HIGH

Working out times to keep everyone completely happy was a big chore. The majority of the men are employed in the mines on a shift basis. Their tastes were largely devoted to sporting events, which happily, except for hockey play-offs, are confined to weekends. For a time, the women complained, especially during the football season, about the number of sporting events featured on weekends, especially when wrestling was introduced also into the Saturday afternoon schedules.

Now the pattern is fairly well established. A large portion of the Channel 6 schedule, with the better known features have been retained.

Front Page Challenge, *The Plouffe Family*, *Music Hall*, *The Kraft Theatre*, the *Ed Sullivan Show* and the *Perry Como Show* are all con-

tributing to the pacification of the region. This is shown in the diminishing returns for the movie theatres in the area. At least five movie houses have closed down in the past 18 months.

Speaking of the popularity of the shows, it is significant that plugs for the Land Polaroid camera on the *Perry Como Show* resulted in a sell-out for the only agent in the area.

With CFCL's installation of two satellites, one at Kapuskasing and another at Elk Lake, it is anticipated that the economy of this huge territory is going to show remarkable improvement.

There is no doubt that television has contributed greatly to the industrial situation in the north. Operators of bush camps report that the labor turn-over in the camps has been much less. Bushworkers, notoriously restless after a few weeks in camp, apparently are much more contented with their less lonely lot.

Broadly speaking, television has brought the North country much further south and may have saved many communities from eventual extinction.

For proof, it is only necessary to scan the mail to Conrad Lavigne's *President's Corner*. Many of the letters start "I was on the point of leaving the north when television arrived."

● Angus Gordon is a well-known newspaper man, having worked on the *Montreal Star*, the *Toronto Telegram* and many Northern Ontario and Western papers.

Critics Want Everything

CONGRESSIONAL INVESTIGATIONS of the US television industry are prompted by TV's spectacular success, Richard S. Salant, CBS vice-president, told the Ohio Association of Broadcasters recently.

"Congressmen and senators lay into us on pay television, on monopoly, on why we affiliated with Station X instead of Y - - etcetera, etcetera, etcetera. We're suffering from a galloping case of Washington-itis," he said.

Two forces were at least partly responsible for the industry's troubles, he said. These were television critics, particularly in New York, and the print media.

Salant asked his audience if some of the adverse opinion affecting TV stemmed from the "self interest of the print media - - the competitive instinct to cut us upstart competitors for the public's attention and the advertisers' dollars?"

Of the critics, he said it might look nice statistically to satisfy them by playing chamber music from 7.30 to 10.30 every night, but that is not the function of mass media communications.

He concluded: "We are either a mass medium, an advertiser-sponsored medium, or we are not. Let our critics make the choice. They can't have it both ways."

C
K
B
W

"John and Lester Agree"*

"Summer Budgets should include

CKBW

for Coverage of

Nova Scotia's

Prosperous South Shore"

BRIDGEWATER

* "John Hirtle, General Manager CKBW;
Lester Rogers, Sales Manager"

NOVA SCOTIA

Serving the Wealthy South Shore

RADIO REPS in CANADA

DONALD COOKE in the USA

TV Microwave

COAST-TO-COAST NETWORK BY JULY 1

FORMAL OPENING of Canada's coast-to-coast microwave television network will take place July 1, it was announced in Ottawa last week by the CBC and the Trans-Canada Telephone System.

A special Dominion Day television program, incorporating pickups from several points along the 3,900-mile network, is to inaugurate extension of the network to Vancouver and Victoria.

The microwave, which cost about \$50 millions, now reaches on a permanent basis only as far as Alberta. However, both Pacific cities have at times been connected to the network, which stretches as far as Sydney, Nova Scotia, through microwave facilities in the US.

A further extension of the TV network, to be built by Canadian National Telegraphs, to Newfoundland is scheduled for completion next winter.

The CBC has a ten-year contract with the Trans-Canada System to lease microwave facilities for television for about \$2 millions a year when the system is completed.

CALGARY WILL RELAY TAPES

Concurrently with the extension of the network to the West coast, the CBC will open a network relay centre at Calgary, requiring initially four videotape recorders. Actuality

and special sports features will be broadcast simultaneously across Canada, the CBC said, but most network programs will be recorded on tape at Calgary and re-broadcast later at more convenient viewing times either east or west.

By July there may still be a few stations, especially in the B.C. interior, not on the connected TV network but they will eventually be hooked up through spur lines.

The extension of the network from Calgary to Vancouver and Victoria completes a job begun almost five years ago when Montreal, Ottawa and Toronto were linked by microwave. This 340-mile section was supplemented by a 70-mile extension to Buffalo to bring in live US programs.

In the summer of 1954, the network was extended from Montreal to Quebec City and the Toronto-Winnipeg section was completed in September, 1956.

The Saint John-Moncton-Halifax-Sydney section in New Brunswick and Nova Scotia was opened in December, 1956 and connected to Quebec City last February 2.

The network was extended westward by stages from Winnipeg to Regina-Saskatoon in June, 1957, and from Regina to the Alberta points of Edmonton, Calgary and Lethbridge last November.

Newfy Seal Is CJON Trademark



C-JON THE SEAL makes his first appearance as the trade mark for CJON-Radio and TV, St. John's Newfoundland. To promote their new trade mark, CJON sent cigarette cases made of Newfoundland sealskin to key advertisers throughout the country. Both live baby seals and the stuffed one shown above were used in the campaign.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

*Canada's First station
First again with
the newest sound in radio*

**"THE
BIG
SOUND"**

from All-Canada





PUT YOUR
PRODUCT
ON
TOP

WITH

STATION
IN
QUEBEC'S

NO. **3**

MARKET



Let the CKRS bunch handle the job if you want your product to be top banana, top car or top what-have-you in Quebec's wealthy 3rd market, — the rich Saguenay - Lake St. John area, where the population nears the ¼ million and the purchasing power is ¼ billion.

CKRS RADIO & TELEVISION

P.O. BOX 490 JONQUIERE QUE

The only private radio & TV stations covering the entire Chicoutimi - Lake St. John market

Sand O' Blueberries



Over the Desk

WHEN RADIO, TV and press broke the news last February 8 that Toronto's half million dollar Club Kingsway had been completely demolished in a devastating fire, it was a hot news story. But when it developed a day later that the story had contained certain inaccuracies, it was found that yesterday's fire is so much cold potatoes the day after, and the results were unnecessarily harmful.

The thing was that the reports read that all the instruments and music were lost and could never be replaced. And the result was that because of the "total loss" story all but three of the 48 dances and parties which had been booked ahead for the balance of the season were automatically cancelled "through act of God".

Certainly the building was burned to the ground but what the news stories did not state was that the instruments were fully insured and copies of all music scores were safe in the band leader's attic.

Ozzie Williams, who has been leading the Kingsway band for the past seventeen years, went to work to try and get the story corrected. Neither the newspapers nor the CBC were able to do anything about it. CFRB and CKEY and possibly one or more of the other private stations corrected the item and rebroadcast. But the damage was done - irreparably.

Williams stepped right into the Palais Royale with his men for a weekly Saturday night appearance. But the rub was that while other premises could easily have been found for use while the new building was being put up, and the booked parties handled in this way, the contracts had automatically evaporated on account of that news story.

The day after the fire, Ozzie went out looking for new quarters. His boss, Babe Kerim, told him to go ahead and look after the customers on his own while he (Kerim) took care of the rebuilding. Ozzie found places easy to find but there just weren't any party contracts left any more, since, as soon as they heard or read the news, the people responsible went out and made other arrangements.

Rebuilding will be complete next October if everything goes according to plan, and the New Club Kingsway

will be rolling again. But in the meanwhile . . .

As Ozzie puts it, "nobody did anything maliciously, and I am certainly not out for blood, but twelve bandsmen and fifty odd staffers who made their livings at the club have lost their jobs for the time being, when there could have been work for them even during the rebuilding period at an improvised dance spot. They aren't going to starve to death or anything like that, but it would be putting it very mildly indeed to say that they are being put to very great inconvenience."

This column is neither accusing nor defending. It does see though a graphic demonstration of what responsibility means as applied to news. To put it in a word, "FIRST with the news" is a worth-while slogan, but "RIGHT with the news" might be an even better one.

GRIM COINCIDENCE

OVER IN ENGLAND, three suicides have been attributed to a controversial series of medical programs.

In Oldham, they held an inquest on Mary Melia, age 43, who, the coroner was told, gassed herself three weeks after seeing a heart operation in the BBC series, *Your Life In Their Hands*. Apparently she was due to undergo the same operation, and her father said at the inquest: "I tried to persuade my daughter not to watch the program but she insisted." The coroner returned a verdict of "suicide while of disturbed mind." He said: "It is difficult to say if the program was the cause of her death."

This incident followed closely after the case of a man in Havant, who blamed his wife's suicide on a cancer program in the same series. Before that, the report is that a woman in Stockton-on-Tees, who watched the same cancer program, began to think she had the disease and brooded on it until she also committed suicide.

FIRST WITH THE NEWS

THERE IS AN ironic twist to a piece from CJMS, Montreal, who got a call from a man who told Guy Langis, CJMS newsman, that he was about to kill someone.

The man told Langis that he liked the station as they were always first with the news and wanted them to know what he was going to do. Langis told him he didn't believe he had a gun, whereupon there was an ear-shattering crash. The gunman had supplied the necessary proof, by firing his gun close to the phone.

Langis kept the man talking and even got his address, while another CJMS man called the police.

The police went to the address supplied by CJMS, and the fierce battle between them and the gun-

Did you know that . . .

CKVL Montreal

reaches a total of 607,239* adult listeners every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

man, a Montreal taxi driver named Leblanc, was headlined the next day, it reported how the police had had to force him out of the house with tear gas bombs.

TO RYERSON GRADS

SOME OF YOU guys have been asking me for copies for my "Ten Commandments for New Broadcasters", so here they are -- by popular request.

(1) A broadcasting station succeeds or fails, not according to the brilliance of an individual employee, but according to the degree of *Teamsmanship* the employees can create among themselves.

(2) Broadcasting is a business not unlike the newspaper business. The means it uses is to attract audience by entertainment, information and inspiration. The end it is striving for -- whether you like it or not -- is to sell goods for its sponsors.

(3) Don't look for a job. Look for a career.

(4) Don't think of earnings in terms of "how much can I make?" Think of them as "how much can I earn?"

(5) Superlatives aren't news.

(6) Get the facts. Better be right than first.

(7) The slickest of impromptu programs is made possible by hours and hours of research.

(8) Read it yourself before you read it to the audience.

(9) Don't tell the boss how we used to do it at Ryerson.

(10) The best place to start in any line of business is at the top, but it is awfully hard to get the present president to roll over.

READY TO SING

CHML, HAMILTON, goes out on the road every Thursday evening with a live show for churches of all denominations. The radio station supplies the entire program, designed to bring people together and sing old songs with their neighbors in churches, parish halls, Sunday school rooms, school auditoriums and anywhere else where an audience of two hundred or so can be accommodated.

There is no charge to the church or group, and the station prints tickets for them to sell, supplies publicity posters and helps the sale of souvenir song books for every member of the audience. All money raised through the sale of tickets is retained by the church for its good works.

The show is taped and broadcast every Saturday evening at 7 pm.

For over six years, Bill Andrew has been the *Ready To Sing* song leader and featured violinist. Chris Lovett, well-known Hamilton musician, presides at the piano. Tenor Jimmie Shields is the featured soloist on every show. CHML's Paul Hanover is emcee and special guests make frequent appearances. Following the broadcast portion of the show, the *Ready To Sing* cast stages a musical quiz which enables the audience in the hall to compete for worth-while prizes donated by sponsors.

As to the success of the show, CHML offers these facts: churches ask for the show again and again; every season more requests are received than can be accommodated; each year audiences are larger, enabling the churches to raise more

money; over the six years, the show has been instrumental in raising something like \$42,000.00 clear profit for Hamilton and district churches.

As far as the aired part of the program is concerned, it was sponsored for six years by the United Gas and Fuel Company. The present sponsor, a family department store chain, Grafton's, has already renewed for next season.

TIME GENTLEMEN!

AND NOW IN CASE I burst into a song myself, I'd better wind this off in the hope that you'll renew me too. I may be in Amherst at the AAB, or manuring the tulips in my garden, but buzz me if you hear anything, won't you?

CHOV PEMBROKE THE Buy Sells THAT SEE THE STOVIN BOYS

POINTS OF SALE

MANSFIELD RUBBER Expands BARRIE PLANT by 30,000 sq. ft. Staff swells to 162 Keep Abreast of this Growing Market through CKBB

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

PAUL MULVIHILL & Co. Ltd.

TORONTO 77 York St. EM. 3-8814 MONTREAL 1543 Crescent St. MURRAY MacIVOR PL. 1097



TWENTY-TWO HOURS OF LIVE PRODUCTIONS WEEKLY FEATURING . . . NEWS, WEATHER, SPORTS, WOMEN'S SHOWS, CHILDREN'S SHOWS, MUSICAL AND QUIZ SHOWS

Oceans of Fun and Talent for Everyone . . . A Live Sales Booster

By popular demand twenty-two hours of live programming is carried every week over CKCW and CKCW-TV.

Widely varied in format these "live" programs are produced especially for the Maritime audience . . . an audience which has been carefully studied and analyzed over past years. These programs give the listeners and viewers the feeling that CKCW and CKCW-TV are their stations. As a result a much larger and more loyal audience has been built for the advertiser who buys the popular "Maritime Stations" CKCW and CKCW-TV.

Lionel's "On the Mike and Camera Personalities" are a complete staff of talented and hardworking individuals. Each has gained a wide acceptance of popularity among all Maritime listeners and viewers.

Yes, you might say our job is two-fold. We serve to establish for our advertisers a very strong market in an ever increasing rich area besides giving our audiences everything they wish through popular demand.

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

Representatives:

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

CKCW - TV MONCTON NEW BRUNSWICK



SPORTS



OVER THE BACK FENCE



THE BUNKHOUSE BOYS



THE STUDIO



LITTLE RED SCHOOL HOUSE



NEWS



WEATHER



PUPPET THEATRE

Career Corner

RYERSON SENDS OUT NEW BROADCASTER CROP

By Lou Gwartz
(One of them)

THE MONTH OF May will see thirty-five young people starting on careers in the broadcasting and advertising media. They are members of the 1958 graduating class in the Radio and Television Arts course at Ryerson Institute. These young people have their eyes set on careers in fields ranging from radio and television writing, production, announcing, and set design, to operation of technical facilities, to advertising, promotion, and sales. In May, they will have completed three years of study and practical training in broadcasting. Many have worked in both CBC and private radio and television stations during the summer and after school hours.

Their third year was a specialized year of TV training in TV writing, operation and handling of TV equipment, and TV program production. In practical lab periods they had their choice of either radio or television work. They studied film, and its techniques, history of drama, and modern music. They also learned about the business side of broadcasting, sales, agencies, reps, and overall station operation.

WIDE RANGE OF SKILLS

These young people have to their credit many accomplishments. Don Willcox, who came to Ryerson from St. Catharines, organized the *Red Feather Review* which saw the school station, CJRT-FM, program United



Radio and Television graduating class, Ryerson '58

Appeal activities and feed these to six Toronto radio stations. Don is headed for announcing and television production after graduation.

A drama group, headed by John Griffin from Fenelon Falls presented stage plays on campus using persons interested in stage production and acting. Another third year group, the Jazz Society, headed by Bill Rayner from St. Thomas, arranged several jazz concerts on campus. Bill, an ardent jazz enthusiast, heads for agency work after graduation.

On April 13, 3rd year students

took a television show off campus to CHCH-TV, Hamilton for live presentation using student personnel. The writer, producer, and overall arranger for the show was Steve Stern, a native of Prescott, Ontario. He is interested in television production and will enter the CBC after graduation.

Another television show of note, was adapted for television and produced by Colin Smith. It was a 1½ hour presentation of *Time Limit*. Colin came to Ryerson from England, via Rossland, B.C. and hopes to enter TV production.



"FIF AND SHOTZ," Ryerson's comedy duo, in one of their skits televised over CHCH-TV. In real life they are Larry Tearum and Garth Thomas.

For the first time, John Angevine, has arranged a co-operative training program with NABET, the technical union, in which the union sends technicians to the school to lecture on, and discuss their own particular fields. They then attend practical lab sessions and criticize student efforts. John prefers the business side of the broadcasting media.

RTA '58 also has an answer to Wayne and Shuster. Larry "Fif" Tearum and Garth "Shotz" Thomas met at Ryerson and combined in a comedy duo which is sure to gain popularity.

Whatever in the field, RTA '58 has someone who is interested in it.

Technicolumn

A MOVIE OR STILL depicting any spot on the globe is now at the disposal of television writers and directors, thanks to the "Chroma Key" process which has been developed by NBC engineers.

This new process, often referred to as the color key electronic inset, involves the insertion of subjects, such as actors in a play, into a previously chosen setting, for instance location films or still photographs. To create this effect, two cameras are used.

The first camera is focused on the background scene needed for the production. This can be in full color with no restrictions as to the colors used, provided they conform to standard color television contrast range requirements.

CAMERA IS COLOR BLIND

The second camera is the chroma key camera. It is focused on a special blue background in front of which the live action takes place. The chroma key system is intentionally "color blind" to this blue background or any other blue object in its view. Consequently, care must be taken that the performers do not wear costumes with blue in them as these portions would be eliminated in the final picture. Set dressings and props, in order to be seen in the final picture, also must be void of blue.

However, the camera's colorblindness to anything blue is advantageously used to generate a keying impulse from all blue areas it sees.

The chroma key unit couples the two cameras. From the background camera, only the impulses creating the areas corresponding to the exact areas that are blue in front of the chroma key camera are passed through the unit.

This picture is incomplete because portions of it have been taken out electronically and show up as "holes" in the background picture. The image from the chroma key camera fills in these "holes" and the final picture shows the composite effect.

SIZE DOESN'T MATTER

A variety of backgrounds can be used for this chroma key process: photographs, handpainted illustrations, and three dimensional objects. These can be still or in motion.

Also the size of the background photo or object does not matter. In the process of combining the shots from the two cameras into a single picture, sizes can be adjusted so that a man six feet tall can be thrown against a background provided by a postcard size illustration.

The development of this process is the result of the combined efforts of Frank Gaskins, NBC technical operations supervisor; Milt Altman, NBC supervisor of graphic arts and the NBC engineering department. Since its introduction a few months ago, the Chroma Key process has been used on most of NBC's major color shows including *The Dinah Shore Chevy Show*, *The Perry Como Show* and *The Steve Allen Show*.

The actual working unit is a small box of electronic equipment about six inches wide, six inches high and just over a foot long.

THE DOG WAS HOME!

10 MINUTES

AFTER **CKSL** REPORTED IT MISSING.

CKSL FINDS CUSTOMERS JUST AS FAST.

ADVERTISERS AGREE THAT THE **DOG-GONDEST** STATION IN LONDON IS

CKSL
LONDON
Foremost in Forest City



POTENCY TEST

Sometimes I wonder if radio is so powerful when, after fifteen years on the air, the U.S. *Railroad Hour* hasn't sold a railroad yet.

. . .

SIGNUS TROUBLE

No sowing wild oats while air conditioner is on.
— *Jack Paar Show.*

. . .

AUDREY STUFF

Then there's the gal who was so dumb she always picked fights with her boy friend, because it raised her blood pressure and she just loved the taste of Geritol.

. . .

TO EACH HIS OWN

"Advertising - - the Creative Force in Marketing" is the ACA Convention slogan. In the **BROADCASTER** we go in for a little editorial matter too.

. . .

SUCCESS STORY

In answer to the hotel bell-hop's amazement that it is the rich people who give such small tips, we can only suggest that maybe that's why they're rich.

. . .

DEFINITIONS DEPT.

Adolescence is the period when a boy refuses to believe that someday he'll be as dumb as his father.
— *Art Linkletter.*

. . .

EMPLOYMENT WANTED

Experienced secretary wants job keeping newspapermen away from the boss so that he won't tell them things he doesn't want them to know.

. . .

PETS' CORNER

There may be some logic somewhere in the one about the guy who was saving up to buy an elephant, not because he wanted the elephant, but because he wanted the money it cost.

. . .

PROSPECTIVE ADVERTISER

We have been unable to confirm the story that Johnson & Johnson Ltd. are likely to launch a new line of Frozen Band-Aids for cold outs.

for the first time . . .

reach all of
Canada's 3rd
market with
one medium

... at lowest cost!

now **50,000** watts!

Radio British Columbia

CKWX

Vancouver

Reps: Canada — *All Canada Radio Facilities Ltd.*

Reps: United States — *Weed and Company*

SIGHT & SOUND

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



Compiled by
Ian Grant

Radio & Television

INTERNATIONAL Varnish are starting a six week radio campaign April 28 on 14 English and nine French stations. The frequency is three spots per week. They are also using at the present time a five minute sportscast on CHCH-TV, Hamilton on Thursday evenings at 6.30.

BOOTH INTERIOR and exterior paints are being advertised in a radio campaign currently on the air for Lowe Brothers Co. Ltd. The campaign started on March 3 and will run until June 13 on 19 stations. It will run until September 22 on CJBC, Toronto.

ORANGE CRUSH are running a radio campaign on CKEY and CFRB, Toronto from May 8 to September 20. From April 28 to August 25 they will use three eight second ID flashes a week on KVOS-TV, Bellingham-Vancouver.

CAMPBELL'S SOUP will be running a radio campaign on nine French stations from April 21 to

August 1. The frequency is about 150 spots per station.

They have started a television campaign on six French stations to run until August 1. They are using 2 spots a week.

LAURA SECORD Candy will have a Mother's Day radio campaign on 30 stations during the month of May. Each station will be used for six occasions.

FORD-EDESEL are currently in the middle of a national spot radio campaign on 32 stations. The campaign started on March 17. All of the above accounts are handled through Cockfield, Brown & Co. Ltd.

MAX FACTOR, through James Lovick & Co., has dropped the CBC-TV drama series *On Camera*. Future plans concerning a replacement are not known.

NATIONAL CARBON, through Stanfield, Johnson & Hill, will be running a test campaign on CFPL-TV, London, for a total of six weeks. The first three weeks will be from May 7 to 23 and the second

three June 11 to 27. Filmed one minute spots will be used for a total of 18 occasions. The product is Spray Glow Automobile Polish.

LEHN & FINK Canada Ltd. started a radio campaign April 17 for their product Lysol over a list of 30 stations from coast-to-coast. The agency is Spitzer & Mills Ltd.

THE TELEFILM series *I Love Lucy* has been renewed by the CBC for the fourth year. The show will be co-sponsored by Harold F. Ritchie, through MacLaren Advertising and Canada Packers, through Cockfield, Brown. The series is distributed by Caldwell Television Film Sales.

CANADIAN WALLPAPER Manufacturers Ltd., are currently in the middle of a ten week radio campaign on 24 stations from coast-to-coast. The campaign, which started on March 24, consists of three spots a day, five days a week. The agency is Erwin, Wasey, Ruthrauff & Ryan and account executive, Charles Sheppard says that, "already it is apparent that radio is a very important medium for wallpaper. With hard-hitting sales messages, put across with great frequency, covering every province, and supplemented by maximum merchandising support and co-operation from the radio stations, wallpaper sales are booming. The campaign is a success from all standpoints."

Agencies

THE TORONTO agency of Needham, Louis & Brorby is now located at the old office of Harold F. Stanfield, 121 Richmond St. West, Phone EM. 4-1492.

THE MONTREAL agency Torobin Advertising Ltd. is handling the account of John Collins of Canada. It was formerly handled by Walsh Advertising Co. Ltd., in the same city.

THE TORONTO AGENCY of Robert Otto & Co. Canada Ltd., will be moving from 222 Simcoe St. to new quarters at 355 King St. W. on the sixth floor on May 1. As far as is known the phone number will remain the same.

Did you know that . . .
CHGB Ste. Anne, Que.
 reaches a total of 43,187*
 adult listeners every day
 *ELLIOTT-HAYNES
 CIRCULATION REPORTS

People

MONTAGUE ISAACS, formerly Sales Promotion Director of Inter-TV FILMS, has joined Torobin Advertising, of Montreal, where he has taken charge of their newly opened Radio-TV Division.

Isaacs has 16 years of film direction and production experience both in the U.S.A. and Canada, and for the past 3½ years he has specialized in Radio and Television production.

He will be in charge of time buying, as well as all radio, film and "live" TV programming and promotion. He will act as liaison between Torobin Advertising and the various artists unions and creators working in the Radio-TV medium.

JEVERETT PALMER has joined the Toronto agency of Breithaupt, Milson Ltd. as director of all radio and television advertising.

Ev Palmer has a background of 20 years' experience in the broadcasting and advertising fields. At one time Radio-TV director at McCann-Erickson, he was more recently general sales manager for Canadian TPA Films Ltd.

RALPH SNELGROVE, president of CKBB-Radio and CKVR-TV, Barrie, has announced the following senior staff promotions.

Charles M. Tierney becomes general sales and promotion manager - television.

Ted Delaney becomes regional sales manager for radio and television.

Dick Cutler is now regional sales supervisor - television.

Eric Jackson is radio sales supervisor.

Robert Hunter continues as manager of CKBB-Radio.

BOB HARWOOD has been appointed sales representative at the Montreal office of S. W. Caldwell Ltd. In this capacity he will handle sales-service activities for TV films, radio transcriptions and audio visual equipment.

THE RADIO AND television time buyer at Erwin, Wasey, Ruthrauff & Ryan Ltd., is now John Nickell. The position was formerly held by Craig Muir who is now the media director at McConnell, Eastman & Co. Ltd.

JOSEPH B. DUNKLEMAN, president of Telepix Movies Ltd., has announced the appointment of Nat V. Donato as director of national sales.

Nat Donato's 20 years' experience in advertising and broadcasting includes newspapers, radio, radio reps and television programs. He attended Columbia University in New York

in B. C.

C J O R

PERSONALITIES

ARE

"BEST SELLERS"

(your product is protected against competitive advertising)

see

Stovin-Byles

for details

5000 watts on 600 kcs
 Still covers the greatest area in B.C.

C J O R VANCOUVER, B.C.

and served in the US Army in the South Pacific. He was also in special service where he wrote, produced and directed stage and radio shows. Prior to joining Telepix, Nat Donato was Canadian sales manager for ABC Film Syndication Inc., New York.

NEIL MacDONALD, previously radio and television co-ordinator at E. W. Reynolds Ltd., is now at Leo Burnett of Canada Ltd. in the broadcast dept.

Miscellaneous

FORMATION OF A Plastics division with J. H. Childs as manager, J. L. Macdonald as sales manager and F. G. Rice as market development manager, has been announced by Du Pont of Canada.

The new organization will form part of the Chemicals Dept., and be responsible for all sales of the company's plastics materials. J. A. Davis, manager of the Chemicals Division said, "organization of the division is designed to increase materially our participation in the Canadian plastics industry".

SEVEN WEEK radio musical series, Spring Festival, will be heard each Saturday night on the CBC Trans-Canada network from 8.30 to 10.30. The series, which started April 19, features some of the foremost musicians in Canada. The seven programs will present dixieland, jazz, Latin American, western and popular standards. Several choral groups will also be heard. This series is on a sustaining basis.

PLANS FOR ESTABLISHMENT of a weekly newspaper in Orillia, Ontario were announced last week by Gordon E. Smith, president of CFOR-Radio Ltd. and owner of the Beaverton, Ontario WEEKLY PRESS.

Smith said the name of the paper and its publication date will be announced later. Orillia now has two newspapers, the daily PACKET & TIMES, and the weekly NEWS-LETTER.

ALL-CANADA RADIO Facilities Limited have changed their company name to All-Canada Radio and Television Limited.

Stations

TELEVISION STATION CKBL-TV, Matane is aiming at August 1 as starting date. It will operate on Channel 9 with a power of 280 kw. maximum video and 170 kw. maximum audio.

The station will serve five counties; Matane, Matapedia, Rimouski, Gaspé and Saguenay, with a population of about 250,000 people. It will be affiliated with the CBC French basic and the English supplementary networks. On the subject of programming the station says it will stress local talent.

RADIO STATION CJMS, Montreal, continues to dream up ways of selling radio. This month the station convinced all retail sponsors to put special CJMS messages in the pay cheques of all their employees.

The message pointed out that a recession which causes unemployment can become dangerous if people stop buying and that advertising

helps to overcome buying resistance. It therefore plays a big part in providing the employee's cheque which has to come from the company's profits.

CJMS added the line, "Radio moves more goods faster than any other advertising media."

CARTB

MONDAY, MAY 12 is the day that has been set aside for advertising and advertising agency executives at the 33rd annual convention of the CARTB at the Queen Elizabeth Hotel in Montreal next month.

The morning session of advertiser and agency day will be devoted to a Television Workshop, under the chairmanship of Ray Peters, commercial manager of CHCH-TV, Hamilton. The afternoon session will be a radio workshop, under Howard C. Caine, president of CHWO, Oakville. Both these meetings are open to all, free of charge, with no registration.

The television workshop is aimed at the advertiser who might be shying away from the medium because of its supposed high cost or complexities. "Some people", says Ray Peters, "are still inclined to think of television as a big budget item in a million dollar account. We are out to show them that TV is for the medium and small budget too, and for the local advertiser as well."

The workshop will show TV in action, with camera chains, boom mikes, lights, monitors, with live commercials being produced over a closed circuit, on a giant screen. The session will wind up with a panel discussion by station and agency people, headed by Murray Brown, general manager of CFPL-TV, London.

"Radio the Key" is the theme of the afternoon session in which the older medium will be examined in its changing format.

"We want," says Howard Caine, "to show how radio has adjusted itself to its new pattern and how it is increasing its listeners to the highest point in its 30 year history through conscientious programming."

Among speakers at the radio workshop will be: Worth Kramer, executive vice-president of WJR, Detroit; Donald H. McGannon, president, Westinghouse Broadcasting Co., New York; Kenneth Clarke, International Nickel Co. of Canada Ltd.; E. R. Fisher, Pepsi-Cola of Canada, and Ben Dobrinsky, of Steinberg's Montreal.

THIS IS Newfoundland



Woolworth Store in St. John's, Newfoundland

Newfoundland's growing prosperity is reflected in its modern and well-equipped supermarkets, department stores and many fine shops. Nationally advertised brands, in top-quality grades, are heavily stocked. Luxury goods are displayed in plenty — and bought! The average pay in St. John's — where over 70% of Newfoundland's 445,000 people shop — is higher than in Toronto. The actual take-home pay of all Newfoundlanders has increased by almost \$100 million in the past two years — in which period 15 new Branch Banks have opened their doors to new business.

Of Television, "TIME" Magazine said last November, "St. John's is news-hungry and TV-mad. It has 23,000 sets for a population of 80,000, and three-fourths of the sets are tuned in nightly to Jamieson's show". (CJON-TV)

85% of all households in St. John's metropolitan area have Television — and it has the highest Tune-In Percentage in Eastern Canada.

CJON-TV and its satellite CJOX-TV (you get both for the price of one) DOMINATE a wealthy, waiting, and COMPLETELY CAPTIVE MARKET, and are THE BEST ADVERTISING BUY — bar none — IN CANADA'S TENTH PROVINCE.

Advertisement for CHTL-TV Channel 7 Sherbrooke. It features a stylized logo with the text "The greatest French advertising medium in Quebec" and "300 000 KV CHTL-TV CHANNEL 7 SHERBROOKE We cover the Montreal market".

Advertisement for CJON-TV and CJOX-TV. It features two cartoon seals standing on boxes labeled "CJON" and "CJOX". Above them are circles containing the numbers "6" and "10". The word "TELEVISION" is written between the seals.

Represented in CANADA by STOVIN-BYLES LTD.

ST. JOHN'S NEWFOUNDLAND

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

Live Talent

CKEY FEEDS DRAMA TO ONTARIO NET

OVER A PERIOD of 26 weeks throughout 1958, radio station CKEY is devoting a total of one and a half hours each Sunday towards the encouragement of Canadian talent, at a cost to the station of approximately \$25,000.

From 12.30 to 1.00 pm is *Childrens' Theatre*, which is written and produced by Marjorie Purvey, who operates the Toronto School of Radio Drama. She started in radio back in 1933 when she produced the program the *Gibson Family* on CKCL, now CKEY. The drama school was begun in 1940 and since then has started out numerous people who are now going strong in radio and television. Two such people are John Aylsworth, writer of *Front Page Challenge* and Toby Robins, a Toronto actress.

The children on her program range from six years and up. The show itself is based around the story of Peter and the Dwarf or on occasions, when there is an educational topic, *The Little Red Schoolhouse*, with the children playing the parts. The time spent on rehearsal is about four hours before show time, and music is supplied by Lloyd Edwards on the organ.

ACTORS COMPETE FOR CASH

At the end of the 26 weeks a total of \$250 in prizes and plaques will be awarded by CKEY to the best child actors.

At 2.30 to 3.00 *Canadian Talent Showcase* hits the air. This is a talent search type program. Each week five acts appear and the winner gets \$50. Every five weeks there is a semi-final contest, in which winners over the weeks compete for the grand prize. The first three prizes are \$500, \$250 and \$100. Also Quality Records will award a recording contract to the person, not necessarily the winner, who in their estimation is the most promising.

Music for the program is supplied by Art Hallman, with Gordy Tapp as emcee. The producer is Ted Ottley, the senior student at Ryerson.

Besides CKEY this program goes to seven other Ontario radio stations. They are: CKPC, Brantford; CFJB, Brampton; CKTB, St. Catharines; CKLY, Lindsay; CKOY, Ottawa; CHEX, Peterborough and C-JOY, Guelph. The only cost to these stations for receiving the program is the line charge.

People who want to appear on the program are asked to apply to the

station they are listening to or direct to CKEY. Contestants are selected by Art Hallman and Ted Ottley. If they are picked, they provide their own transportation to Toronto.

CANADIAN PLAYHOUSE

Last on the list of CKEY's talent list is *Canadian Playhouse* from 7.00 to 7.30 pm. This program goes to three other stations, CHEX, Peterborough; CKOY, Ottawa and C-JOY, Guelph.

The plays performed were originally used on the CBC and they are re-released to the station. The actors are selected by Howard Milsom from the list of applicants or from the backlog of previous performers. The rehearsal for the show gets under way at 1.30 in the afternoon and continues until broadcast time. Unlike *Canadian Talent Showcase* the performers do not get any money until the end of the 26-week period when \$500 is given to the best actor and actress.

The show is produced by Howard Milsom and emceed by a different person each week. Emcees have included Gordon Sinclair and Alex Barris.

Included in the budget for the show, which is about \$13,000, is provision for three original productions over the period. These plays will be bought by CKEY from anybody wishing to submit them.

The first thirteen weeks end on May 11. The second period will start on October 5 and continue until December 28. The station says that so far they intend to carry on with these programs next year.

SHORT WAVES

SIX PRIVATE CANADIAN radio stations and two TV stations have won 1957 Public Interest Awards presented by the US National Safety Council. The radio stations honored were: CFPL, London; CHLO, St. Thomas; CHML, Hamilton; CKOM, Saskatoon; CKSL, London; and CKSO, Sudbury. The TV stations honored were: CHCH-TV, Hamilton, and CKSO-TV, Sudbury.

TWO-WAY TELEVISION communication between Europe and North America is now technically possible and should be economically feasible within the next five or six years, it was announced at a recent meeting of the European Broadcasting Union in Amsterdam.

In the meantime, delivery of newsfilm from Europe to North America should be speeded up considerably through use of the Eurovision network which now links 14 member-countries of the EBU.

Newsfilms of major events would be rushed to the nearest Eurovision studio point for quick processing and forwarding to major distribution points such as London or Paris for quick plane delivery across the Atlantic.

CBC is associated with EBU and could expect film delivery time to be shortened by 12 to 36 hours.

A FRESH DRIVE to raise funds to bring American television to the Fort Frances area of Ontario was decided on at a public meeting at Fort Frances Friday night.

Almost 100,000 dollars already has been raised by the residents of Fort Frances and the neighboring town of International Falls, Minnesota. Residents were told at the meeting that April 29 is the deadline.

Pledge forms were distributed as the 70 persons present agreed to try for 350 pledges to raise the Fort Frances donation to the 30,000 dollar limit. Canadians are permitted to invest only up to 20 per cent of the capital of a US corporation.

The Minneonto Television Corporation of International Falls is trying to bring in American network programs through a microwave relay at Walker, Minnesota. The communities now are in a fringe area as far as television reception is concerned.

WANTED

LOCAL SALES MANAGER

Capable of earning \$6,000 to \$10,000, for Western Canadian Radio Station. Must have experience in competitive metropolitan area.

Box A367

Canadian Broadcaster
54 Wellington St. West
Toronto, Ontario

RADIO TIME SALESMAN WANTED

Applications are invited from experienced Radio-Time salesmen for a Sales Representative position with a possible advancement to Sales Manager. Basic salary on maintaining monthly quota plus percentage commission. Virtually virgin territory available.

Mail applications to:

Keith D. Baker, General Manager,
Radio Station CFSL, Weyburn, Sask.

Sir Winston Churchill Made The Grade In Radio And He Had An English Accent. How About Me?

I'm 24, single, educated, English and have had one wonderful year in Canada.

I worked as an announcer-writer for the British Forces Broadcasting Service before I came over. Since then I've been working for the Pembroke Observer.

I'm willing to go anywhere and pay my own way. Salary is secondary to the chance I am looking for to get a start in the only business that interests me — broadcasting.

John Clayton

#205, 856 Broadview Ave., Toronto, HOward 5-4844

WANTED

by a small Maritime station competent chief announcer willing to take responsibility. Advancement for the right man.

Box A366

Canadian Broadcaster
54 Wellington St. West
Toronto, Ontario.

ANNOUNCER-NEWSCASTER

eight years' radio and TV experience. Strong on news. Desires position in Eastern Canada.

Box A365
CANADIAN BROADCASTER
54 Wellington St. West
Toronto, Ontario

EQUIPMENT WANTED

WANTED TO BUY: A used professional overhead lathe transcription cutter complete with head but turntable not necessary. Mail description, price and condition to:

Keith D. Baker, General Manager,
Radio Station CFSL, Weyburn, Sask.



There's good reason why more national advertisers are using more B.C. radio than ever!

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

Over half a million radios in daily use.

"Wherever you go there's radio"

**THE BRITISH COLUMBIA
ASSOCIATION OF BROADCASTERS**



7.00 p.m.—and Toronto instrument-maker Jerry Skala has finished painting the last wall in the kitchen . . . cheered on by his wife Rose, and CFRB's good music, of course!

Meet the Skalas of Etobicoke

(they'd make grand friends . . . or customers)

Not even Jerry Skala knows the total amount he has spent for do-it-yourself supplies. What is known is that the 1,194,800 families* in CFRB's listening area spend more than \$4½ billion* annually for *all* retail goods. It's Canada's richest market.

Only CFRB combines these essentials: listening audience, price, ratings, experience, and programming capable

of effective selling. The advantages CFRB offers advertisers are unique.

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

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

CFRB TORONTO
1010 ON YOUR DIAL
50,000 WATTS



ONTARIO'S FAMILY STATION

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