

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. 16, No. 10

TORONTO

May 16th, 1957





*Wherever you go ...
there's Radio!*

**FREQUENCY PLUS
THE HUMAN VOICE**

The cumulative effect of any good advertising message repeated over and over again will pound ideas home — make them stick.

But when you add all the power of the spoken word — the conviction, the warmth and the persuasiveness of the human voice — you really get ACTION.

Radio can produce more action — more sales results, because radio can carry your message persuasively, convincingly to more people more often than any other method of mass selling.

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With Radio - - The Sound Medium

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Radio Division

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



CBC Board of Governors

FREQUENCY AND POWER BATTLES STALEMATED

DEFERMENT FOR further study was recommended this month by the CBC board of governors, of applications for three west coast radio stations to operate on 730 Kc.

In addition to the frequency change, CKLG, North Vancouver and CJAV, Port Alberni both sought power increases. The third application was from Warren T. Johnstone who wants to operate a 5,000 watt station in Burnaby, a suburb of Vancouver.

application can be made for night-time operation of the proposed station.

Transfer of control of two radio stations was approved. Control of CKXL, Ltd., Calgary will pass from Frederick Shaw to Tel-Ray Ltd., and control of CJRL, Kenora will pass to Stuart King, publisher of the KENORA DAILY MINER.

Deferment was recommended of applications for new radio stations at Saanich, a suburb of Victoria, B.C. and Kitchener, pending study of the service and programming of existing stations in the areas.

The request for a 50% increase in audio and video power was recommended for CHCH-TV, Hamilton, as was the establishment of TV satellites at Elliott Lake, Ont. on channel 3 for CKSO-TV, Sudbury, and at Kapuskasing, Ont. on channel 3 for CFCL-TV, Timmins.

The application of CFCL-TV for a satellite in Kirkland Lake was recommended for denial because it would operate within the B contour of a station now under construction at Rouyn, Quebec.

Deferment was also recommended on the application of CKSO, Sudbury for a daytime radio satellite in Elliott Lake pending processing of applications for local outlets.

Similar deferment was recommended on the application of CJDC-Radio, Dawson Creek to operate a low-power TV station in that city.

with a change in frequency from 1220 to 1280 Kc.

Denial was recommended of a power boost from 1,000 to 10,000 watts for CHUB, Nanaimo, because it would mean fuller coverage in the Vancouver area.

Saying that the station should continue to operate with the power it originally applied for, the board also recommended denial of the application of CJSP, Leamington, Ont. for a boost from 250 to 1,000 watts.

Suggesting that the station bring its power up to 1,000 watts, the board recommended denial of the second bid of CJMT, Chicoutimi, Quebec for a power increase to 5,000 watts from 250 watts. The board said it was still of the opinion that there should be relatively low-powered stations serving different community areas in the Saguenay-Lake St. John region.

Because of opposition of CJDC, Dawson Creek, the board suggested deferment of an application by CFGP, Grande Prairie for a doubling of its power to 10,000 watts, until further representation could be made.

Share transfers recommended for approval concerned CHCT-TV, Calgary with a transfer of 11,500 common shares in Calgary Television Ltd. from CKXL Ltd. to Frederick Shaw who released control of CKXL radio; CHEK-TV, Victoria with a transfer of 21 common shares and 21% of the series B debentures in CHEK-TV Ltd. from Charles R. White to Wm. Rea Jr.; CKRD, Red Deer with a transfer of 1,573 common shares in Central Alberta Broadcasting Co. Ltd.; CKX and CKX-TV, Brandon with the transfer of 10 common shares in Western Manitoba Broadcasters Ltd.; CFBC, Saint John, N.B. with the transfer of 500 class A shares in Fundy Broadcasting Co. Ltd.; CKCL, Truro, with the transfer of 90 common and 60 preferred shares in Colchester Broadcasting Co. Ltd.; CKNX and CKNX-TV, Wingham, Ont. with the transfer of 78,832 common shares in Radio Station CKNX Ltd.; and CKVM, Ville Marie, Quebec with the transfer of 4 common shares in Radio Temiscamingue Inc.

On Our Cover

The wide use of radio and television in the election campaign by leaders and candidates in all parties is symbolized by the photo montage on our front cover.

On a background of typical party convention, it shows the four party leaders - - left to right, John Diefenbaker, Progressive-Conservative; Prime Minister Louis St. Laurent, Liberal; M. J. Coldwell, CCF; and Solon Low, Social Credit.

Photography is by Federal Newsphotos of Canada, Toronto.

Opposition to the applications came from C-FUN, Vancouver and CKNW, New Westminster who said that the proposals "would adversely affect their possibilities for good broadcasting service".

If the licenses were granted, both the North Vancouver and the Burnaby stations would have wide coverage in the Greater Vancouver area.

After making a thorough study of the programming and operations of all stations in the area, the board will make recommendations on the applications together with one from CKNW which proposes to move to 730 Kc.

FRENCH STN FOR SUDBURY

A new 1,000 watt French-language daytime station in Sudbury at 550 Kc. has been approved. It will be operated by Sudbury Broadcasting Co. Ltd., which now operates CHNO, a bilingual station. In approving the application, the board added the proviso that CHNO provide 30% of its service in French during night-time operations until a suitable

VERDUN BOOST DEFERRED

Asking further consideration by the Transport Department of an application of CKVL, Verdun for a power increase to 50,000 watts from 10,000 watts on daytime only, the board said "raising of the maximum intensity allowed could, in our opinion, lead to an undesirable signal intensity race among stations which would be uneconomical, of no particular advantage to the public, and which would inevitably leave a number of stations at an unnecessary disadvantage".

Approval was recommended of the application made by Robert A. Reagh, former Lethbridge broadcaster, to operate a 1,000 watt station at Cranbrook, B.C.

Power increases were recommended from 1,000 to 5,000 watts daytime only for CKPR, Fort William and CKX, Brandon; and from 5,000 to 10,000 watts for CKDA, Victoria

SHARE CHANGES

Issuance of 50 preferred shares in Radio Lac St.-Jean Limitée was recommended for approval. The company controls CFGT, St. Joseph D'Alma, Quebec.

ACA CONVENTION

Reports of last week's ACA convention by staff writers Bart Gardiner and Ed James will be found on pages 8 to 13. The remaining meetings will be covered in our next issue.

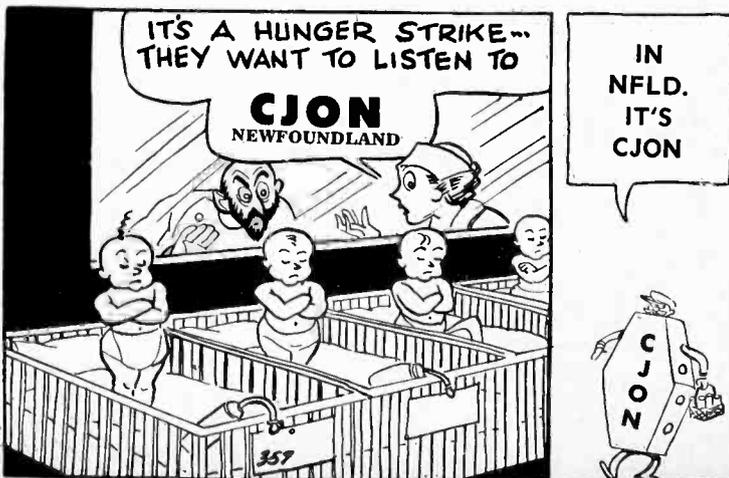
IN NORTHERN ONTARIO THREE OF A KIND WINS— HANDS DOWN!

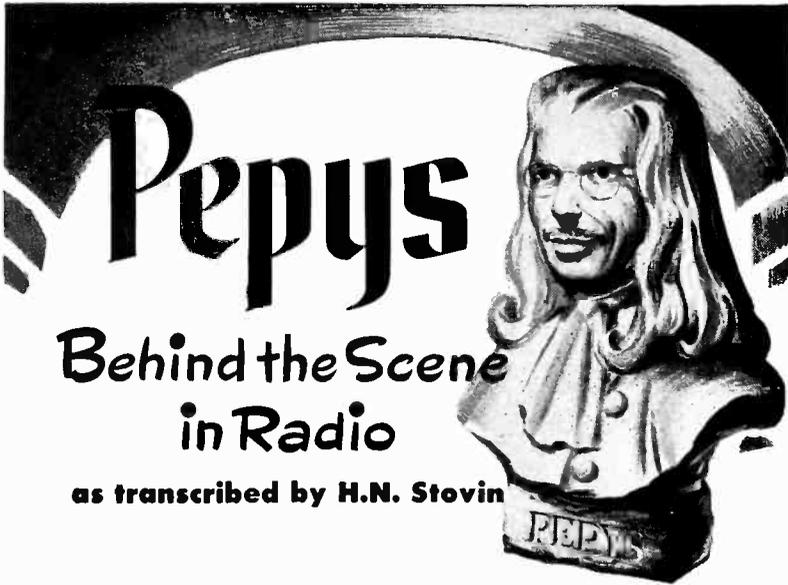


You can't lose with this trio of stations. In the big, rich Northern Ontario market they give you:

- 1. High listenership — a big radio audience depends on them for news, entertainment, information.
2. A captive audience — outside reception is inconsistent.
3. Proven sales — on file is a long record of sales results for local and national advertisers.

REPS: NBS in Canada Weed in U.S.A.





Having but lately tasted the new Drink, which some do call Tcha and others Tay, it does pleasure me much to set down in my diary a story which I shall head:

THE SALADA TEA COMPANY AND RADIO STATION CKSF CORNWALL

Must then make note that the Salada Tea people do sponsor a daily Radio Program called "What's the Sound", on Station CKSF and indeed have done so since 1952: Just lately Mr. G. K. Henry, Montreal Branch Advertising Manager, did write to the station a letter of kindly comment, which I do here set down:

"We have recently completed an analysis of mail returns for CKSF Cornwall and you will no doubt be interested in the following comparison of mail receipts for the full Fall-Winter series 1955-56 and the full Fall-Winter series 1956-57 — terminating on April 20th, 1956 and on April 18th, 1957 respectively. Both periods represent the same number of broadcast weeks and the same number of occasions".

Mail Receipts Fall-Winter 1955-56	Mail Receipts Fall-Winter 1956-57	Percentage Increase
75,507	95,265	26.2%

Mr. Henry does then add, "Thanks, Mr. Pemberton, for your fine co-operation, and we hope you will express our thanks to station personnel concerned at CKSF Cornwall". ● ● ● To which Pepys does add the comment that a mail increase of 26.2% does indeed speak well for the pulling power of Radio as an advertising medium — and that it is indeed heart-warming for a station to receive a courteous appreciation of this kind ● ● ● The setting down of this does make me feel that the best sound I could hear would be a lustily steaming kettle that I may enjoy a cup of freshly-brewed Salada Tay myself.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
these live Radio and Television Stations

CJOR Vancouver CFPR Prince Rupert CKLN Nelson CKXL Calgary CJGX Yorkton CJNB North Battleford CKOM Saskatoon CKY Winnipeg CJRL Kenora	CJBC Toronto CFOS Owen Sound CHOV Pembroke CJBQ Belleville CFJR Brockville CKLC Kingston CKSF Cornwall CJMS Montreal CJBR Rimouski	CJBR-TV Rimouski CJEM Edmundston CKCW Moncton CKCW-TV Moncton VOCM Newfoundland ZBM Bermuda ZNS Nassau KVOS-TV Bellingham-Vancouver
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MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

AAB Convention

RADIO'S ETHICS MUST RISE WITH RATES

An advertiser can spread twenty spot announcements over an entire weekend on all four of the private stations in Toronto for less than the price of a full page advertisement in the TORONTO STAR. This fact was presented to the AAB convention in Amherst last month by Geoff Stirling of CJON, St. John's, during a panel discussion when it was generally agreed that radio was selling itself too cheaply.

Stirling suggested that the rate for a one-minute spot should parallel the quarter page rate in a newspaper in the same city as the station. "We have been underselling ourselves," he said, "and that is why we cannot do the things we want to do (along program lines)".

Fred Lynds, CKCW, Moncton, disagreed with the theory that radio has lost its evening audience to television. "The thing is," he said, "that more than half of the sets are not in use and public service is the answer."

MORE MINORITIES

George Cromwell, CHSJ, Saint John, said that today there are many more listeners than there ever were, but they are in minority, racial and other groups who were never catered to before.

Along the same line of reasoning, Don Jamieson, CJON, St. John's, pointed up an advantage in catering to these minorities, who are inclined to make a note to remember to tune in a program of classical music, whereas "Top-Ten" addicts just take what offers, when they feel like it.

"Before we start changing rates," Fred Lynn continued, "we should all go home and analyze the make-up of our audiences. It might be a better idea," he added "to have a hundred enthusiasts listening at 8 p.m. than a thousand luke-warm ones at 8 a.m."

Because radio has tried to be all things to all people for so long, Bill Byles, Horace N. Stovin & Co., felt that nighttime radio is a lost cause except for advertisers who want to reach a selective audience of people interested in piano playing, stamp collecting and so forth.

On the question of reducing the price of nighttime radio, Gordon Ferris (Radio & TV Reps) said "If you have a good product at night, you shouldn't cut the prices".

Malcolm Neil, CFNB, Fredericton, pointed out that audience has always been sold by number rather than composition. "Therefore," he said, "we should charge one third more for ten in the morning than ten in the evening. But," he added, "this should be done by raising the morning rates rather than lowering the evening ones."

Don Jamieson's contribution to this question was the thought that if you lose some accounts by raising prices, you take in just as much money for fewer spots and have a better program schedule.

Jamie MacLeod, of CKBW, Bridge-water, felt that the way the broadcasters should recover their nighttime audiences was to "subsidize nighttime programming from our daytime revenue".

YOU HAVE TO BE NATURAL
Marg Crosby, women's commenta-

tor from CKCW, Moncton, who contacts her sponsors and writes their commercials besides doing her programs, felt the solution was simply to "give the advertiser higher quality (of commercials and programs) and then we won't have any trouble getting higher rates."

She said that women's commentator was a misnomer. "She should be just another announcer," she said, "because she talks to men as well as women".

Mrs. Crosby's prescription for her job is in her own words: "You have to be a normal, natural person . . . original . . . talking to as wide an audience as possible. You should be just another ordinary announcer like the men. You have to have a pile of enthusiasm . . . put something on that is listenable for your audience and your advertisers."

PERSONNEL IS A PROBLEM

Broadcasting by and large is not attracting university graduates and the Ryerson Institute would be well advised to incorporate into their courses lessons in creative selling which is the life blood of the free enterprise broadcasting industry.

Geoff Stirling opened up the discussion on the employment question with this thought, and inspired considerable discussion.

Malcolm Neill felt that a way has to be found to give young men who want to enter the field some sort of formal instruction.

Don Jamieson wanted to know if "we are failing to deliver to our staffs the idea of the importance of commercials". He felt that in many cases the announcers are embarrassed by having to give them and present them in an apologetic way.

Malcolm Neill felt that announcers should be treated as separate entities rather than staff members. They should be paid as talent, he said, which would increase their earnings.

The only thing is, Don Jamieson said, you can't pay an announcer on a high talent basis and offer him security as well or "you'll have a guy seventy-two years of age doing the morning show because you're stuck with him".

SMALL NETWORKS ARE COMING

Finlay MacDonald, CJCH, Halifax, who was chairman of the panel, saw great possibilities in small networks for specific events like parliamentary reports. These, he felt, would give the industry something more to sell.

Marg Crosby would like to hear more radio people talking about radio on the radio.

Along this line, Don Jamieson said that every time a new program goes on the air they should write an announcement giving a reason why people should listen to it. "If you haven't a reason, you haven't a program," he said.

Returning to the question of community service, Fred Lynds said that "when we do a bit more community work such as editorial policy, we'll be able to take our salesmen off the road and put them back in the production department, because the sponsors will be beating a path to our doors." He added: "I'd like to see stations take over their own programs again and just sell advertising between them."

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

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What Do YOU Know About Advertising?

One of the main purposes of the Advertising Advisory Board is to overcome public prejudice against advertising by telling the people the facts. This, it is felt, is of even greater importance than ever in the light of the "new competitive age". Alan Yeates of the Prudential Assurance Company of America explained to the ACA Conference last week this and other functions of the new organization.

Obviously advertising is the basic thing in the whole competitive system of business. Obviously also its success, both as a sales tool and as the axle around which the whole private enterprise system has to revolve, depends on the public acceptance the board is out to get, and the objective of gaining this acceptance is a very worthy one indeed.

It seems to us though that there is another step, and it is a preliminary one, which is of equal importance. It can be summed up in two questions: (1) Are the various components of the advertising business sufficiently aware of the functions of advertising beyond their own? (2) Before telling the story of advertising to the public, would it not be advisable for everyone working in and around the industry, or profession as they like to call it, to make sure that they have a thorough grasp of the business — the whole business — themselves?

This year the ACA Convention went off the beaten track a little and the agenda took a new angle. Instead of devoting a great deal of time to demonstrations staged by the various media on their own power and efficacy in promoting the sale of goods, they took their members behind the scenes. People engaged in retail business told the national advertisers how they could better co-operate in helping

their sales clerks sell their goods. Considerable time was devoted to techniques used in launching new products; how this was best achieved in the States by the Frozen Foods Division of the Campbell Soup Company on a pay-as-you-go basis; how advertising copy should get away from the usual extravagant bromides and talk to people in their own language.

These and a dozen more peeks behind the advertising scenery gave people who tend overly to devote all their time and effort to their own corner of the huge advertising stage an opportunity to find out what goes on in the other corners.

Some people, especially media people, read advance copies of the ACA agenda, found it contained no session devoted to the buying of their time or space and decided there was nothing in it for them. On the other hand, advertising managers and others on the buying side found it was an interesting program, with the result that there was an attendance of over 850 delegates and guests.

We believe that media people have a great deal to learn about what other media and other branches of the advertising business are doing, and that the 42nd annual conference of the ACA pointed the way to this objective.

In this issue, there will be found full reports of most of the sessions with complete disregard for whether or not they directly concerned the broadcasting business. Those sessions which are not covered in this, will be taken care of in our next. We sincerely hope that this more than usually complete coverage will be of advantage, especially to those whose functions in the business do not normally take them behind the scenes in this fashion.

News Briefs

- • Snow Crop and Ospra, both through Albert Jarvis Ltd., have bought segments of *Fiesta* on CHML, Hamilton, and spots on CFP, Port Arthur.
- • The Stratford Festival has taken a 10 station schedule of spots for 2 weeks just before their opening. Stations booked to date are: CKEY, CFRB and CHFI, Toronto; CKLW, Windsor; CJCS, Stratford, CKCR, Kitchener and CKPC, Brantford.
- • R. S. Titchell & Co., makers of Tisco aluminum doors and windows, have been signed by Albert Jarvis Ltd. to a 13 week contract for 5-minute spots five times a day on CHUM, Toronto. The series, which began May 6, is called *Tune Titles* and features a give-away voucher to those who guess the name of the mystery tune.
- • McQuaids Ltd., through Vamplew Advertising, have renewed their contract for the *Jay & Ginger Show* on CKEY, Toronto.
- • The CBC has announced the appointment of Charles Jennings, 49, as controller of broadcasting, a post held until now by E. L. Bushnell who continues to function in his other capacity of assistant general manager of the corporation.
- • Mary Kay has left McCann-Erickson, Inc. to join Andrew Cowans Inc., the public relations firm. Her new title is motivation consultant and research director.
- • National Cranberry Association, of Hanson, Mass. has retained the public relations department of Batten, Barton, Durstine and Osborn Inc. for the second year to handle product publicity on Ocean Spray fresh cranberries.
- • The NCA is a cranberry grower's co-op embracing 1,200 growers in five states and Canada. It markets and processes more than 50% of the total national cranberry crop.
- • After 9 years in the commercial department of the CBC, Miss Pat Hepburn will join the time-buying staff at F. H. Hayhurst Co. Ltd., as of May 13. Another addition to this department is Many Brown who joined the agency at Easter from Baker Advertising Agency Ltd.



*AAAB Convention***BROADCASTERS SHOULD CO-OPERATE - - - NOT CAPITULATE**

Digest of an Address

By **DON JAMIESON**

(CJON, St. John's, Newfoundland)

WITH THE publication of the Fowler Report, we have reached an important turning point. Where we go from here will depend, very largely, upon ourselves. Therefore, we ought to give close examination to our mistakes of the past, and the present, for to do so is the best insurance against making the same mistakes in the future.

It is an over-simplification to say that all of the slings and arrows hurled in our direction originate with misguided egg-heads or bribed stooges of those who advocate state control. Undoubtedly, there are such people, and we need an effective way to deal with them. But, if we are wholly honest, we will have to recognize that much of the criticism of private broadcasters comes from ordinary, respectable Canadian citizens. They feel, quite sincerely, that we are not sufficiently responsible to be left in full control of our own houses.

Whether they are right or wrong is beside the point, at the moment. The important fact is that we have failed to make a case with such people, and, until we do, we must remain, to some extent, within the straight-jacket of enforced controls.

ABDICATED TO AGENCIES

I say that we are not wholly blameless. I say that, within this industry we have too many operators who have grown fat and complacent. They have abdicated control of station programming to advertisers and

agencies and to crew-cut youngsters, masquerading as program directors. The rate card has gone out the window as the huckster with his saturation spot campaign has come in the door. In programming, religion has fallen victim to ratings; commentaries have given way to contests; and listeners are being bought with everything from thousand dollar bills to automobiles, in the interests of a large BBM!

Our industry is the product of its hard beginnings. We pay rightful tribute to our pioneers. But, while admitting that hind-sight is easy, it must be said that, today, we are paying the price of short-sighted planning in the early days, by those who failed to recognize the tremendous potential of the broadcast medium.

As a result, we are forced to work within a thoroughly unrealistic rate structure. How ridiculous that, in this day and age, an advertiser, with a mere one hundred dollars, can dominate the entire broadcast day on any one of a large number of radio stations across the country!

THE BROADCASTERS' DILEMMA

Quantity has become the determining factor in most radio advertising. Consequently programming has to be geared accordingly.

Quantity is a problem, as well, in the utterly confused field of audience ratings. There is no other advertising medium, of which I am aware, that has permitted itself to be

dissected, mauled and mutilated by every questionable rating study that comes along.

Some mathematical wizard, in his padded cell, holds in his hands, the economic future of scores of Canadian broadcasting stations. Therefore, nothing looms quite as important as the number of shell-pink ears that are said to be tuned to a certain frequency, at a certain time.

No one will dispute that some form of accurate rating study is necessary. But, as things stand at the moment, complete chaos, and utter confusion are the inevitable results.

This, then, in part, is the broadcasters' dilemma. With advertisers seeking more for less, with his future hanging precariously on the outcome of the next unproved rating study, he must yet devote a large portion of his time, energy, and capital to the provision of the kind of broadcast service that his listeners have a right to expect.

Is it any wonder, therefore, that questionable practices are on the increase. If one station fills the mail bins, and builds a rating, by giving away a Ford, can't his competitor be excused if he fights fire with fire? Is it not understandable that, emerging bloody but unbowed from the last TPA study, he offers his listeners a Cadillac?

If one operator loads his transmission with cut-rate spots, his clean-living competitor soon will discover that he can't feed his family on a code of business ethics.

APPEAL TO THE LOWEST TASTE

It has been said that we have only ourselves to blame for the spread of such tactics. But is blame the correct word? Perhaps the present confused, highly competitive situation is merely a demonstration of free enterprise at its unrestrained, uninhibited best.

Is a man, in fact, a "cockroach broadcaster", because he cuts rates in order to make a bigger profit? Is he unethical if he substitutes prize-giving for programming? Does the private broadcaster have any particular responsibility to do anything other than make the strongest possible appeal to the lowest common denominator of public taste? Does he, in fact, achieve anything worthwhile if he resists this ever present impulse?

If we look upon broadcasting simply as a business, then the answer is fairly simple:— Every man for himself, and the devil take the hindmost! This is survival of the fittest, the basic code of our free enterprise system.

STRUGGLE FOR MEN'S MINDS

But, there is a fundamental difference in the case of broadcasting that, sometimes, we are inclined to over-look.

We are not mere salesmen, or manufacturers. We are broadcasters, and, whether we like it or not, we have a serious responsibility in what has been called, with considerable truth, the struggle for men's minds.

The degree to which we accept that responsibility will determine, in large measure, our future course of action. We can nail our free enterprise colors to the mast and sail forth to bigger and better cut-rate quiz show bargains. But, let us never forget that we cannot have the best of all possible worlds.

Let's look, for a moment, at the ramifications of such wide open policy, remembering that it is neither mythical, nor imaginary, but is, in fact, being practised today, by a fairly large number of Canadian broadcasters.

The trend to cheap saturation spot advertising cannot fail to have a detrimental effect on programming. Gimmicks and give-aways provide little in the way of either entertainment or information. It is well nigh impossible, therefore, to avoid the pitfalls of mediocrity.

This way we will not gain a great deal of prestige in our communities; our critics will be provided with the makings of a field-day, but, I have not the slightest doubt that most of us will survive and make a quite substantial amount of money. For we will have become business-men, rather than broadcasters.

A POLICY TO LIVE BY

The second alternative is to combine the best qualities of ethical, sound business and good broadcasting, and to do so requires a thorough house-cleaning and a reappraisal of the basic values. Let's have the courage to put in a realistic rate card and stick by it. Let's get back to the determination of a good programming policy that will do the best job, for us, while providing the best service for our listeners. In short, let's get a workable station policy and then proceed to live by it.

Then, and only then, will we know where we stand. And, when we know, the advertiser will know, and the industry will know. For the next step in this house-cleaning must come at the industry level.

Today, we need a strong trade association as never before! It is no reflection on those who have been closest to the CARTB to say that we have not had such an organization at all times in the past. The CARTB is our creation and the parent usually is at fault when trouble develops in the off-spring. Where our association has been weak, it is we who have made it weak. In bleary-eyed indifference, at the lag end of a convention, we have rubber stamped policies, which we did not understand fully, because we hadn't bothered to debate them. We have saddled our directors with instructions, which, sometimes, were not a true reflection of our views and, then, we have criticised those same, directors, in public, for doing what they were told.

WEAKNESS IN UNITY

Surely it is indicative of our present confused state that the Fowler Commission saw fit to praise most individual private broadcasters,

**MORE POWER
COVERAGE
LISTENERS**

**SOON
5000
watts**

The station that means
more business for you

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

CKOV
QUEBEC CITY

"We will get the recognition we seek because we will have earned it"

while heaping coals of fire on the very organization which is our collective voice. It might be said, almost, that here was a case where, in unity, there was weakness rather than strength. But the fact of the matter is that there was no unity.

We tend to forget that the CARTB is no ordinary trade association. For, like the individual broadcasting stations that make up its membership, it must apply itself both to the normal problems of business and to those distinctive matters of principle that are involved in the public service aspect of our industry. It is my contention that this important distinction has never been drawn sufficiently well in the past.

CODE OF ETHICS WITH TEETH

In the greatly strengthened organization that I say is so necessary today, we ought to have two basic objectives. First, we should aim at the removal of all those questionable practices that provide just cause for honest criticism of private broadcasting. Then, with wholly united action, we should repudiate our unjust critics with all the enormous strength that is at our command. I cannot emphasize too strongly, however, that it is the height of folly to seek the second objective without achieving the first.

To achieve it, I believe, will require a revamping of our basic thinking concerning our Association. We need a Code of Ethics that will serve some purpose far more useful than simply to look impressive on the wall of the manager's office. We must be prepared to give our Association the needed teeth to enforce such a Code, should it become necessary, and we should back the Association to the hilt when it does so.

We should empower our Association to inform all concerned that we are prepared, no longer, to support certain advertising practices, or to carry out certain functions that we consider either unreasonable, unethical, or unfair.

Having debated, and approved such actions, within our organization, we must be prepared to support the will of the majority. If not, then we should become thoroughly independent broadcasters, in the strictest sense of the word.

CARTB MUST LEAD RESEARCH

I believe that there is a great deal of common sense in the Fowler Commission recommendation concerning the need for surveys to determine listener preferences. Our Association ought to be in the forefront of such research, for, after all, to whom can it be of more value.

Why is it that so many sets are not in use, at any given hour of the day? Why are we failing to reach such a large segment of our potential audience? I am convinced that the answer to that question holds the key to a whole new programming concept. It could well knock most of our present notions into a cocked hat.

From a straight business standpoint, these are some of the matters in which, I feel, the CARTB ought to be engaged. These are the topics we ought to be discussing at our Conventions. To get the chance, I, for one, will forego the opportunity to hear about the quality of the cherry pie at the Governor's colonial

mansion in the glorious State of Tennessee.

WHERE DO WE STAND?

At our broadcaster's meetings, such as this, there is a need to do something more than discuss rate cards and agency commissions, as important as these are. There is a need to talk about that other side of our operations to which I have referred so frequently today. Let me sum it up with this question: What is our attitude, now, towards the system of broadcasting in Canada that is likely to result from the recommendations of the Fowler Commission?

It is vitally important that we know where we stand, for, I believe it is fair to say, as an Association, we have never been quite sure in the past. This has been our greatest weakness and it cannot be allowed to happen again.

The CARTB sought, with our repeated blessing, a separate regulatory body. I can name you at least a round dozen broadcasters, all members of the Association, who did not agree.

I was travelling across this country at the very time when our spokesmen, acting on our instructions, were seeking private networks. Yet, a large number of broadcasters were telling me that they would not touch a network, under any circumstances, with a forty foot pole.

It is not surprising that this should be so. In fact, it is difficult to comprehend how it could have been otherwise. Whatever was done by the executive, we, as members of the Association, never did discuss and debate those issues fully, at least not within the past six years.

Somewhere along the line we became committed to a certain policy. Then, as I recall, it was the same routine procedure, year after year. The resolution, calling for a separate regulatory body, was sandwiched in somewhere between the report of the trustees of the Gillin Award, and the vote of thanks to the staff of the hotel. I do not suggest that the resolution itself was wrong. I am suggesting, simply, that, in this, as in other cases, we, as individual members, did not give sufficient, continuing thought to an issue of enormous importance. When the chips were down, the result was anything but a united front.

Let's assume that we have an Association which commands the support of all of its members. Let's assume that those members are doing a good job at home and are living within the effective Code of Ethics that I have advocated.

WHERE ARE WE GOING?

Thus, so far as is humanly and reasonably possible, the decks have been cleared for a well-mounted assault upon our main objective. What should that objective be? Do we seek the complete abolition of all state control, including the government subsidized, so-called national system? Do we wish to have the field left to us, alone? Do we wish to assume the entire responsibility for providing a suitable service for all the people of Canada? Do we, in short, wish to see the American free enterprise system of broadcasting adopted in this country?

Or do we go along with the Fowler

Commission? Do we agree that there is a need for a national system provided, to some extent, out of public monies and in which we, as private broadcasters, have an important role?

Basically, these are the two choices. I can see no other, at least at the moment.

Personally, I reject the first alternative, out of hand. Not only would it be impractical, but it would be wholly unrealistic to suppose that it could be achieved, within the political atmosphere that exists at the present time.

Thus, we have no alternative. We must support the concept of a national system, in which the private broadcasters participate. Under the circumstances, therefore, I think that we ought to determine immediately, that we will devote our efforts to the job of making that system as strong and effective as possible.

By this I do not mean that we ought to capitulate, completely, to the advocates of state control. We should make it clear that we are not prepared to become mere electronic outlets for someone else's product. This must be a co-operative effort in every sense of the word. Everyone must be made aware of the fact that the private broadcasters have something worthwhile to contribute.

If it is true that there are failings in Canada's private broadcasting industry, it is equally true that there are enormous shortcomings within the national service. The practical experience, and unquestioned know-how, of the private broadcasters can do much to correct this situation, if they are given half a chance.

First, however, there must be a genuine effort to remove the old animosities, and the traditional mistrust which has been built up, not entirely without cause. If we make the gesture, in all sincerity, and it is rejected, we have lost nothing and we have gained a telling argument. Indeed, it could well go further than all the others in gaining for us, the recognition, and the freedom, that we have sought for so long.

BEST LEVEL OF SERVICE

But, as of now, we must know where we are going. It is not enough for us to be against the present level of state control. We must be for something better. Through a strong association, we must be able to show, in a well reasoned fashion, that we know what we want. We must leave no trace of doubt that we seek only what is in the best interests of a distinctly Canadian system of broadcasting. We must prove that, if given the opportunity, we are sufficiently

responsible to live up to our obligations.

What we have been fighting has been one basic argument. It is the claim that, as private broadcasters, we cannot be depended upon to serve the best interests of Canadians as well as these interests can be served by the State. The struggle is not one between advocates of state control and supporters of free enterprise. The real struggle is within the individual conscientious broadcaster. It is the struggle that all of us have experienced when we have had to choose between the course that is most profitable and the one that provides the best possible level of public service.

SENSE OF RESPONSIBILITY

There is in this country a clear need to provide a type of programming that will not provide a station with top rating. There is a need for a wise, and well considered plan for the development of good Canadian talent. An effective means must be found to create a greater awareness of this country's proud history and its enormous potential. Indeed, the challenges are endless, and to the broadcaster they ought to be exciting.

But, they can also cost money in terms of production charges, and the provision of valuable air time. Are we prepared to make such expenditures; are we willing to accept the loss of revenue that could result, at least in the early stages?

There are those who claim that we are not. They are still doubtful that private broadcasting, freed from all compulsory controls, would provide essential and worthwhile public service, for the people of Canada, at the expense of more profitable, though less valuable programming.

I have enough faith in our industry to believe that we can, by following the course that I have outlined today. We must show our sense of responsibility, through the high calibre of our individual operation and through the activities of a greatly strengthened, well directed trade organization. When we do, I am convinced that much of the present opposition will disappear. We will get the recognition we seek because we will have earned it. We will achieve our desired freedom because no longer will there be either a necessity or an excuse for restraint.

CJEM-RADIO
Edmundston, New Brunswick

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

1. Madawaska
2. Restigouche

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

CJEM-RADIO
1,000 watts

Ask the Stovin Boys

RADIO
SOLD BY
Stephens & Towndrow
Limited
Toronto Montreal
EXCLUSIVELY

ACA Convention

FIERCER COMPETITION CALLS FOR BETTER INFORMED PUBLIC

THE ADVERTISING industry in Canada stands in need of some public relations body to protect it against public misconception, and that is the main purpose of the Canadian Advertising Advisory

Board, which has been set up by the Association of Canadian Advertisers.

This was the point made by Alan Yeates, advertising manager of the Prudential Life Insurance Company of America, who, as a director of the new board, was one of the first speakers on the 42nd annual conference of the ACA, which was held in Toronto last week.

As proof that such misconception is already deep-rooted and widespread, Yeates pointed out that today many church leaders accuse advertising of undermining the fabric of Christianity; noted authors denounce it for manipulating the masses into buying things they don't want; and university presidents even indict it for bringing on a future second depression.

A second reason for setting up the new Board was the serious shortage of manpower in the advertising industry. Yeates claimed that proper orientation of public opinion towards advertising would partly remedy this. However, he added, encouraging educators and government to provide

better and more thorough training for advertising careers would be another big must on the CAAB's list.

BUYERS WILL BE CHOOSEY

Rhys M. Sale, president of the Ford Motor Company of Canada Ltd., said that as Canada moves forward into the era of unparalleled prosperity forecast by the Gordon Commission, Canadians should expect an era of business competition far fiercer than any we have known since the Roaring 20's.

Addressing the first luncheon of the Convention, Sale said that in the decade since World War II, a huge pent-up consumer demand for almost all commodities plus a comparative scarcity of goods to supply this demand had created an unprecedented "seller's market", which made real competition practically unnecessary. Consumers bought practically everything there was for sale and producers didn't really have to go to much trouble merchandising it.

All this would soon be changed, Sale predicted. "The great mass of the public", he said, "would soon have even more money jingling in its pocket", but, in the coming era, "they would also have an almost unlimited volume and variety of goods to choose from." He stressed the fact that tomorrow's buyer "will be real choosey, I can tell you. He'll shop around."

"You, as advertising people, are going to be the first line of offense in the competitive war to come. From now on the people who put up the advertising dollars are going to expect a great deal more from your profession - - certainly a great deal more than has been the case during the past 10 easy-going years in which millions of advertising dollars have run down the drain."

Advertisers, Sale said, would have to "put more 'sell' into advertising." By this he said he did not mean

"packing more injunctives into advertising copy", but rather "concentrating more upon the message and purpose of advertising than upon turning out a 'smart ad'".

If advertising people would "learn more about the client's product, his market, his customer and his methods of production and distribution, business would have less to fear from the new competitive age to come," he said.

HIGH COST OF IDLENESS

The second ACA speaker to point out that the end of the easy-going "seller's market" is at hand was William O. Twaits, executive vice-president of the Imperial Oil Company of Canada.

"Industry has emerged from the (post World War II) period of short supply, price control and frantic buying with, at the best, an obsolete marketing system," he said. "Today we have a new buyer - - a more sophisticated buyer - - with all the selective characteristics that go with a high standard of living." To satisfy this new buyer, he felt there was a "greater need for basic market research . . . than ever before."

Tomorrow, he warned, "our high-cost producing machines will not be economically justified unless they run at full capacity." In the forthcoming competitive age mass production will require "a continuous flow of sales or what amounts to a 'guaranteed annual customer'." Unless advertising sees to it that this customer - - the new, and more fastidious buyer of tomorrow - - is completely sold on the advertiser's product, Twaits said that "the high cost of idleness would be a dominant factor in our society."

COPY MUST COME TO EARTH

What role will this new buyer play in the age to come? This was the question answered by Dr. Sidney J. Levy, director of psychological research at Social Research Inc., Chicago, Ill.

Dr. Levy stressed the fact that tomorrow's consumer will have moved "from self-denial as a necessity and principle, to self-indulgence as a way of life." He pointed out that modern consumers are becoming "cake eaters" - - they want to have their cake and eat it too.

This, he said is because advertising has encouraged consumers to engage in "living out a 'consumption fantasy', and to want security, possessions, and pleasure governed by a sense of immediate enjoyment of these goals."

Dr. Levy felt that mass media have created a vision of the North American home with appliances in every nook, the family together having gracious meals prepared without effort, with a motorboat at the dock, a barbecue pit alongside the now-advertised swimming pool for Everyman, and the lurking thought that you too can have a Cessna airplane.

Levy suggested that advertising people become more aware of their vast influence in order to transform the "consumption fantasy into a

Thousands of Sports Fans

Followed the

Whitby Dunlops

To the Allan Cup
By Listening to

CKLB's

Play-By-Play Reports

* *

Regular Special

Events Broadcasting

Throughout the Year,

Assures CKLB

Advertisers

of a Loyal Listening

Audience.

Get the

**CKLB
OSHAWA**

Facts from

Lorrie Potts & Co. -
Toronto, Montreal

J. N. Hunt & Assoc. - Vancouver

J. H. McGillvra - U.S.A.

**FLYING
to the
WAB?**

Let us look after
your bookings

New York Theatre Tickets
(Even "My Fair Lady"!)

London, England
Theatre Tickets

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

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G
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E
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REACH

NINE HOMES

FOR

A PENNY

**N
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C
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A**

Serving the Wealthy South Shore

RADIO REPS in CANADA
DONALD COOKE in the USA

reality that is less confused, and in which "consumers are taught consistent and coherent patterns of taste."

Dr. Paul Lyness, vice-president of Gallup & Robinson Inc. of Princeton, New Jersey said that in the immediate future more than ever before, "the effectiveness of an advertising campaign will not merely be in proportion to the size of the advertising budget but in proportion to its 'impact'."

ADVERTISING MUST INFORM

Advertising copy must be more efficient, he said. According to an "impact research method" which Gallup & Robinson has worked out Lyness said the businessman can now learn the depth of impression made by an advertisement; the number of readers who absorb the name of the sponsor; and the extent to which they remember and are convinced by the sales message.

This kind of research shows that the consumer is not interested in brag and boast copy, gimmicky ads, odd-shaped words or streaks of color. However, Lyness said the consumer is interested in ads which contain ideas and newsworthy information.

Advertisements which rely on trick headline typography, lavish use of color and other techniques which do not help the reader to see the product realistically have low efficiency and readership, Lyness pointed out. They should offer some reward, either in the form of news or in some form that will benefit the reader, he said because believable demonstrations of a product's worth are still the best kind of advertising.

DOWN FROM IVORY TOWERS!

George E. Mosley, vice-president in charge of advertising and sales promotion, Seagram-Distillers Company, New York dealt with advertising as a dominant force in mass marketing and with the social implications of advertising, including the industry's responsibilities to the public as a whole.

Speaking at the annual dinner, Mosley said, "that too often the advertising man is regarded as a specialist who lives and works within a vacuum, but today's competitive marketing situation cannot permit this form of isolationism."

Unless the advertising man becomes more "aware of his broadening responsibilities in the complete marketing picture, he will continue to be tagged as a 'specialist' and not as a key executive worthy of top-management-level prestige," he said.

Where the advertiser can help gain his company's common objective, Mosley felt was in "reducing advertising to a shape and size that are within a person's range of understanding and sympathy."

Too many advertisers are interested only in "what produces advertising and not what happens after an advertisement appears." He believed that "the sincere advertiser of today sees the same need to overhaul and debunk advertising that the sincere psychologist sees to debunk psychology."

Some Mosley precepts for the advertiser in the competitive age of tomorrow are:

(1) Increasingly qualitative responsibility and eagerness to deal in ideas not just formulae and budgets.

(2) Long-term planning of the product's personality, not just a day-to-day puttering in types and cuts,

CJAT STAFFERS BIKE-TOUR CANADA



ANNOUNCER Ralph Milton and newsman Fraser McAlpine of CJAT, Trail, B.C. took off last month on a bicycle tour of Canada with hopes of making a jaunt through the British Isles and Europe.

Riding geared English - type bicycles, the pair will camp along the way. The longest stop will be at Winnipeg, Milton's home.

Another stop will be made at the CF Ranch, Wardlow, Alberta, home

of former CJAT newsman, Roy La-Valley.

The station will carry progress reports and stories from the pair as they travel across Canada.

The first night of the trip was spent at the Anderson ranch at Castlegar, 28 miles from Trail, where Mrs. Anderson, a regular CJAT listener, held open house and invited listeners from that area to drop in to extend best wishes to Milton and McAlpine.

Radio Fights Ont. Fires

USING RADIO as their first line of defense in fighting forest fires in the Province of Ontario, the Department of Lands and Forests has set up its own network within the province for communications.

In addition to telephone lines, there are 128 ground stations; 262 portable sets; 47 mobile sets, 323 lookout tower sets; 11 marine sets and 45 aircraft sets.

The department annually fights approximately 1,000 forest fires in the 172,000 square mile area for which it is responsible.

300,000 To Hear Rosary

THROUGHOUT the month of May, a regular broadcast of the Rosary will be carried by CHUM, Toronto, for the more than 300,000 Roman Catholics in the Toronto-Hamilton-Niagara area.

Sponsored by the Archdiocesan Union of Holy Name Societies, the 15-minute programs will be aired every evening at 7, and will feature such guests as Cardinal James McGuigan and Bishop F. V. Allen.

The slogan of the broadcasts is "The Family that Prays Together, Stays Together".

Heinz On 25 Stations

The H. J. Heinz Co. is sponsoring 57-Time, 3 quarter-hours a week on 25 stations coast-to-coast. This musical quiz was originally devised by Al Bruner of CJSP, Leamington. Release is through MacLaren Advertising Co. Ltd., Toronto.

A Growing Market

Proven by Royal Bank of Canada Directors report:

40% increase in 1956 over 1955 in rural population.

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

1957 B.B.M. FIGURES SHOW

"CFQC has up to twice as many night time listeners as any other Northern Saskatchewan Radio Station."

LISTEN TO CFQC REGULARLY

Place Your Advertising Where It Does The Most

CONTACT OUR REPS:
Radio Reps - Canada
Canadian Station Reps - U.S.A.



LONELY?

Don't Join

A Lonely Hearts Club

CKSL

Will Find You
FRIENDS!

Just Look At

McLaren's Limited. They have lots of friends but, to get even more, they sponsor a pleasant little quiz show called "Rate the Tunes" from 9.30 to 9.45 every morning over CKSL.

They've Found Friends

Mail pours in! And most important — over 80% of the entries contain McLaren labels.

Entries Pour in From:

- | | |
|--------------|------------|
| Stratford | Kitchener |
| Ingersoll | London |
| Goderich | Grand Bend |
| Clinton | Kincardine |
| Parry Sound | St. Thomas |
| Princeton | Lucan |
| Kirton | Seaforth |
| Southampton | Guelph |
| Aylmer | Centralia |
| St. Marys | Hensali |
| Mitchell | Lambeth |
| St. Clements | Ealing |
| Tavistock | Beachville |
| Atwood | Woodstock |
| Palmerston | Brigden |
| Parkhill | Dorchester |
| Walton | Hanover |
| Kippen | Owen Sound |
| Tillsonburg | Fullarton |
| Embro | Exeter |

and many other centers!

You NEED

CKSL

5000 Watts 24 Hours

TO WIN FRIENDS

and

TO COVER LONDON

and

WESTERN ONTARIO

ACA Convention

INDIVIDUAL CAMPAIGNS MAKE FOR SUCCESSFUL SELLING

REPRESENTATIVES FROM four different business concerns told the Association of Canadian advertisers success stories their companies have experienced within the framework of this new competitive age.

Speaking for the Campbell Soup Company, Camden, N.J., M. Crawford Pollock, product marketing

manager, said he believed that the consumer climate had already been made favorable to the advent of frozen foods by the "convenience revolution" already ushered in by today's new household appliances. The recent evolution of self-service in retail stores also set the stage for the convenience of frozen foods.

"What's more", he said, "today's householder is far better able to pay the price of convenience than he was 10 or 15 years ago."

Campbell also needed an ambitious advertising campaign for its frozen foods, and when the company introduced its frozen chicken pies, they set up the introduction on a pay-as-you-go plan with a given amount per case allocated for advertising and promotion. "Necessarily we had to introduce the new item, market by market, accumulating advertising dollars as we proceeded," he said.

They followed this policy until sales had made enough money available to advertise more ambitiously.

In the case of frozen soups, introduced in Philadelphia market in 1953-54, Campbell's advertising story moved much faster, said Pollock. "By the middle of 1955 complete national distribution had been achieved on four varieties of frozen soup and our advertising was concentrated on national media."

They launched their frozen dinners with a mail-refund offer, using silver dollars, since many people had never seen one. To get this message across, we used 1000-line newspaper ads and two commercials on our TV show, *The Name's The Same*. At the end of the promotion, we had received requests for more than 250,000 silver dollars - - seven truck-loads worth. However, the total sales were far beyond our calculations and we felt the promotion had been successful beyond expectation."

Between 1950 and 1955 production of frozen foods has increased 21 per cent. "All that was needed for this", Pollock said, "was co-operation on the part of the retailer and an intelligent promotional program by the processor."

TCA USES THREE AGENCIES

The ACA Conference heard next from a vice-president of Trans-Canada Airlines, W. Gordon Wood, who claimed that advertising has

IT'S ABOUT TO START!



The annual migration of thousands of tourists to Peterborough's summer playground — a migration which increases the wealth and population of this already vast spending market!

NOW IS THE TIME to prepare to get your share of this thriving market, by contacting

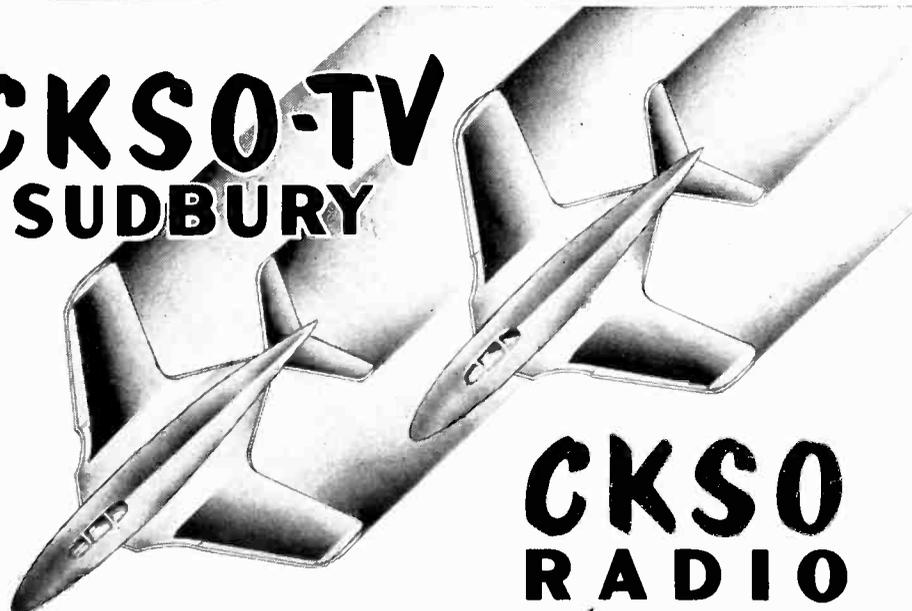
CHEX-PETERBOROUGH

CHEX Radio reaches Peterborough's prosperous city and country audience — over 100,000 listeners daily.

REPS:

In Toronto and Montreal — N.B.S.
In Western Canada — All-Canada
In U.S.A. — Weed & Co.

CKSO-TV SUDBURY



CKSO RADIO

TWIN AIRPOWERS of THE NORTH

played a vital role in developing TCA from a mere 2000-passenger business in 1938 to its present 2-million-passengers-a-year status.

"Ours is a perishable commodity," he said. A seat unsold by flight departure time is lost forever. Because product characteristics vary by market, destinations served, departure times, flying times, fares, seasonal peaks and valleys, airline advertising must be individually tailored to meet local and regional requirements.

"Advertising planning and budgeting in TCA is undertaken by services - - North American, Atlantic, Southern - - and almost by what might be called 'product groups'. To service our account in each of these widely differing markets, we employ three advertising agencies; Cockfield, Brown for Canada, Bermuda, Nassau, and the Caribbean; McCann, Erickson for the U.S. market; and Mather of London, England for the U.K."

Three years ago almost no one in North America knew about the Vickers Viscount, he said. "We knew we had a saleable product. We wanted the Viscount to engage in highly competitive rivalry with south-of-the border aircraft. We believed it to be important for our advertising campaign to stress the fact that TCA was the first to introduce propeller-turbine flights in North America. We decided to concentrate our campaign over the six-months period before the Viscount came into actual service.

By direct mail we informed 1,800 travel agents in U.S., and Canada, U.K., Bermuda, Nassau and the Caribbean about the Viscount's debut. We supplied these travel agents with a 4-color portfolio containing samples of Viscount printed pieces.

A month after the travel agent campaign, general consumer advertising appeared in selected national magazines in Canada and the U.S. As the time drew closer to the inauguration of service, advertising and promotional activity accelerated on all fronts, pushing the phrase "the incomparable Viscount". Direct mail to our Canadian and U.S. passenger list was put into motion.

Only three weeks before the Viscount's debut, did we use newspapers - - and from then on this continued on a heavily concentrated basis for eight to nine weeks covering the "before and after" introduction of service. City ticket offices carried window displays. News stories and press releases added materially to the dissemination of the Viscount story.

"End result of the total promotional and advertising campaign was that we captured the lion's share of the market, achieved the highest possible flight occupancy figures, and established new records for route coverage. Though surveys show that the travelling public is not generally conscious of airline equipment, I think the Viscount story is a startling exception to this rule", Wood said.

SOLD SOUND IN PRINT

Kenneth D. Kerr, sales promotion manager of Dominion Electrohome Industries Ltd., Kitchener, told the Conference how advertising and merchandising techniques paid off in selling Electrohome hi-fi equipment, especially the Concord phonograph.

"Early in 1953, we persuaded a limited group of our dealers to invest some of their money along with ours in presenting the new Concord to the public through the medium of co-operative newspaper advertisements", he said. "This conservative advertising approach continued through the first year and a half of the campaign. By the end of 1954 we still had no national program of advertising. By 1955 we took our first plunge into national, because by then we also had national distribution.

"When we first began to experience our first packaged hi-fi competition from rival companies, the following considerations affected our selection of advertising media. Hi-fi was by then relatively well known, but as a term it was beginning to lose its meaning, since it was being applied to practically every type of instrument that produced sound. The obvious audience to whom our message should be directed were the people highly interested in music. We had learned that hi-fi customers are interested in all types of music and include those people in the middle and upper income brackets. at the same time we could not afford to ignore customers of limited income but strong interest in music.

Since we were selling quality home entertainment, our ads had to create this feeling in a dramatic, visual fashion, yet we wanted an atmosphere of honesty and integrity to be maintained in our copy and illustrations to provide the product image we required. This task on a small budget with quarter page ads was difficult. Besides we were still faced with overcoming the widespread feeling against hi-fi packaged equipment compared with custom installations. This meant that the quarter-page ads had to attract the attention of the music-lover, tell him of the availability of true hi-fi equipment and finally tell him it

was available in a finely styled cabinet.

With the aid of unique captions and carefully plotted illustrations we were able to make these quarter-page ads so successful that they really did further establish Electrohome as one of the leading names in hi-fi.

EVERYBODY WRITES THE ADS

"Sales, advertising and marketing people jointly establish the policies governing the marketing of Nabisco products", Lee S. Bickmore told the meeting.

Bickmore, vice-president of sales, National Biscuit Company of New York City, went on to say that "this joint policy making improves packaging, product development and the selling and advertising of our company's merchandise. It also creates a feeling on the part of our advertising, sales and marketing men that their responsibility and scope of influence actually goes over and beyond the limits of their respective departments."

He added that still another advantage of including the advertising department in all company policy making, was that Nabisco advertising staff are encouraged to incorporate into their own specialized work the following concepts working toward the good of the company as a whole: (1) fish where fish are; (2) protect present business; (3) meet competition based on the potential in the area; (4) bolster Nabisco's position in growing markets; and (5) extend Nabisco's business in key markets whether static or growing.

THESE MEN KNOW THE KINGSTON MARKET!

On *Two Surveys* these men who know chose CKLC. In July, 1956 and in Feb., 1957 we asked 100 Kingston Retailers which Kingston radio station they would use if planning a radio campaign.

ANSWER	July %	Feb. %
CKLC	28	33
CKWS	14	18
Both Stations	12	15
Would not use radio	8	7
No opinion	38	27

(Elliott-Haynes Surveys)

BUY CKLC
CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

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

"I'm Overwhelmed"

says Lionel

"... so many of our friends saluted us during Canadian Radio Week... makes me feel real proud of this whole gang I've put up with over the years!

"Yes, I was really thrilled at the hundreds of letters and 'phone calls which poured in from all over my territory. You'll get a thrill, too, if you use the services of CKCW Radio for your next sales campaign."

See the Stovin Boys





Telephone
Answering
Service

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

Phone for Booklet in

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

G. N. MACKENZIE LIMITED HAS the SHOWS

TORONTO • WINNIPEG • VANCOUVER
519 Jarvis St. 171 McDermott 804 Hornby St.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

POINTS OF SALE

HALIFAX COUNTY listens to CJCH

Population 197,943

Retail Sales \$180,000,000

CJCH Coverage 64%

CJFX Antigonish

CKBB Barrie

CJCH Halifax

CKOK Penticton

CKTB St. Catharines

CHOK Sarnia

PAUL MULVIHILL & Co. Ltd.

TORONTO 77 York St. EM. 8-6554



MONTREAL 1543 Crescent St. MURRAY MacIVOR PL. 1097

ACA Convention

NATIONAL CAMPAIGNS SHOULD BLEND WITH RETAILERS

HERBERT DOUGHERTY, merchandise manager, Henry Morgan & Co. Ltd., Montreal told the ACA Convention last week that there are two types of manufacturers in the national advertising field to-day. The first is the manufacturer who looks upon the storekeeper as his agent and only delivers his goods; and the other looks upon the retailer as the purchasing agent for the consumer.

"The department store", he said, "regards itself as the purchasing agent of the public and not as any manufacturer's dealer".

The first type of manufacturer does not create any goodwill because he forgets to consider his customers, the ultimate customer's representative. It is these people, according to Dougherty, who have such faith in the de luxe magazine spread and the television spectacular that they completely ignore the human element in their distribution plans.

Only national advertising, he believes, can result in increased sales because it creates an awareness on the part of the public. A public with money to spend needs to be aware of what that money can buy.

Balanced advertising on the part of the manufacturer and the retailer, will leave enough of the expense dollar, in both cases to provide personnel training and a just profit.

"Co-operative advertising is an

excellent thing in many ways", he added. "It tells the consumer just where a certain product can be obtained, and identifies it with the particular store's record for fair dealing in the community. Buy the product, though - - not the advertising allowance - - because the money you get to spend on advertising is really part of your cost".

In summing up, Dougherty listed some do's and don'ts for the consideration of national advertisers.

Do examine your entire pricing position for full value, fair mark-ups for the stores handling your products, and a fair profit for yourself.

Do be courageous enough to fully explain warranty terms when advertised.

Do realize that the department store is a vital force in the community and helps to place your products in the hands of the consumers.

Don't underestimate the ability of the department store to find a way out of an impossible profit situation.

Don't forget that the department store represents stability in the distribution of your products.

Don't forget that part of the policy of a department store is to see customers are satisfied with your products, thus finalizing a sale.

Don't forget that the department store endorses and guarantees the products it carries.

Dougherty finished his speech by saying "acceptance of a combination of these do's and don'ts should make for a relationship that, together with national and co-operative advertising must result in bigger and better sales".

NAT'L ADVT'G SELLS THE BRAND

T. G. McCormack, president of Dominion Stores Ltd. stated that modern supermarket methods of speedy food handling mean that the national advertisers can get a faster reaction to their advertising than has ever been possible before.

He said that at least some national advertisers, agencies and media have refused to recognize that the supermarket has created a whole new concept of efficient distribution, not only in the food field, but one that is spreading to all fields of distribution.

Noting that while all national advertising went up 85% from 1950 to 1956, food advertising, said McCormack, increased only 52% in the same period. In this same period, Dominion Stores' own advertising budget has increased over 550%.

"We advertise", he said "high, wide and handsome, in our own right, with our own money, to an extent that dwarfs most national food advertising budgets".

He then called on advertisers to match this new concept of mass distribution with equally efficient mass advertising.

When sales of a product drop off because customers take a competitor's brand, McCormack suggested that it is because that manufacturer's national advertising is failing to do its job.

To make a profit in the low margin business of food retailing, a volume in excess of a million dollars per shopping day at current standards is needed. "To provide this volume", he said "we advertise in 60 daily and

Virtue

is its own

REWARD

CJOR

is now

B.C.'s SECOND STATION

6 a.m. to 7 p.m. daily *

LOWEST COST PER

THOUSAND CIRCULATION **

CJOR

Vancouver, B.C.

reps. H. N. STOVIN

* BBM time period audience survey November '56

** E-H circulation report — November '56



study of an Account Man...

... who, realizing that his client needs selling coverage in the Halifax market ... keeps CJCH on his media list. A man just can't go wrong by using the station with 64% coverage of Halifax County, where purchases in 1956 topped \$180,000,000.

CJCH
Halifax

To sell Halifax ... use CJCH!

100 weekly newspapers; we use 25 radio stations daily; 24-sheet posters in all major cities; some television; painted bulletins and subway posters. For four years we have even used three Florida radio stations to bring Canadian news and the name of Dominion Stores to winter vacationers in the south."

McCormack explained that the job of the agency should be to assist the national food advertiser in moving merchandise through every possible means, not just through commissionable media.

"Advertisers might well bring agencies into closer liaison with their promotional activities so that the agency, instead of fighting chain store promotions, can help to weld a truly balanced program for its client," he said.

CO-OP ADVT'G BREEDS ABUSE

Philip Salisbury, editor and publisher of SALES MANAGEMENT told the Convention that he could give several hundred reasons for not using co-operative advertising, but only one for it - sales.

"In the past", he said "this type of advertising has given rise to several cases of questionable practices because of the difference between local and national rates." He gave a graphic example of such a case where a large newspaper had distributed letters to its advertisers stating both rates, and listing the 54% difference as "your profit". This led to instances where large retail stores would take a page of space, bill his manufacturer-supplier for \$8,000, pay the local rate of \$4,500 for the space, and keep the difference.

He mentioned the large food chain company in the U.S. which several years ago, had a \$6,000,000 budget for advertising. The company's manufacturer-suppliers paid all of this and more, so that the chain virtually got all its media space, for the supplier's products and its own, for nothing.

"Properly used", said Salisbury, "co-operative advertising can be of great help, particularly to small individual advertisers, but we need a unification of ideas and a standardization of rates before this can occur." In this regard, it is his belief that print and broadcast media should bring their rates more in line because now they are capable of giving almost equal service.

Blair Fraser, Ottawa editor of MACLEAN'S MAGAZINE was the guest speaker at the luncheon.

FOUR SHADES OF RED

His subject, Four Shades of Red,

AROUND THE WORLD!

YES — CHUB SPONSORS
Are sending two listeners on expense-free trips "Around the World" every two months!

Ask our reps about this educational program.

On Canada's West Coast

IT'S

RADIO CHUB
NANAIMO, B.C.

CHML HOSTS WIVES WHILE MEN MEET



CHML, HAMILTON again played host to the wives and families of men attending the fifth Annual Convention of the Ontario School Bus Operators' Association.

While the men were in their business session, the station volunteered to fulfil requests by the families to see the station in operation.

Maxine Carey and Julie Patraboy of CHML's promotion department conducted the group through the station and introduced them to such

personalities as Disc Jockey Bill McVean, Operator Fred Allen and Program Director Agnes Anderson.

CHML also acted as host of the party at the Hamilton Home Show which was on at the same time.

The station regularly acts as host to clubs and associations; takes them on tours through the station and behind the scenes; permits them a first-hand glimpse at broadcasting in action and through interviewing, gives the listener-visitor a part in the programming itself.

concerned itself with his impressions of the Communist countries he had just visited and their varying degrees of state control.

It was significant, he said, that information provided him by residents of these countries was in the form of evasions rather than direct answers to his questions.

Throughout his talk, Blair himself was careful to avoid mention of business practices in such iron-curtain countries as Hungary, Poland

and Russia, but he did make quite clear the fact that the people of these countries are not fighting a "cold war", siding with the West or the East. They are fighting starvation and depression, and are little concerned with the source of help they get.

"The Communist doctrine", he said, "is based on hate. Ours is based on love. We could do well to keep in mind the Golden Rule when dealing with these countries."



When you buy radio time in Halifax you buy better coverage -- more listenership -- on radio station CHNS.

BBM morning, noon and night - time audience studies show an overwhelming preference for the 960 station.

You are always right when you buy CHNS, one of the most important single sales mediums in Halifax.



THE VOICE AND CHOICE OF HALIFAX

WELCOME TO SUMMER

Now is the time to book your time on CFNB's "summer selling" programs. Tourism is big business — a TWENTY MILLION DOLLAR business in this vacation Province! Let us present your sales message to New Brunswickers at home and at the cottage . . . AND sell our thousands of visitors on your products too!



SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

YOU'D BETTER BUY, BUY SUMMER BEFORE IT'S SUMMER BYE, BYE.

Have our Reps give you the full story — see:
The All-Canada Man.
Weed & Co. in the United States.

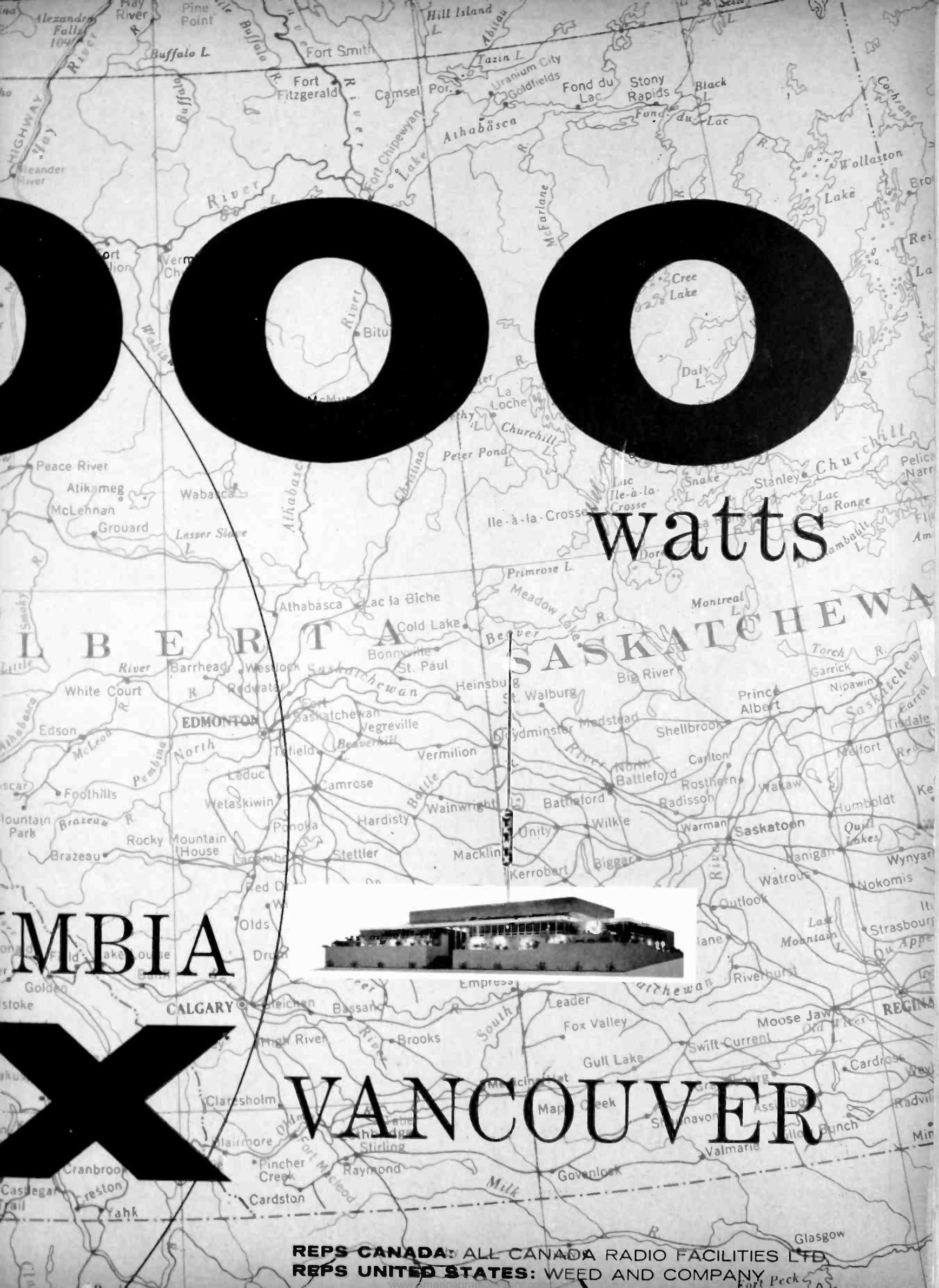
on the way with

50%

RADIO BRITISH COL

CANW

the only advertising medium that covers all British Columbia



watts

ALBERTA SASKATCHEWAN

MBIA



VANCOUVER

REPS CANADA: ALL CANADA RADIO FACILITIES LTD
REPS UNITED STATES: WEED AND COMPANY

\$ATURATION \$ELL\$

You can now buy weekly or week-end saturation one minute or fifteen second announcements on:

CKWS - Kingston

CHEX - Peterborough

CKGB - Timmins

CJKL - Kirkland Lake

CFCH - North Bay

at special discounts.

Get the costs of these planned campaigns from

NATIONAL BROADCAST SALES

TORONTO

MONTREAL



P EOPLE AROUND these parts who read newspapers are getting saturated with the durn things these week-ends, with all three Toronto dailies putting out whopping big issues, and vieing with one another to make them even whoppinger.

It all started when the TELEGRAM came out with its first Sunday issue on March 17. Now the STAR and the GLOBE & MAIL have countered with their own week-enders, only these are appearing on Saturdays.

Besides the inevitable "funnies" and features galore, all three of the papers are making a play for the TV audience with the Tely and the Globe both including TV fan magazines in the bundle, and the Star giving the video medium quite a play. In addition to this, the Tely has a late night special on Fridays, and three eight-page suburban supplements on Thursdays, while the G & M has a women's section Thursdays and a real estate ditto on Fridays.

The point is that all this is done without getting the consent of some Canadian Publishing Corporation in Ottawa. We may like it and we may not, but the fact remains we're getting a lot of newspaper we never had before, which, if nothing else, enables us to wrap up a lot more fish and chips.

DR. STOECKEL & MR. MACKENZIE

B ILL STOECKEL, who started in broadcasting in 1941 as shipper in the program department at All-Canada, linked up with G. N. Mackenzie Ltd., also in the program business, May 16.

When Bill started with All-Canada, Norris Mackenzie was a local time salesman at CKOC, Hamilton. Quite shortly though, he moved to Toronto to pound the beat for the All-Canada program sales department. Six months later, Bill moved to the next desk, and their friendship was born. They both had a year and a half

out of the broadcasting business, while Norris was sales managing for Bryant Press, Toronto and Bill was doing Ontario sales for Quality Records and selling Westinghouse appliances in Toronto.



They used to get together and talk about broadcasting during this interlude, and finally came to the conclusion that this was where they belonged when Norris joined Spence Caldwell and Bill went back to All-Canada.

Two years ago, Bill switched his affections to Gordon Ferris' Television Reps as manager. He left there to join Norris.

Bill and his wife, Muriel, have a 12-year-old daughter, Diane.

In joining Mackenzie, Bill becomes simultaneously a shareholder, director and vice-president in charge of sales. He says that the titles are just a nice way of saying he will be wheeling around Ontario, Quebec and Atlantic stations with a trunkful of tapes which he will be delighted to sell for cash or barter for any useful commodity.

FARMER RYAN MOVES TO TOWN

F RANK RYAN, owner of CFRA, Ottawa, and his wife Kay were honored recently by 1,000 farmers at a testimonial dinner at the Ottawa Coliseum.

In the past ten years, Frank and his wife have built up a long-distance friendship with many farm families across Eastern Ontario and the Ottawa Valley who know their voices well, but have never seen their faces. It was these people who attended the dinner which marked the retirement of the broadcaster and business man from cattle farming.

A highlight of the evening was a skit by the staff members of CFRA on his life called "The Frank Ryan Story".

Among the guests at the 44-seat head table were Revenue Minister J. J. McCann; Dr. J. G. Taggart, Deputy Minister of Agriculture and E. R. Fisher, president of the Ottawa Board of Trade.



... We've got something to SHOUT ABOUT!

CHOV's
BBM-TPA study

Confirms

CHOV IS A BEST BUY!

radio Pembroke 1000 watts
REPS. H. N. STOVIN

PROGRAM WITH A PURPOSE

I DON'T know of any other stations that have tried this angle — TV stations are funny about telling things to trade papers — but CHEK-TV, Victoria, used it and apparently it worked.

The program is called *TV Today*, and it consists of a panel of TV technicians who answer questions about TV problems phoned in by viewers during the show and from letters received during the week.

Sims Antenna Ltd., the sponsors, made a special offer to viewers on a Channel 6 antenna stub.

Results? The CHEK-TV release tells it like this:

"In the first four weeks the show was on, over 1,500 letters were received . . . both for the offer and requesting television information.

AWAY WE GO

And speaking of information, you can get me for the balance of this week at Hamilton, Bermuda, so buzz me — prepaid — if you hear anything.

STAR-DUSTERS * * * * *



REX ALLEN, star of "Frontier Doctor" is seen here with Herb Stewart, Manager of CHCT-TV, Calgary (left) and Walter Manley, General Manager of Hollywood Television Service of Canada, distributor of the show. They were snapped at last month's NARTB convention in Chicago.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

BBM
PROVED IT!
Now
ELLIOTT-HAYNES
CONFIRMS IT!

You Need



SMITHS FALLS

to cover

LANARK COUNTY

*Elliott-Haynes inter-viewers asked 801 people of Smiths Falls, Perth and Carleton Place - - -

"What Radio Station do you listen to most in the daytime?"

Here is what they said:

- CJET . . . 75.2%**
- Station B . . . 13.5%
- Station C . . . 6.3%
- Station D . . . 5.6%
- Station E . . . 3.7%
- Others 3.8%

*Survey — the week of April 22, 1957. Table totals to more than 100% due to double mentions.



SMITHS FALLS, ONT.

Get the Full Story
from

LORRIE POTTS
Toronto -- Montreal
J. H. McGillvra in the U.S.A.

Here's the HOT NEWS from CKRC

CKRC

shows the greatest increase in both city and area audience of any Canadian Station surveyed.

A comparison of the Mar. 1957 and Sept. 1956 Elliott-Haynes Early Morn. Surveys (7-9 a.m. average) shows . . .

	% INCREASE	
	MARCH/57	SEPT./56
	CITY	COUNTRY
CKRC	+ 29.0	+ 26.4
Station "B"	— 7.9%	— 5.0
Station "C"	— 6.8%	— 28.0

REPS: ALL-CANADA RADIO FACILITIES LTD. WEED AND CO in U.S.A.

CKRC

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



AIR YOUTH PROBLEMS ON CHAB



AS A RESULT of a phone call from a school principal asking for free publicity for a home and school panel discussion, CHAB, Moose Jaw sent a transmitter technical operator, their promotion manager and a photographer to the event.

The outcome was an hour-long panel discussion of youth problems in the area. The affair was taped

and broadcast the following evening.

Members of the panel were (left to right): Allistair Muir, barrister; Leone Wellwood, executive director of the YM-YWCA; King Edward Public School principal Ian Housego and Rev. Allan Jackson.

After the broadcast, the Home and School Association said it had received the publicity necessary to encourage similar efforts in the city.

Canada Wins Ohio Awards

AWARDS FOR educational radio and television have been made by Ohio State University to CJOR, Vancouver and CKOC, Hamilton at the annual American Exhibition of Educational Radio and Television Programs.

The exhibition is sponsored by the University's Institute for Education by Radio-Television.

Six first awards were won by the CBC, three for radio and three for television, while CJOR won a first award and CKOC an honorable mention.

CJOR was honored for *Probe Report — An Account of a Royal Commission Study of the Vancouver Police Department*. News Director Jack Webster was cited for "ingenious, accurate and exciting coverage".

CKOC and the Hamilton Public Library were jointly awarded honorable mention for the program *Once Upon A Time*, which the citation said had "awakened young minds into the adventures that await them in their libraries".

Many of the awards in the cultural network radio class went to the CBC which also won first award in television's cultural section for *Folio*. The program was cited as an outstanding television series with special mention being made of the show *The Devil's Instrument*, described as a "movingly beautiful story of a young man's departure from a religious colony".

Explorations also won a first award for the CBC in the public affairs division, described as "a first class documentary series done in a fresh and imaginative manner".

In school telecasts, the CBC and the National Advisory Council were joint winners for *Now Let's Watch* which is telecast from Toronto over 29 CBC and private stations.

Honorable mention in the religious field was given the Corporation's *Religious Drama Theatre*.

The CBW, Winnipeg program, *Meet Master Cold Rice*, won an award for the Manitoba Education Department and the CBC jointly. The program, which fell within the class designed for in-school use by high school students, compared Japanese and Canadian societies.

Another joint award was given to the CBC and the British Columbia Education Department for *Listening Is Fun*, heard over CBU, Vancouver.

These awards went to the CBC in the cultural division for *Wednesday Night, Portrait From Memory* and *CBC Stage*.

In a radio class dealing with basic freedoms, the CBC's *Footloose* won first award, while in the children-and-youth division, *Journey Toward The Light* and *Cuckoo Clock House* won awards.



GOOD FOR THE SOUL

A trade paper editor is a reporter who has outlived his uselessness.

• • •

AUDIENCE STUDY

If the people of Canada ever learn to read, we're bankrupt.

— Mengie Shulman.

• • •

READER WRITES

Grey Harkley's cartoons are an asset to your paper. Why dont you re-title them "Grey's Allergy"?

— A. Reader.

• • •

SAFETY DEPT.

There's a lesson for dangerous drivers in the one about the ram which broke its neck trying to make a ewe turn.

• • •

INTROSPECTION

Oh how I hate people who are superior to me - - and there are so many of them.

• • •

ELECTION STUFF

Get out and vote Conservative and you'll be able to live with yourself - - even if you can't live with the Liberals.

— Lillian Spencer.

• • •

AIN'T IT THE TRUTH?

Slogan for popular programmers - - "Give us the fools and we'll finish the job".

• • •

MINORITY APPEAL

There's a lot of radio time devoted to the very young. Now someone should try and put something on for the grown-ups.

• • •

AUDREY STUFF

Then there's the girl who was so dumb she thought that Bermuda shorts were Caribbean travelogues.

WANTED ANNOUNCER

Good salary and working conditions, immediate employment
Please send audition

Write to:

CHNO - RADIO
SUDBURY, ONT.

EXPERIENCED GIRL OPERATOR WANTED FOR CFRB

Apply to:

Mr. Clive Eastwood,
Radio Station CFRB,
37 Bloor Street W.,
Toronto 5, Ontario.

2 required immediately TELEVISION ANNOUNCERS

for new English-language operation in Quebec

TV experience preferred
Bilingualism an asset

RUSH tape with photo and resume of experience, earnings and vital statistics, in confidence to

Program Supervisor, CKMI-TV
200 St.-Jean Bosco, Ste. Foy, Quebec City, Que.

"THE 600 SPOT" CKCL TRURO, N.S.

requires a

CONTINUITY WRITER

(if you also have aspirations of becoming an air personality and running your own show — then much the better)

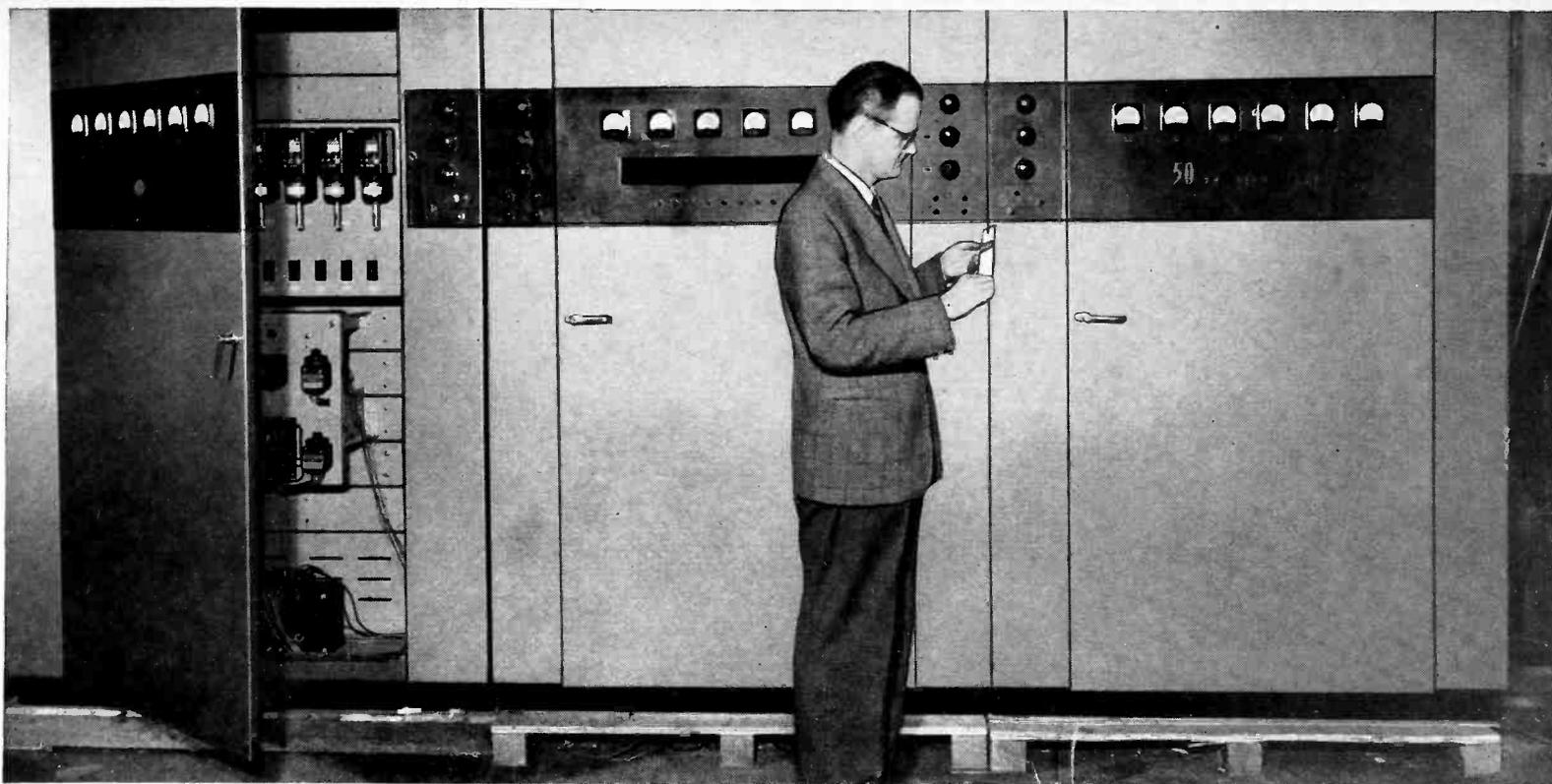
Write in confidence to the Commercial Manager —
Deryk Upton.

SALES

Western Ontario's most progressive radio station has an excellent opening on its Sales Staff.

If you can produce apply to

CKSL
343 Richmond Street
London, Ontario



Here the new General Electric 50,000 Watt AM Transmitter undergoes final engineering tests. This three cubicle unit measures only 13½' x 4½' x 7'. It is 60% lighter and takes 58% less floor space than older type transmitters. To effect this size and weight saving . . . to increase reliability of operation while lowering maintenance costs and problems, the designers have made extensive use of new components, new concepts. For instance, germanium rectifiers, that do not change their operational

characteristics with age, are in the high and low DC voltage power supplies. In the new BTC-50-A only 16 tubes and 6 tube types are used. This is a revolutionary reduction from 40 or 50 tubes of 12 different types used in older transmitters. The result is fewer circuits, fewer maintenance problems, smaller size, less weight, greater reliability and lower spare-tube inventory.

revolutionary **NEW** G-E 50-KW AM Transmitter

Features Simple Design, Greater Reliability and Easier Maintenance — Costs Less to Install, Operate

Here's the "New Look" in broadcast equipment. The new General Electric 50,000 Watt AM Transmitter has broken the size barrier . . . takes 58% less floor space than old transmitters . . . lowers building construction costs. In addition, greatly simplified design and greater operational reliability solves the industry problems in personnel training and higher maintenance costs . . . assures more dependable utilization of remote control economy. Competitively priced, this new transmitter represents the most

significant improvement in technical design in such equipment since the early days of radio. By making extensive use of germanium rectifiers, fewer tubes and tube types, improved tubes and the best components available; the designers have done everything possible to solve the operational problems of the broadcast industry.

Complete information on this revolutionary new G-E 50-KW AM Transmitter is available now. Be sure to write for your copy of the BTC-50-A specifications.



Significant of the extensive improvement in components is this new final tube (type 6427) . . . shown here during factory assembly of the modulator cubicle. This new tube at 20 pounds, is 205 lbs. lighter than those formerly used. This means a tremendous saving in space, and does away with the need for wide service aisles, dollies and lift equipment formerly required. The new G-E 50-KW AM Transmitter requires less housing space, only the simplest area heating . . . transmitter cooling has been greatly simplified.



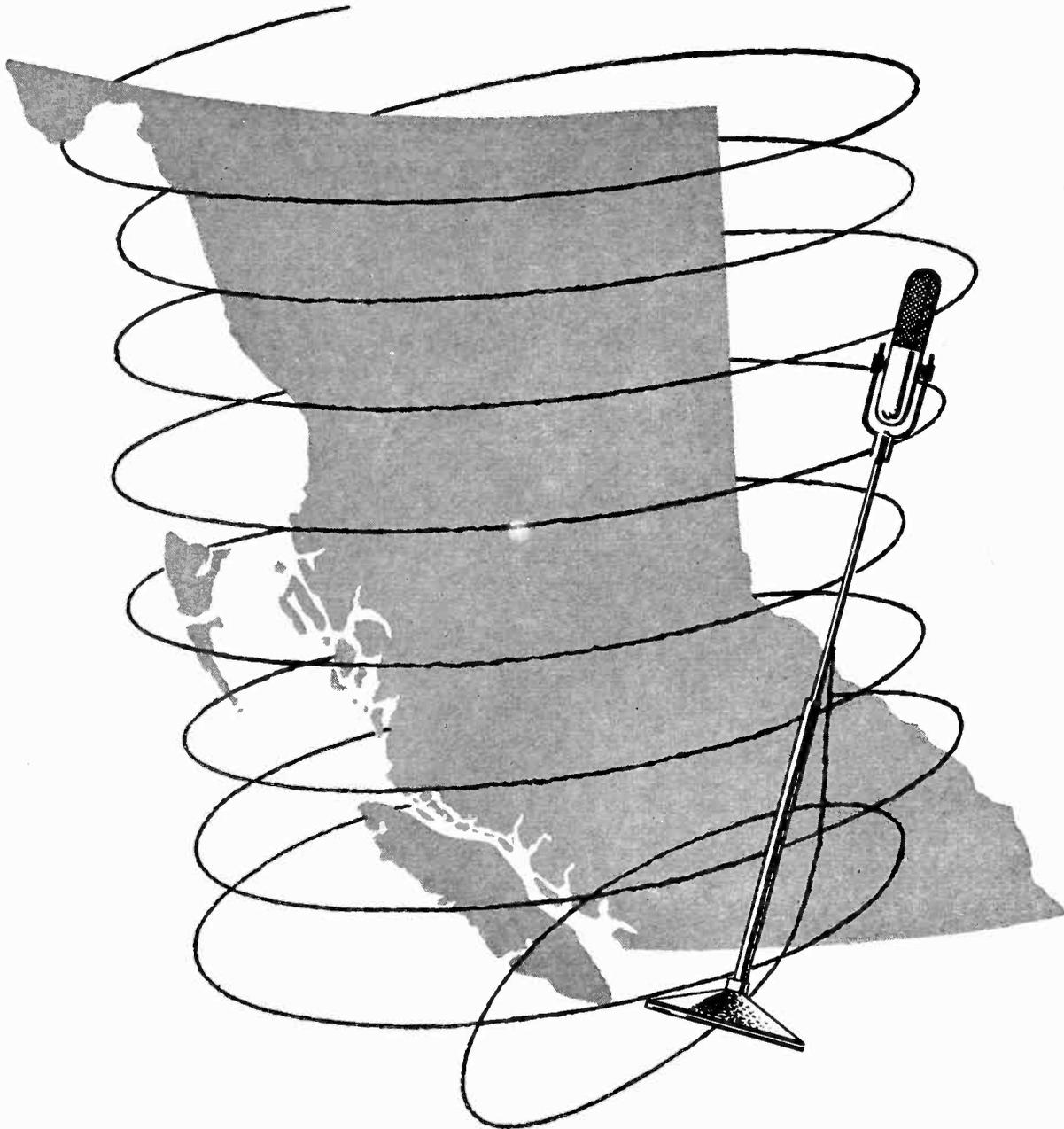
BROADCAST EQUIPMENT

Electronic Equipment and Tube Department
830 Lansdowne Ave., Toronto 4, Ont.

BC-157

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Selling in B.C.?



ONLY ONE MEDIUM GIVES YOU MASS AUDIENCE

Compare these total daily circulations:

RADIO	- - - - -	1,712,065
Daily Newspapers	- - - - -	435,796
Magazines (Weekly and Monthly)	- - - - -	492,053
Weekly Newspapers	- - - - -	201,925

To sell the whopping, 1¼ billion dollar B. C. market—radio is your most effective, penetrating and economical medium.

"Wherever you go there's radio"

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

LOW COST GENERATOR FACILITATES COMPOSITE SHOTS

A NEW and simplified special effects generator which can produce better split image results than existing models at one seventh of the price, has been patented by Bill Jeynes, director of engineering at CHCH-TV, Hamilton.

The regular generators that are in common use are extremely complicated pieces of equipment, and sell for more than \$7,000.

The generators are used to cut a portion from the picture being transmitted and replace it with a segment of another picture. This procedure is used regularly on the *Jackie Gleason Show*. At the end of a scene, instead of the picture fading, a rectangular black spot appears. It swells until it covers the whole screen. When the next scene begins, the fade-in is done by reversing the procedure. Perhaps an even more familiar use is in the case of Ed Murrow who is seen on telescreens interviewing personalities in their home while he is seen in the same picture although he is actually in the studio.

A similar effect is used in sports, cutting in the announcer's face on the action picture.

All these split-image effects are based on a straight line principle. That means that all segments must be either square or rectangular.

SQUARE, ROUND OR OVAL

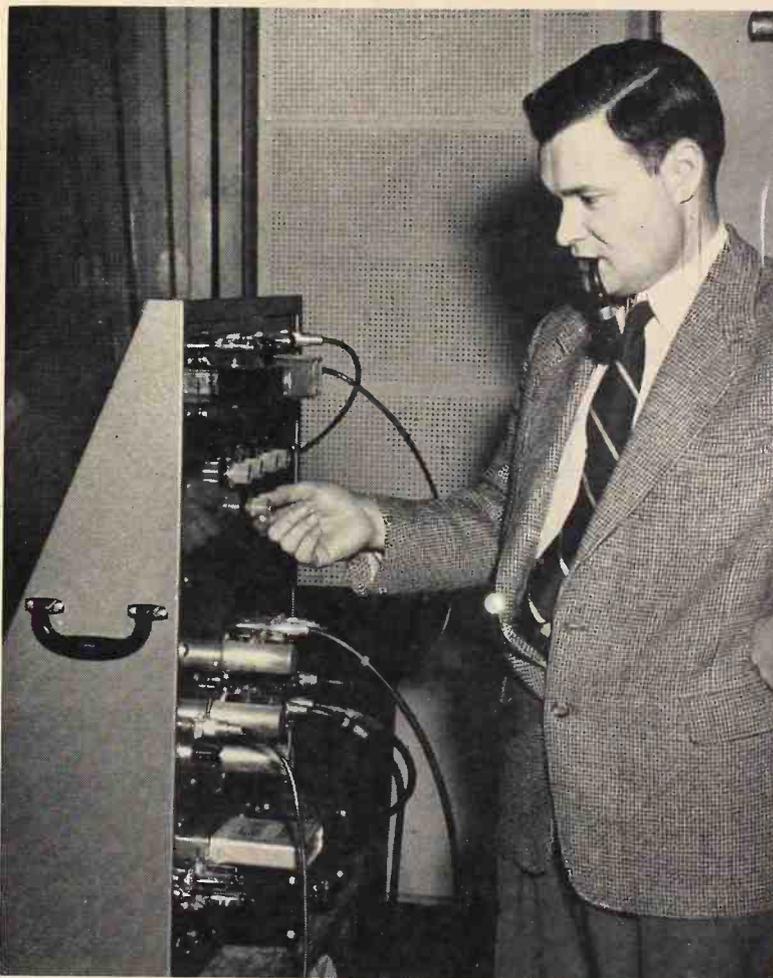
With his device, Jeynes has perfected the circular iris, which means that the segments can be round or oval as well.

In addition, with one of the five control knobs, these segments can be given sharp focus; faded edges; the insert can be moved to any part of the screen; the circle can be ovalized vertically or horizontally; the segments can be continuously transposed from the circle to the square; and they can even be vertical or horizontal strips anywhere on the screen.

The instrument itself contains about one-quarter the parts of a regular generator, and will be made to sell for less than \$1,000 as compared with \$7,000 for the present style.

At the present time, CHCH-TV is the only station equipped to use the device, but shortly production models will be on the market.

Being extremely simple, the generator requires no special installation, and can be operated by anyone.



DIRECTOR OF ENGINEERING Bill Jeynes, of CHCH-TV, Hamilton demonstrates his new special effects generator. The new instrument is portable, has one-quarter the parts of existing models, costs one-seventh the price, is more flexible technically and can be operated by anyone, experienced or not. In the device, Bill has perfected the circular iris effect, and has equipped his own station with it, making CHCH-TV the only station capable of producing circular segmentation.

New Screen Aids Daytime Viewing

A NEW AND BETTER television screen using film deposits of phosphor rather than powder has been developed by the U.S. Naval Research Laboratory, Washington, D.C.

The Navy said the new screen will permit viewing of television in bright daylight with little loss of contrast; will provide a simplified approach to color TV and is expected to lead to the development of three-dimensional viewing.

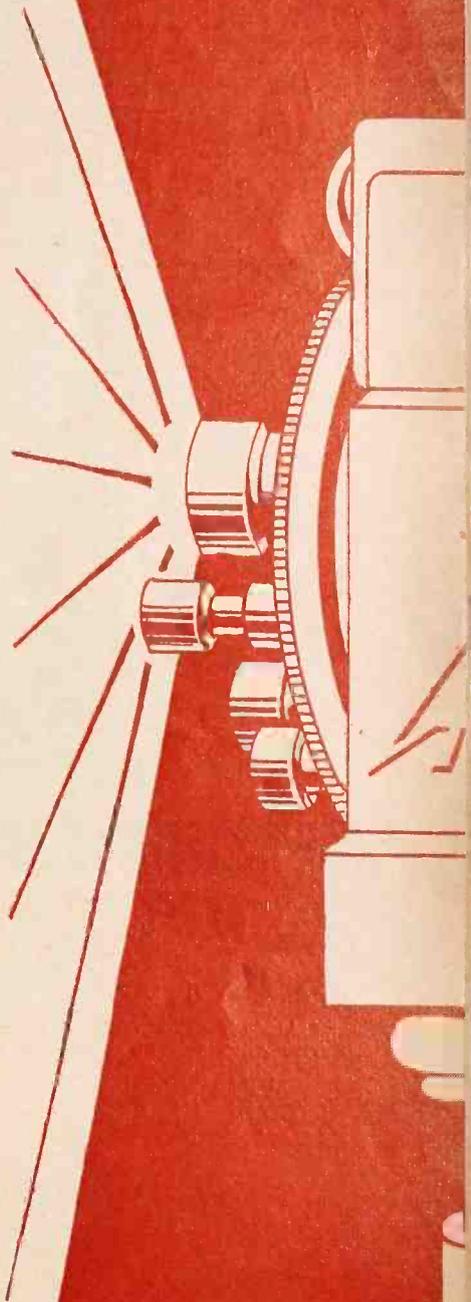
The basis for the new screen is a process for depositing phosphor on the face of the tube in the form of

thin transparent films in place of opaque white powders now used.

A much sharper image is presented by the film type which is more rugged and does not burn out as easily.

By using one film of each of the primary colors deposited on top of one another, the complete color spectrum can be obtained by proper mixing.

Tubes with combinations of two primary colors are in successful operation, and tubes with all colors are in the experimental stage.





DOES THIS GUY LIONEL EVER PACK A WALLOP!

CKCW-TV
NOW
25,000 WATTS

LET LIONEL GIVE YOUR SALES THE "BIG POWER BOOST"

REPRESENTATIVES

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



The Hub of the Maritimes

MONCTON
NEW BRUNSWICK

CKCO-TV, Kitchener



ON THE SET of the "Come Into The Kitchen" show, studio announcer and kitchen menace Reg Sellner badgers CKCO-TV cooking expert Vi Scriver, tastes her chef d'oeuvres and sometimes even gets her flustered.

MANY MINORITIES MAKE A MAJOR AUDIENCE

By **BART GARDINER**
CB & T Staff Writer

A COMBINATION school teacher, baby sitter and minstrel show is the way Bill McGregor, operations manager of CKCO-TV, Kitchener, describes his station. Certainly CKCO has managed to be a little of all these things in the two and a half years that have passed since the station started out life in a cubby-hole lawyer's office on December 1, 1953, and today, when it occupies a two-studio, three-story building and reaches 311,213 homes.

As school teacher, the station carries on a program of community education covering subjects all the way from how to bake upside-down

cakes to raising minks. Recently they even taught school to Dept. of Agriculture VIP's, by giving these learned gentlemen a concentrated course on TV training including instruction on how to apply make-up.

As baby sitter, CKCO enters so intimately into the domestic life of its viewers that it has even demonstrated how to change diapers. Mrs. Violet Clairine Scriver, hostess on the station's *Come Into The Kitchen* show, once kept a troop of figety boy scouts quiet for a whole afternoon by conducting a fish-fry on her program.

As town crier, or dispenser of news, CKCO has done everything from interviewing a group of visiting chinchilla to covering a fire, in the thick of the swirling smoke, in its own studio basement. Tom Rafferty, CKCO sportscaster, kept local viewers informed on the Olympic doings of the hometown hockey team, the Dutchmen, by carrying on daily trans-Atlantic telephone interviews with Cortina. He signed off one interview, with the wrestling Tolos brothers, from a point somewhere in mid-air as he emerged from an airplane spin they demonstrated on him. Standing in a canoe, he covered one interview with champion ladies bait-caster Addie Quin.

But perhaps it is as minstrel show — or, in other words, simply providing entertainment — that CKCO really comes into its own. Proof of this can be seen in *Sunday Serenade*, a strictly entertainment-

type show, and the program of which station staff seems proudest. *Sunday Serenade* features semi-classical music with a semi-popular beat sung by an all-girl group, the "Song Spinners", occasionally helped out by male singers. It is directed by pianist Joe Carlo.

Don Martz, CKCO program manager and MC on *Sunday Serenade*, claims that this particular program seems to hit the musical taste of the community to perfection. This musical taste he defines as fairly ordinary and average, never really low-brow, certainly not off-beat and sometimes even a little schmaltzy". Don is convinced that the familiar semi-classics are always more popular than anything else. His point about "schmaltz" was well illustrated by one of the numbers the "Song Spinners" were singing at the time of this interview, the aria "O mio babbino caro" (Oh my beloved daddy), from Puccini's opera, *Gianni Schicchi*. Soloist Pat Leach, in modern evening gown, sang this aria, while caressing the back of a leather armchair in front of which a pair of slippers were placed. The total effect, while very listenable, had something of the effect of a sentimental Father's Day card.

Every day the station receives stacks of complimentary letters from viewers, couched in a personal, neighbor-to-neighbor tone as though the station were someone who lives just up the street. One viewer even sends CKCO valentines.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

VIEWERS IN WIDE VARIETY

Many of the station's problems arise from the nature of the community itself. While its signal is the most strongly received in no less than seven seam-bursting Central Ontario cities (Kitchener, Waterloo, Brantford, Galt, Guelph, Stratford and Woodstock), not to speak of a thickly-clustered galaxy of booming towns like Elmira, Paris, Preston, Listowel, Milverton and St. Mary's, CKCO is also located in the heart of one of Canada's most densely agricultural areas and caters to the needs of no less than 54,717 farms.

CKCW-TV

THE BUY-ROAD TO ONE HUNDRED COMMUNITIES

COLLINGWOOD
POPULATION 4996

PENETANG
POPULATION 17444

SPEED 30 MILES BARRIE

MIDLAND
POPULATION 8050

SPEED 40 MILES ORILLIA
POPULATION 13,301

So Don Martz has to find programs to suit a viewer-audience composed of both rural and urban families. With the exception of the strictly farm program *Over The Farm Fence*, Martz solves this problem simply by providing programs that steer halfway between urban sophistication and country-cousin stuff. One good example of this is *Telescope*, hostess Elaine Cole's women's show in the afternoon (Monday through Friday 3.30 to 4 p.m.)

Elaine herself provides CKCO viewers with a generous serving of glamor. However, her program, which has an interview format rather like *Tabloid*, also has its folksy, rural moments, such as interviews with animal breeders and farm women who own fast-laying hens. Indeed, Elaine seems to specialize in animal guests on her show, often of a more exotic variety. With a great deal of vivacity, she will tell you of two such guests, a pair of white owls which misbehaved all over a human visitor's lapels and also of a group of visiting chinchillas which insisted on yanking up her skirts. Another time, a pair of valuable white mink she had on her show suddenly set up such a squealing racket that they drowned out all conversation and had to be removed from the set.

But the problems arising from the dual city-farm nature of the community are only part of CKCO's headache in providing programs to please its viewers. A stolid, predominantly Lutheran and German strain in the area (recently augmented by the arrival of a horde of German-speaking new Canadians) imposes a mildly puritanical and conservative censorship over programming. Martz has to watch his ps and qs when it comes to showing particularly frivolous, lacy ladies' undergarments on a program or commercial.

Then there are the Mennonites. "Many Mennonites won't even own cars, much less TV sets. Those who do own cars often paint the chrome black." We have to be careful not to shock any Mennonite eye that does, once in a while, cock a gander at the TV screen, Bill McGregor says.

With a strongly conservative, thrifty community like this to deal with, McGregor says that, at first, it wasn't always easy to talk local merchants into sponsoring TV programs. His advice to new stations opening up in similar areas is: "check your local newspapers, then tell your client what he can get from TV for the same money. Don't use TV words that will confuse him, but speak in radio or newspaper terms he will understand."

McGregor tells how local business interest in the station was first most strongly enlisted by programs like *Over The Farm Fence*, Mrs. Scriver's *Come Into The Kitchen* and CKCO's news and sports coverage, all programs that penetrate deeply into local affairs or deal with topics of concrete local interest.

At present *Over The Farm Fence* (a five-minute program at 6.40 p.m. squeezed in between news and sports Monday through Friday) is emceed, written and produced by young, blonde giant Ron Hill, who is pinching until the station can latch onto some bona fide agricultural expert. In the meantime, Ron seems to be having lots of fun with the program, mainly because, as he puts it, "up to now I never knew the



LOTS OF PROGRAMS WITH LOTS OF PEOPLE is CKCO-TV's diet for its variegated viewers. At top, pianist Joe Carlo directs "Song Spinners" on "Sunday Serenade". Seated are soloist Pat Leach and CKCO program manager Don Martz who emceeds the show. In the second row, left, news director Al Hodge and announcer Ron Hill interview the K-W Elliotts, a local ladies' basketball team for whom CKCO conducted a benefit "Moviethon" and collected \$1,200; right, sportscaster Tom Rafferty packs lots of excitement into his broadcasts. Lower left shows Elaine Cole, hostess on afternoon interview show "Telescope", getting Salk shot from Guelph M.D., B. T. Dale. Lower right shows Bill McGregor (left) receiving an award from the Motor League for his station's traffic-safety programs.

difference between a cow and a goat."

Leaning on a prop rail fence, Ron assumes a knowing air, chews a straw and asks the visiting agricultural experts he interviews solemn questions about animal husbandry, artificial insemination and "how many quarts to the cow", for all the world as though he knew what he was talking about. One of his most hilarious *Over The Farm Fence* memories was one show in which he and an Ontario Dept. of Agriculture expert tossed down champagne glasses full of milk. Aside from kibitzing, Ron also manages to read market prices, discuss local affairs and talk about the 4-H club.

ONLY FOOD IS FUN

Mrs. Scriver, another big-drawing station personality, insists that her *Come Into The Kitchen* show "is not just a food show, it's also an entertainment show. For one thing," she said, "all good entertainment involves food anyway, and also I think I have some pretty interesting guests visiting on my program." She cooks on the program and discusses recipes, but she also has her guests

demonstrate their own recipes. These guests she chooses with great care, making sure they coincide with current interests and needs of her viewers. For example, to help the area's many new Canadian housewives feel at home in the community, she often invites one of them to demonstrate how they cook their national dishes. She likes to tell how one Hungarian woman cooked up such a delicious concoction that she has had to look sharply to her own laurels ever since. Keeping pace with changing seasons in the community is another of Mrs. S.'s big musts. During hunting season, for example, she invited a gnarled old trapper into her studio kitchen to show viewer housewives the proper way to cook venison.

All this adds up to pretty strong viewer support for Mrs. Scriver. Housewives phone her as early as 7 o'clock in the morning to exchange gossip and recipes. Reflecting the rural tone of the area, most of the women seem to feel obligated to pay back Mrs. S. with their own favorite recipes because she "has given me so many wonderful recipes herself".

With country bashfulness, almost all of the women request that their names not be mentioned in connection with the recipes they submit. In any case, Mrs. Scriver is "the woman next door" to hundreds of Kitchener-Waterloo housewives. One typical letter starts "Dear Mrs. S.: I'm at my wits end so please help me in my trouble. I cannot make pie shells anymore that do not stick to the bottom of the pan."

PADRES LIKE DUCKS TO WATER

For religion, CKCO presents *From The Minister's Study*, a seven-minute afternoon show Monday through Friday. The local Ministerial Association provides clergymen of different denominations to take the show every day. CKCO staff never ceases to marvel how these men of the cloth take to the TV camera "like a duck takes to water".

By way of western music, the station provides *Ranch House* from 10 to 10:30 every Tuesday and *Silver Bar Ranch*, from 7 to 7.30 every Saturday. Because even this is not enough, CKCO plans on scheduling a show for Kidd Baker, a popular Kitchener - born western singer, much in demand at local dances throughout the area. Kidd's show is now sponsored by the local Forbes Motors.

SPORT HEADS THE LIST

CKCO's active role in sports-whacky Kitchener-Waterloo can be seen in the recent "Moviethon" the station conducted to raise money to send a ladies' basketball team, the K-W Elliotts, to a big Vancouver playoff. A feature movie was shown on the station and during breaks in the picture, announcers Ron Hill and newsman Al Hodge made appeals for funds. As a result, \$1,200 was collected.

In order to give fair news coverage to the cities and towns in its area, CKCO keeps two news cameramen bumping over Central Ontario roads at the rate of a thousand miles a week each, wearing out the innards of so many cars that the station now resorts to renting vehicles. On some winter evenings, even *saue* unruffled sportscaster Tom Rafferty practically foams at the mouth, trying to reel off as many as 15 sets of local hockey results at breakneck speed in order to get them all in in the few seconds of time available. Since CKCO practice is to project these results visually while Raff is reading them off audibly, this also means that studio technicians go through lunatic antics every night in order to feed the 15 typed results fast enough into a slide projector that holds only eight at a time.

Trans Atlantic TV

ASIX STATION re-transmission network is now being planned to connect Montreal with Oslo, Norway, which will enable Canadians to receive live telecasts from England and the Continent.

Stations are planned on Baffin Island, Greenland, Iceland and the Faeroes. They will have special antennas capable of bouncing images 6,000 miles into the troposphere where they will rebound to the next relay station.

Both U.S. and Continental networks will make use of the system as well, and traffic in both directions is expected to be heavy.

*BMI Clinic***Staff And Programs Must Boost Station**

by DON MARTZ

Program Director CKCO-TV, Kitchener

EIGHT SPEAKERS provided the backbone of the two day sessions of the third series of TV clinics sponsored by BMI in March. Canadian and American telecasters met in New York, Chicago, San Francisco, Atlanta and Fort Worth to exchange ideas and advice on a variety of problems.

Bill Fay, General Manager of WROC-TV, Rochester New York, speaking on station promotion, urged stations to take care in handling complaints -- "You can change complaints into station promoters, with proper handling", he said. "Make every member of your staff a real booster by keeping them well informed. Regular meetings and bulletins enable staff to talk intelligently about the station." Fay also urged off-air participation by local stars and staffers in civic affairs. WROC has also set up a sort of local "advisory council" of business, professional and educational people, which meets regularly to discuss programming and offers suggestions for improving service. Said Fay, "Concentrate on capturing public interest in your station. Get public sentiment in your favor."

"Be dynamic -- fresh -- aggressive", urged Otto Brandt, vice-president and general manager of KING-TV, Seattle, as he related to telecasters assembled, the local spectacles accomplished by his West Coast station. Brandt works on the theory -- "People are nosy -- they want to be places -- and be there when it happens". It is this policy that turns out perhaps the greatest special event programming in the United States; such as, a live pick-up in Detroit of the American Cup Race, by the KING crew and fed back to Seattle; complete coverage of the Brenda Fisher swim across the Straits of Juan de Fuca.

"If there are no special events", said Brandt -- "make them." KING-TV has had live remotes on the air

on two hours notice, and in that time they managed to sell the show and write commercials too.

Brandt, like Fay, also told the group to get close to the community -- "find a good fight", he said, "and get yourself mixed up in it. Stir up controversies, but keep it clean."

Regarding the cost of TV station operation, if you've ever wondered if your TV operation is costing too much, the following formula as advanced by John Schile, general manager, KLOR-TV, Portland Oregon, may give you an indication how your rate compared to a number of American stations.

Number of Staff x \$12,000.00 = Yearly operating Costs.

Speaking on "public service programming", Sam Cook Digges, General Manager of WCBS-TV urged TV broadcasters to do a better job of "selling" their public service programming effort's to the public, press and government. In his speech, Digges stated that he felt broadcasters are doing a wonderful job of public service programming, and a terrible job of selling the fact to government agencies, to public service organizations and to their public. "People think we're only doing what we have to. Educators think broadcasters are a bunch of brash hucksters. T'aint so," said Digges. He suggested stations set up an office of Public Affairs, with a director who will "eat, sleep and live public affairs".

New York State Governor, Averill Harriman, guest speaker at the Tuesday luncheon cited the impact of TV on politics. "Television is a penetrating and demanding medium for a political candidate -- it has revolutionized campaigning."

A book containing transcripts of the talks and discussions on the sessions similar to "22 Television Talks" and "32 Television Talks" published following the first two clinics in 1952 and 1954, will be published.

TV BUSINESS

• • Bristol-Myers, through Ronalds Advertising Agency Ltd., are going into an extensive TV-radio campaign. Already co-sponsors with Singer Sewing Machine of *All Star Theatre* on the complete TV network; one-third sponsor of *Saturday Night Wrestling* on the inter-connected TV network; sponsor of newscasts in Hamilton and Victoria and spots in nine markets, they are planning still further coverage.

• • The Toronto Globe and Mail, through McConnell Eastman & Co. Ltd. are running eight 60-second spots a week, both live and on film, on a 13-week contract with Toronto, Kitchener, Hamilton, Peterborough, Barrie, Kingston and London.

• • SnowCrop Frozen Orange Juice (part of Minute Maid) has a long schedule of spots on CBLT, Toronto; *Metro News* once a week on CHCH-TV, Hamilton; a 52-week schedule of spots on CBWT, Winnipeg; a ten-minute newscast on CKCO-TV, Kitchener; continuous spot contract in *Panorama Newsreel* on CFPL-TV, London; news adjacency spots on CBOT, Ottawa; and spots on CHEX-TV, Peterborough. All of these are through Albert Jarvis Ltd., with more to come soon.

• • Again through Albert Jarvis Ltd., Ospra has a very large campaign under way. They are still using WGR-TV, Buffalo; sponsor an 8-second spot before the national news on Hamilton with a 20-second spot afterward; a 5-minute newscast on Kitchener; one minute and 20-second spots Saturday and Sundays on London; a heavy ID schedule on WBEN-TV, Buffalo; sponsor 20-seconds of *Casino* on CBOT, Ottawa; spots on Peterborough, co-sponsor with the Walter M. Lowney Co. a half-hour French network show, *Fil D'Adriane* which has been running for two years; and spots on Kingston.

• • After using a 10-week schedule of spots on Hamilton, Universal Auto Bonders, through John McKenney Bingham Ltd., have taken a 12-week contract with WBEN-TV, Buffalo. The success of the first period in Hamilton put the business into that city, so now they are branching out. West coast stations are being considered for the next set.

• • The Spence Caldwell Agency is negotiating the syndication of three CBS network shows that expired last week. They are: *The Brothers*; *Gerald McBoing Boing* and *Mama*.

• • Templeton's Ltd., the patent medicine firm has appointed Collyer Advertising Ltd. to represent them nationally for T-R-C's and Razmah.

• • Foote, Cone & Belding Canada Ltd., report that *Les Belles Histoires*, a show on the French net since last October, has outdrawn the *Plouffe Family*, according to Elliot-Haynes surveys. The lead actress in the show, which is co-sponsored by Pepsodent and Campbells Soup, André Champagne, recently won the CCAA award as the best actress of the year.

• • Carnival Flav-ur straws, through Gislason-Reynolds Ltd., has a full schedule of spots on six western stations now, and will be on a total of 22 stations including Ontario and Montreal by mid-June.

• • With the finish of the *Ozzie & Harriet Show* last April, Coca Cola will be out of television for the summer, but are continuing their regular monthly spot campaign on radio across the country.

• • Norge Refrigerators are in the midst of a spot campaign in Ontario through W. A. McCracken Ltd.

• • Anso Film has purchased a 48 spot film contract that began May 6 across the country, also through McCracken.

• • Milko has not yet decided to sponsor the *Radisson* show next fall.

• • A special summer show for kiddies called *5 Star Comedy Party*, starring Olsen & Johnson, Ben Blue, Jerry Colona, Senior Wences and Paul Winchell is being brought in for Popsicles by Robert Otto Ltd. and will be on a "select group" of stations in the afternoons -- maybe network; maybe selective.

• • Canada Savings Bonds will have a big campaign on in the fall through Walsh Advertising Co. Ltd.

• • Tests are being conducted at the present time in Hamilton with new commercials for Chubb Safes Ltd., Toronto, also by Walsh. The commercials were produced on the new PTF Pictafilm machine.

• • Erwin Wasey of Canada Ltd. has sold 3 spots a week for 3 weeks on the network to Philishave starting the end of May to June 14 for their Father's Day promotion.

• • The Schick Safety Razor Co. has signed, through Harold F. Stanfield Ltd., for co-sponsorship for 52

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TORONTO and MONTREAL

weeks of the *Alfred Hitchcock Show* in 22 markets, beginning April 30 in some, May and June in others. The other sponsor varies from area to area.

• • The CBC shows *Graphic*, *Tabloid* and *News Magazine* will be combined shortly into one hour-long show which will probably be open for sponsorship.

• • The *Perry Como Show* will return next fall sponsored by Kleenex, and Noxema. Ogilvie Flour Mills, RCA and Sunbeam Corp. are still in doubt about sponsoring a portion of the show. Max Factor is willing to take what's left through Locke Johnson and Co. Ltd. This account is preparing to break a large campaign for an unnamed new product across the country.

• • *The Wayne & Shuster Show* and *The Barris Beat* will combine shortly into a one hour variety show Wednesday nights on the CBC web.

• • The Thermos Co. has bought a series of afternoon spots on women's participation shows using live and prepared commercials, through Locke Johnson & Co. Ltd.

• • The half hour time slot on the CBC network Saturday nights after *NHL Hockey* is now open.

• • Canadian Cannery Ltd. have signed for a series of 20-second animated chainbreaks for their Aylmer products, in 14 major TV markets. Miss Aylmer, a cartoon character, was developed by Academy Pictures, Inc. in the U.S. Release is through F. H. Hayhurst & Co. Ltd.

TV Goes To School

TELEVISION may soon be seen in Canadian schools as a further means of education.

In a report prepared by the National Advisory Council, these observations were brought out:

(a) "There should be the closest possible correlation between the content of school telecasts and school curricula.

(b) "Participation of classroom teachers in planning the telecasts is essential.

(c) "Where expense permits and the subject allows, the employment of dramatized forms of presentation is justified."

About a quarter of Canada's teachers are in favor of an early schedule, while two-thirds think the plan needs more experimentation. Many of them think that the programs should be based on a provincial level.

The report states that "teachers appear to differ over the question to what extent telecasts ought to introduce new ideas and concepts".

Teacher reaction to the plan produced these suggestions:

(1) Telecasts should contain a limited amount of material which would be carefully taught. Material for entertainment should be eliminated.

(2) Vocabulary should be carefully graded and new words shown on the screen.

Parent reaction was generally favorable, with 37% seeking telecasts as soon as possible, 51% wanted more experimenting and 12% said that TV had little to offer schools.

Count 'em . . . 67,000 Captive TV homes in the rich Central and Northern Alberta trading area — small wonder CFRN-TV is the preferred test market.

Complete station facilities and experienced personnel assure maximum commercial impact.

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CKVR-TV Channel 3

CKGN-TV North Bay

Ed James'

TELE-TATTLE

THE NATIONAL reps for CKMI-TV, Quebec City have been changed from Jos. A. Hardy & Co. Ltd. to Horace N. Stovin & Co. effective May 1. In making the announcement, Famous Players Canadian Corp. Ltd. said the move is no reflection on the Hardy Co., but rather represents a policy they have adopted of having the French-language station, CFCM-TV, and the English outlet, CKMI-TV, though in the same building, competitive in all phases of operation, particularly in sales. Hardy & Co. will continue to represent CFCM-TV as they have since 1954.

A CONTRACT for diesel electric equipment specially designed to withstand Manitoba temperature extremes for use in the micro-wave relay system has been won by J. H. McLaren Ltd., Leeds, England. This concern is, a subsidiary of the Brush Group Ltd., and it landed the deal in the face of strong American competition.

The \$124,000 order, which came from the Montreal plant of RCA, calls for power plants to supply energy to the Manitoba system. It is designed to withstand temperatures ranging from 110 degrees above zero to 40 below.

There will be five main standby plants, three at 10 Kw and two at

5 Kw, together with three duplicate stations, each consisting of two 10 Kw diesel generator sets.

Two of the air-cooled diesel engines required to complete the order were supplied by a second Brush Group company, Petters Limited., of Staines, England.

Further orders covering more than \$250,000 of additional equipment will follow this first delivery.

Completion of the initial order, including the engine and switchgear building, was carried out in less than 10 weeks.

TOM REID has left Erwin Wasey of Canada, Ltd. as media director, and has moved to Paul-Phelan Advertising Ltd. in Toronto in the same capacity.

Craig Muir is the new media director for Erwin Wasey in Toronto.

ART HAILEY'S latest effort, *The Transmogrification of Chester Brown*, will be produced by the CBC June 2. For a change, this one is a comedy.

Art is in England at the present time where he was present at the premier of the movie version of *Time Lock*. The BBC is also carrying the kine of his *Shadow of Suspicion* while he's there.

ADELE HUNT, with cousin Elsie and a puppet called Uncle TV are celebrating their second anniversary this month on the program *Fun With Food* on CHCH-TV, Hamilton, sponsored by Dominion Stores.

Adele has been a home economist with her sponsor for the last two years, and switched to her weekly half-hour show from a women's radio program five days a week, which was also for Dominion.

EFFECTIVE IMMEDIATELY, Roy Tash has been appointed manager of the Toronto offices of Associated Screen News Ltd., replacing Jack Mackay who has resigned.

Cinematographer Tash recently accompanied Welfare Minister Paul Martin on a world tour to promote Canadian goodwill. Prior to this, he accompanied Governor General Vincent Massey on a tour of Canada's far North. On both trips, he filmed events for the ASN Newsreel division.

Tash has been with ASN for 33 years, and is one of the pioneers of motion picture production in Canada.

TV NEWSCASTER Larry Henderson and Cameraman Bob Crone left Toronto April 28 to cover assignments and breaking news abroad.

This is the third trip in two years for the pair, and will last seven weeks or longer.

Though the crew's itinerary is flexible, it will include Stockholm, Sweden; West Germany; Lebanon; Syria; Jordan; Egypt; Israel; Austria; Poland and Russia if possible.

Filmstories and voice reports from the pair will be on such programs as *Assignment* (which just won a Beaver Award); *Audio; This Week; People and Places* and *Open House*.

A CAMERAMAN who was working on a TV commercial in Toronto recently decided to take some tranquilizer pills before shooting. Instead of taking the prescribed dosage of two, he took a whole handful. Moments later he was seen bounding into the studio. Instead of climbing to his seat on the camera boom, he decided to jump. He missed, went right over the boom and landed on his head on the other side. Shortly afterward, he was found in his chair with the viewfinder of the camera pressed against his forehead mumbling "I can't get the focus right". After he was put to bed, the day's shooting schedule was cancelled.

WE'VE TELE-TATTLED enough for this issue, but we'll be back in the next. In the meantime, if it's new with you, tell it to Tele-Tattle.



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In 1955, people in the CFRB listening area spent \$111,445,000** for drug store items. A lot of money? Only a *fraction* of the area's more than 6 billion dollars buying power (after income tax).**

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* based on Elliott-Haynes figures.

**based on Sales Management's Survey of Buying Power, Canadian Edition, 1956.

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United States:

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