



Canadian
BROADCASTER

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TORONTO

July 10th, 1958

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

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

CUMULATIVE AUDIENCE OF RADIO

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

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

| Time Period | % of Total Homes Reached by Radio During an Average Week | Average Number of Different Days Reached |
|-------------------|---|---|
| In the Morning | 87% | 6 |
| In the Afternoon | 83% | 5 |
| In the Evening | 57% | 4 |
| In the Entire Day | 92% | 6 |

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

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

This is the first of a series of advertisements on recent cumulative audience studies conducted by the Bureau of Broadcast Measurement for BAB-Radio Division. Watch for facts on cumulative surveys on afternoon, evening and weekend audiences.



Radio Division

Suite 404 - 200 St. Clair Ave. West • TORONTO 7, CANADA • Telephone WA. 2-0502

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

DAVE DUNTON RESIGNS



Supporters and opponents of the Canadian Broadcasting Corporation were startled to learn that A. Davidson Dunton, chairman of the Board of Governors of the CBC, submitted his resignation to the Honorable George Nowlan, Minister of National Revenue, on July 3, 1958, to become president of Carleton University, Ottawa. He had held down the stormy post since 1945, when he was appointed by the late Prime Minister W. L. Mackenzie King. He is now 46, having taken over the CBC chairmanship at the age of 33.

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

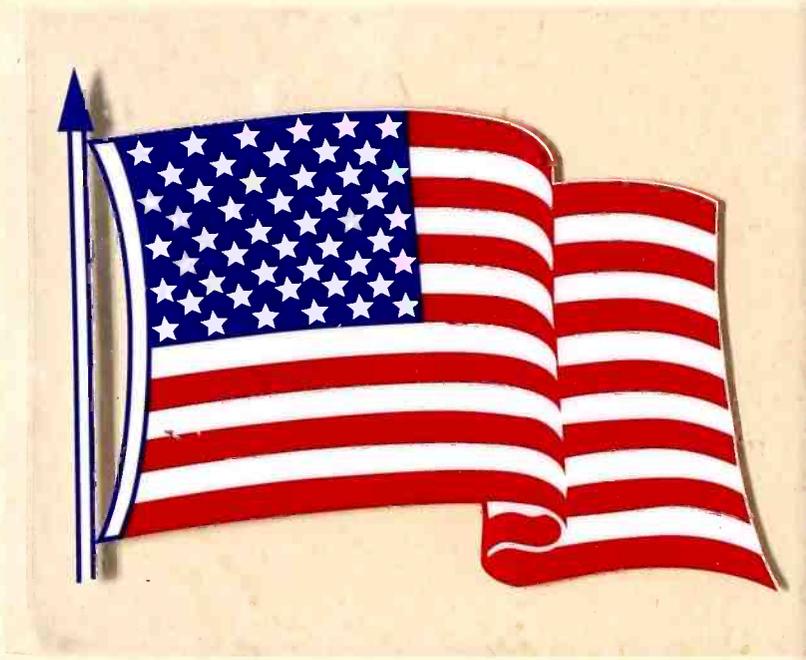
From the point of view of this paper, which has attacked the principles for which he stood on many occasions, he was always accessible for questions, and usually declined to commit himself on any contentious point with the greatest of cordiality and good humor.

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

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

Dave returned to Montreal during the depression, and worked on a number of jobs, even as a Fuller Brush salesman. After a time spent in Mexico, he returned to Montreal once again, this time as a reporter on the Montreal Star. In a few years, he became associate editor. At the age of 26, he was made editor of the Montreal Standard, where he remained until April 1941, when he was 29. Then he joined the Wartime Information Board, finally assuming management of that agency. He received his appointment to the chairmanship of the CBC Board November 15, 1945.

He takes over at Carleton University July 16:



Dominion Day

CANADA WAS BUSTING OUT ALL OVER IN CBC MICROWAVE INAUGURAL SHOW

By Brian Swarbrick

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

The 3,900-mile \$50 million "skyway" of microwave relay towers links together Canada's forty privately owned TV stations and eight CBC stations, providing live TV to 80 per cent of the Canadian population between Victoria, B.C., and Sydney, N.S. Next year it will leap Cabot Strait to include Newfoundland.

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

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

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

COAST TO COAST

In all, *Memo to Champlain* demonstrated, in capable fashion, the tremendous versatility of the microwave system, described as the longest in the world. It also provided a remarkable glimpse of Canadians at

work and play on our national holiday.

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

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

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

TECHNICAL DETAILS

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

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

When this network was completed, the much greater task of spanning almost 4,000 miles was begun.

In the summer of 1954 a link was opened to Quebec City, 180 miles from Montreal.

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

The eastern link, in the Maritimes, was opened the same year, and in the following spring and fall the system extended first to Winnipeg

and Regina and then on to Edmonton, Calgary and Lethbridge.

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

Mr. Eadie, using a model of one of the 139 "sugar scoop" towers, gave some of the details of the construction of the system. It covers 3,900 miles of open country, ranging from the rocky bush of Eastern Canada, through the gumbo of the prairies, to the peaks of the Rockies. Ten towers are set on mountain peaks, one so inaccessible by normal means that an aerial tramway 4,400 feet high had to be built. In Northern Ontario, at least six acres of bush had to be cleared around each site to safeguard against forest fires.

When the system reaches to Newfoundland next year, it will span in

one jump a 69-mile stretch of water across Cabot Strait, from Cape North, N.S., to Red Rocks, Newfoundland.

The system has an ultimate capacity of a dozen one-way channels, each of which can carry a TV program and scores of telephone messages at the same time. One pair of channels can carry up to 600 separate telephone conversations. The network, which can also carry color TV, now has a basic complement of two channels in each direction, one of which is for stand-by in case of transmission difficulties.

Engineers say the system has an in-built reliability which includes automatic and almost instantaneous switching to stand-by channels. In some cases, the system can even make its own repairs by remote control.

BBC-TV Claims 14,500,000 Viewers In '58

A STEADY INCREASE in its share of the British viewing public who have sets capable of picking up both the BBC and ITV is claimed by the BBC in a recent statistical report. The BBC had 28 per cent of the BBC-ITV viewing audience during the July-September period last year, and increased its share to 38 per cent during the first quarter of this year.

It is reckoned that 60 per cent of

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

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

Hand-in-hand for 35 years . . .



The ONLY medium that reaches ALL of Saskatchewan

The ONLY medium that can reach ALL of Saskatchewan's LARGEST Trading Area.

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



THE RADIO HUB OF SASKATCHEWAN

* 1280 on the DIAL

SEE LATEST RATINGS

Extend French Micro-Net

THE CBC PLANS to extend French microwave network service to a new television station expected to go into operation at New Carlisle, Quebec, next autumn.

Revenue Minister Nowlan, who reports to parliament for the publicly-owned corporation, informed Liberal H. J. Robichaud of Gloucester that the CBC intends to extend the French network service in the near future.

He said the new privately owned station will broadcast about 65 per cent in French and 35 per cent in English. It was the CBC's ultimate intention to extend direct English network facilities to the station.

Toronto International Studios

From One Minute Commercials To Feature Films

by IAN GRANT
Staff Writer

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

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

and equipment.

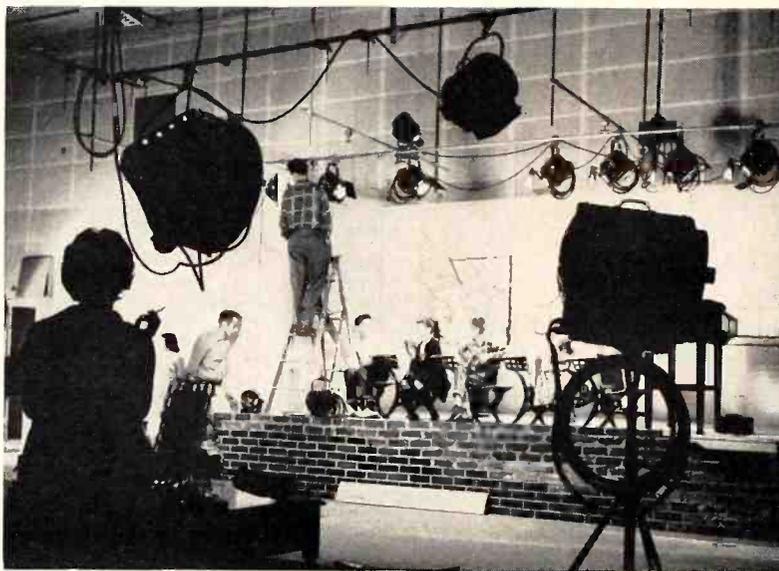
In addition to the downtown studio the company owns a 150 acre dude ranch, located on Highway 27 about 21 miles from the studio. The ranch has a lodge, a number of cabins, chuck wagon, stables and a string of 25 riding horses. It will be used for outdoor shooting.

TOP ECHELON

Heading the executive of Toronto International is president Nat A. Taylor. He is also president of Twinex

producers in the US, England, Germany, Italy and Japan. He is a former president of the Canadian Picture Pioneers.

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



THE SCHOOLROOM SCENE COMPLETE WITH CHILDREN AND DESKS during a shooting session by Cousens Productions at the new Toronto International Film Studios. The commercials were being made for Savage Shoes Limited, through Breithaupt, Milson Ltd.

Century Theatres Corp. Ltd.; Chief Barker (president) Variety Clubs International, Toronto; vice-president of NTA Telefilm (Canada) Ltd. and president of International Film Distributors Ltd., a large independent theatrical distributing company, holding franchises with a number of

General Manager of Toronto International is Emile Harvard, who came to Canada in 1953 and was head of production for several domestic studios before establishing his own company, Harvard Productions, last year. The secretary treasurer is Harry S. Mandell, who holds similar

WOW!

HERE'S THE LATEST!

MAY '58 MacDONALD RESEARCH TPA SURVEY OF KINGSTON AREA GIVES CKLC A CLEAN SWEEP!

Mon. thru Friday 5-Day average. No. of time periods in which each station leads!

CKLC - 33
STATION "B" — 1
TIED — 2

Further Proof of LC's **COMPLETE DOMINANCE*** in the Kingston Market!

*1. Spring '58 CKLC "B" BBM TPA 164 69

2. May '58 CKLC "B" Elliott-Haynes 56.2% 39.5%

CONTACT:

STOVIN-BYLES (CAN.)
FORJOE & CO. (U.S.A.)

about

CKLC

BY EVERY SURVEY
KINGSTON'S FAVORITE
STATION!

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

N.B. SALES SOURCE

CFNB

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

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

Ask our Reps . . . The All-Canada Man, or Weed & Co. in the U.S.



NAT TAYLOR



David Griesdorf



Emile Harvard

posts in all companies controlled by the Taylor associates.

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

Gasse, who describes herself as a Joan-of-All-Trades.

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

LIGHTS! ACTION! CAMERA!

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

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

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

sively." He has booked the studio for the month of July.

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

MAKE-UP EXPERT

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

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

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

In between running around the studio floor to fix a flood lamp or an electrical circuit, Bill White, business manager of local 873 of the Motion Picture Studio Production Techni-

cians' union, took time out to explain the newly formed 873.

THE CREAM OF THE CROP

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

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

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

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

G. N. MACKENZIE LIMITED HAS  THE SHOWS

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



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

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

Learn this story and tell yours the most powerful way possible. CALL TODAY FOR DETAILS



CNR SHOPS

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



MONCTON AIRPORT

WAB President Reports

BLOCK PROGRAMMING IS A WOW - - WITH CAB DRIVERS, WAITERS & TEENERS

Bob Buss' Address to the 1958 WAB Convention

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

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

During the morning there were a couple of serials that ran day after day and were listened to day after day . . . And then suddenly it was noon . . . and the tuneful music continued right up until noon news time . . . and again the news was revealed

to the audience of men and women while they had their lunch. And then into the afternoon . . . more music, now and then a news bulletin that happened along . . . and a show or two called *Musical Matinee* . . . *Music for Milady* . . . and so on . . .

And then the kids came home from school . . . and there were a couple of good programs for them . . . birthday clubs and stories and adventure serials . . . and as the evening came along, the station broadcast another complete news round up, and then settled down to a schedule of top flight radio programs that amused, entertained, informed and completely satisfied it's audience . . . shows like *Woodhouse & Hawkins*, *Atlantic Nocturne*, *John & Judy*, *The Family Man*, *Treasure Trail*, *Share the Wealth*, and from across the border, *Amos n' Andy*, *Lux Radio Theatre*, *Big Town*, *Charlie McCarthy* . . . Usually, a late news broadcast and some bedtime music completed the day's broadcasting, and after forecasting tomorrow's weather the station, in a personal fashion, thanked everybody for listening, said good night and signed off . . . And so it went for years . . . and the people, completely satisfied with radio as a constant household companion, listened in great numbers.



Bob Buss

CAME REGIMENTATION

And then one day, a young man bought a radio station in an Eastern city and he began to cook radio's goose . . . he introduced what he called block programming . . . and others followed suit . . . the relaxed companion that radio had been for years was suddenly ordered to get up and march in regimented fashion. And the listeners shrugged their shoulders and wondered what this was all about. And then other stations in the area began to read the ads that its competitor was placing in trade papers . . . ads that suggested that here was the most listened to station in the business. What station do the taxi drivers listen to ? ? ? ? ? what station do you hear in most restaurants ? ? ? ? ? what station do the teenagers listen to ? ? ? ? ? Us, of course, said the ads . . . we're the block program station . . . we're it . . . and the other big stations took the bait . . . they too changed their programming and competed for the taxi drivers and the waiters and the teenagers. And a station in Calgary heard about this new wonderful

thing . . . and they copied the formula . . . and one in Winnipeg . . . and one in Edmonton . . . and one in Vancouver . . . and the fat was in the radio fire.

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

RADIO WAS ALWAYS FIRST

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

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

And then suddenly someone got the bright idea that there were only ten top tunes. This is it, they said,

the perfect formula, first with the news, every hour, every half hour, and the ten top tunes sandwiched in between, relentlessly and forever. But, "no," said that station's competitor, "there are fifty top tunes, and that's for sure," so they played fifty instead of ten, and boasted about it . . . and Strauss turned over in his grave. *Hawaii Calls* was corn . . . it didn't have any top tunes . . . just music that people loved. Quentin MacLean's organ was stilled . . . Sousa went out the window . . . Wayne King was garbage . . . ask any taxi driver . . . any teenager . . . any waiter . . .

And then . . . when the new era of radio was finally entrenched . . . somebody had the nerve to say . . . "this isn't radio" . . . and the industry got up on its tall shoes and said "Are you crazy . . . we're making a fortune . . . we've got ratings . . . we've got Umpty-umpty per cent of the sets in use" . . . and then somebody said, "What about the sets not in use?" Radio said . . . "Television did it" . . . Good thing TV came along or there wouldn't have been anybody for radio to blame for radio's suicide.

TEENERS ARE THE JUDGES

And radio did something else too. It created its own monster . . . it created a class that had existed for centuries but had never been classified . . . the teenager . . . 6.6 per cent of the population suddenly became radio's judge and jury . . . they decided what was corn and what was not . . . and radio encouraged it . . . and so what happened to the ratings . . . they suddenly were taken over by the teenagers . . . A woman could be sitting by the phone when it rang but the teenager, who was on the roof at the time, beat her to the phone, because teenagers have suddenly become a supreme class, and as well as running radio, they're a race of switchboard operators, and Alexander Graham Bell is their boy. And so the phone surveys got the teenage treatment.

And how about the ballot survey. Surely that wasn't taken over by the teenager too? Well, this master race . . . this 6.6 per cent was the bright and clever side of the family . . . and the ballots, which were a little complicated, were turned over to the clever member of the family, . . . and the teenager had his say on the ballot.

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

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

That, gentlemen, is my report.

POINTS OF SALE

Ask us about
CKBB
Barrie's
Power Boost
to
5,000
WATTS
on
950 Kcs.
offering
advertisers an
audience of
250,000
NOW

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

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



Are you satisfied with your MAILING SERVICE ?

If not — call

CHADWICK PRINT & DIRECT MAIL SERVICES
52 McCAUL ST. EM. 8-7174

G. N. MACKENZIE LIMITED HAS THE SHOWS

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

**TV LICENSES ON MERIT ONLY
REGS MUST BE ENFORCED-CLC**

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

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

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

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

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

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

Satisfied People Sell

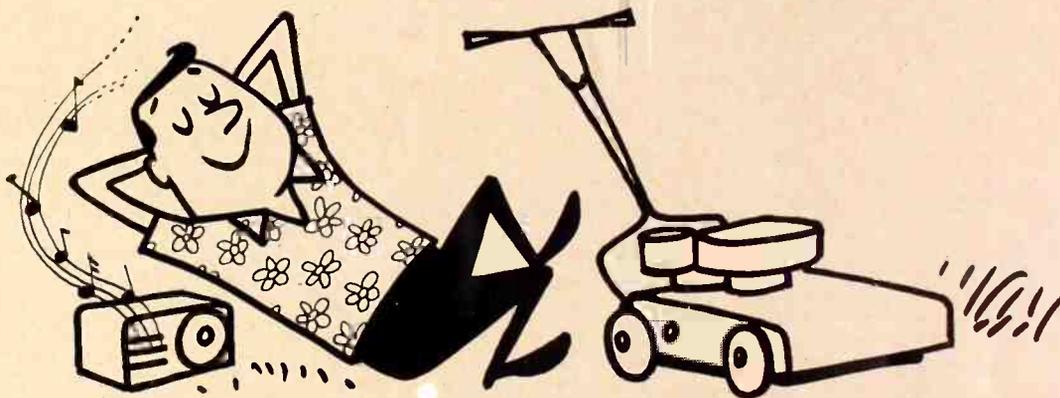
SUPERLATIVE ACCOUNTS of company achievements, and straight self-admiration, are better left for the stockholders' meeting than for commercial advertising messages, Schwerin Research Corporation reports after a long study.

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

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

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

**JULY
AND
AUGUST
ARE BIG
BUYING MONTHS...**



**IN MONTREAL, BUYERS
LISTEN TO CJAD**

- ★ In total retail sales, July and August are usually bigger than January, February, March.
- ★ In addition, of the radio sets sold in this Province last year, 10% were portables and 19% were car sets.
- ★ In summer, people go outside more — and radio goes wherever people go.
- ★ CJAD is the most listened to station by English families in greater Montreal with a BBM rating of 207,000 radio homes.
- ★ Over 45% of the passenger cars in the Province of Quebec have radios.

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

CJAD

SELLS while it plays!



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

Effective Copy

AGGRESSIVE BUT NOT PUGNACIOUS . . . FRIENDLY BUT NOT SMOOTH

By DEREK SONES

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

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

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

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

Compare this verbal monstrosity with Churchill's ringing appeal to the United States at a critical stage of World War II: "Give us the tools and we will finish the job". - - That

really rang the bell. It was forceful enough to hit home and probably half of its force lay in its terse sincerity. Would "procure us the implements and we will consummate our endeavors" have had a comparable effect?

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

COPY MUST BE HUMAN

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

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

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

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

COPY MUST PAINT A PICTURE

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

One graphic jingle in daily use makes a positive statement with a maximum of solid housewife appeal:

"Fab has more active dirt-remover Than any other leading product . . ."

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

Along the same lines is the Viceroy jingle:

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

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

WHO SAYS SO?

In much less positive vein is the claim that:

"Years of experience in design and craftsmanship are evident in the watches manufactured by - - -"

Who says so? They do of course, and they have an axe to grind. And how, in any case, could the average buyer of a watch check the accuracy of the claim?

Better by far was the advertisement put out on behalf of a rival watch manufacturer, which simply stated that one of their watches was still going and keeping good time after being removed from the spoke of a locomotive wheel immediately after a 500-mile trip. Who could fail to be impressed with that one?

No apologies can be made for

laboring this point. If any one quality could be said to constitute the essence of successful copywriting, it is vividness.

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

Who or whom? What about splitting infinitives? Does it matter transposing shall and will?

A QUESTION OF USAGE

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

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

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

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

Telephone Answering Service. Answers your phone whenever you are away from your office or residence. Phone for Booklet in Toronto WA. 4-4471 Montreal UN. 6-6921

For anything musical—Jingles, Shows, live or recorded—contact DON WRIGHT Productions. OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329 Residence: 77 Chestnut Park Rd., WA. 5-1631

PAY-TV EXPERIMENT FAILS IN BARTLESVILLE

THE FIRST BIG attempt at pay TV - Video's Theaters' operation in Bartlesville, Oklahoma - - has been discontinued.

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

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

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

Video Theaters had started off piping its first-run movies into homes nine months ago at a fee of \$9.50 a month. This was later cut to \$4.95. However, even at the reduced rate, the subscription list was not growing fast enough to offset the severe financial losses the company had absorbed.

Video Theaters operates a chain of

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

Tokyo TV Expands Rapidly

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

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

The tower will also have two tourist platforms, one at 393 feet, the other at 754 feet.

This way to Montreal

**C
F
C
F**

Toronto Ad & Sales Club

PEOPLE ARE OUR MARKETS AND THE CUSTOMER IS KING

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

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

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

He said that this phrase was best explained by Charles F. Kettering, who said, "If my product is not worth more to the customer than he pays

for it, I can't stay in business. You have to have a small profit for the manufacturer and a very large profit for the user. The best way to estimate your customer's profit is to ask yourself, for example,

how much more would you pay for an electric light bulb than it cost, if you couldn't get another one. That is the customer's profit, and it is a lot more than the seller gets for the lamp itself."

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

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

- (1) The idea that the consumer is not price-conscious any more.
- (2) The idea that, without paying the piper in higher prices, we can overpay ourselves for what we produce.
- (3) The idea that management can get lax about costs without pricing its product out of not only the foreign markets but out of the domestic markets as well.

DESIRE TO SERVE

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

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

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

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

SYMBOL OF FREEDOM

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

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

Lenker recalled the words of William Green, long-time president of the American Federation of Labor, who once said: "In a very real sense, advertising is a bright symbol of freedom. It is a method of urging, which immediately indicates the existence of freedom of choice. If there were no liberty, there would be no advertising -- and someone would tell us, not coax us."

"As salesmen and advertising men," Lenker said, "optimism is, or should be, second nature in our thinking. However, it is important too that we have conviction in our optimism; that we do not simply whistle in the dark of the recession".

BUILT-IN GROWTH FACTOR

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

"Translating our optimism into planning and action, what becomes the job for top management, and

what becomes our job as salesmen?" he said.

"Top management's most important job is to anticipate and create its company's future, and so today large corporations have long-range planning departments that formalize top management's most vital function. However, important as this is, and in Canada's case reassuring as it is, formalization can produce anaemia. Long-range planning too often bogs down in just statistical projections on Gross National Product, labor productivity, profitability indexes and so on. These are all vital but they usually ignore any consideration of the substantially more important and difficult problem of what kind of society we will have in, say, twenty years. Had some industries asked themselves that same question twenty years ago, they might be in better shape today.

WHAT & WHY OF MOTIVATION

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

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

To answer the question, What is our job as salesmen? Lenker reviewed some points he had made earlier and pointed out that these applied to everybody.

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

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

"We should be optimistic at all times. And, because we are in Canada, we needn't put a tongue in the cheek when we radiate optimism. Don't let us be put off our stride by a pessimistic newspaper story or gloom expressed in certain quarters with narrow views.

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



CHRC

CAN BLOW

YOUR HORN

LOUDER

IN

GREATER

QUEBEC

RADIO

CHRC

QUEBEC CITY
800 K.C.

10,000
WATTS

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

CJON RADIO & TV NEWFOUNDLAND

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



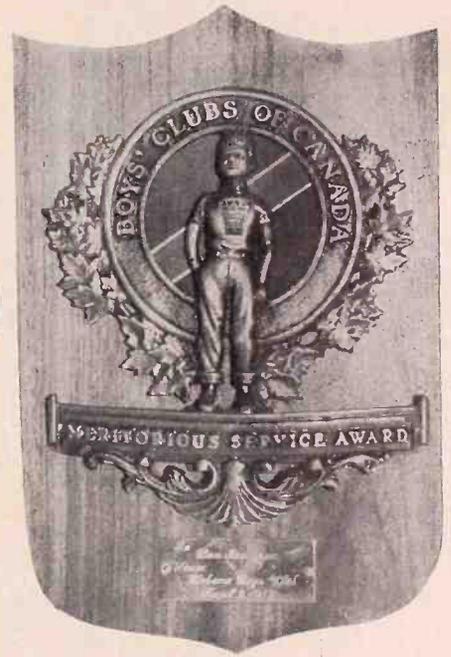
The John J. Gillin Jr. Memorial Plaque, awarded 1958 to CJON Radio for "outstanding community Service".



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



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



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

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

first in . . .

- * PUBLIC SERVICE**
- * LIVE PROGRAMMING**
- * COMMUNITY SERVICE**

GEOFF STIRLING
President

STOVIN-BYLES
Reps for Canada

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

DON JAMIESON
Vice-President

Radio Week

DICK THIBODEAU WINS PRIZE FOR COURTEOUS CLERK CONTEST

DICK THIBODEAU, national sales manager of CHRC - Radio, Quebec City, is the winner of the \$100 cash prize in CANADIAN BROADCASTER'S "Best Idea Contest" held in connection with Canadian Radio Week. Runners-up among the 42 entries from station personnel across the country were Don "Red Hot" Kohls of CHOV, Pembroke, and Roy Bonisteel of CKTB, St. Catharines.

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

Dick Thibodeau's winning idea was called a "Courteous Clerks' Contest," in which 1,800 retail business establishments in the area were invited to take part. The contest called for customers in any of these stores to retain their purchase slips and write down the name of the "courteous clerk" who had waited on them. The slips were sent to CHRC by midnight, May 8, and there they were held for a cash-prize draw.

The winning clerks, both male and female, were given \$50 each, and the customers whose slips were responsible for electing the "King and Queen of Courtesy" also won \$50 each. The store or department manager involved won \$25 and the store was given a contract good for \$200 worth of advertising over CHRC.

To give proper support to the promotion, announcements were aired

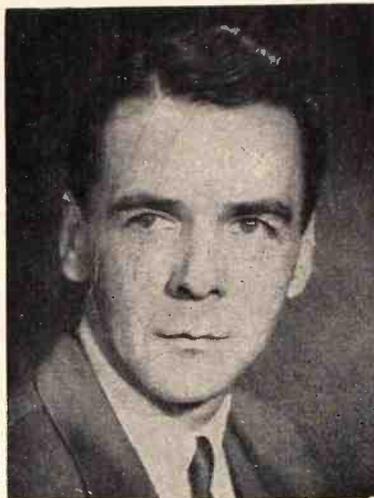
each day during The Week, requesting the public to take part in the contest. A two-voice recorded announcement was made up, with a male and female voice, which ended on the phrase, "What a courteous clerk!"

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

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

THOUSAND WATT ANNOUNCER

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



Dick Thibodeau

the contest. The idea was to find out where he was, with the winner to receive a mantel radio.

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

GOING DOWN!

The other runner-up, Roy Bonisteel of CKTB, proved the flexibility of radio by equipping a parachutist with a portable tape recorder and having him describe his descent

through the air after jumping from a plane at 4,000 feet. It was done on the opening day of The Week and was broadcast on the second day, to get the week's activities off to a flying start.

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

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

The CAB Radio Week Committee, headed by W. Denis Whitaker of CHML, Hamilton, made up the judges' panel for the contest. Other committeemen judges were: Allan Waters, CHUM, Toronto; Robert D. Munro, Radio Representatives Ltd., Toronto; E. H. Towndrow, Stephens & Towndrow Ltd., Toronto; Charles W. Fenton, BAB-Radio, Toronto.

MANY GOOD IDEAS ENTERED

Here are a few of the other promotion ideas used:

A week-long promotion by CKXL, Calgary, conceived by Esther Henning and Doreen Macgregor, which went back over the years to present the music, the personalities, and the pioneer events in radio.

A sandwich man, wearing a large cardboard box over his head and torso, made up like a radio and with a portable radio slung around his neck broadcasting the regular programming of CFCN, Calgary.

A series of recorded telephone calls to stations across the country, used to illustrate radio's flexibility by Bob Lewis on CJON, St. John's, Nfld.

A helicopter broadcast over CKDA, Victoria, by John Hamilton, in which he gave listeners in homes, cars and on boats the pertinent information on travel in the vicinity.

DON'T be CONFUSED
in GREATER MONTREAL...

STATION 'A'
STATION 'B'
STATION 'C'

...CKVL now 50,000 watts*

is CLEARLY your Best Buy!

* Day

NOTE OUR NEW ADDRESS

Prizes are on the agenda again, and Contests Associates are at your service. We are prize finders for quiz shows and other giveaways. Write for information on (BOTW) Bride Of The Week show.



10 Castleknock Road, Toronto 12, Ont.
HUDSON 8-8862 or HUDSON 8-8601

Here are some contest entries



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

Pay-TV

WILL LAUNCH TWO SYSTEMS IN 1958

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

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

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

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

in' for the price of one viewer."

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

CHOV
 PEMBROKE
 THE **Bum**
 THAT **Sells**
 SEE THE STOVIN BOYS

Whatever your needs,
 let us do your shopping

Book Department
CANADIAN BROADCASTER
 54 Wellington St. West, Toronto



CLUB

"93"

Here's just one of CJCA's TOP

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

TEENAGERS AGREE ON

93
CJCA
 EDMONTON

DAYTIME TELEVISION?

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

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

DAYTIME DOLLAR DIVIDENDS

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

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

Contact: BAB-TV

CARTB Member Stations

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

BROADCAST ADVERTISING BUREAU

TV Division

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

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



LIFE IS MADE up of a number of things, many of which we take for granted. Such things as the weather, the five day week, Mother's Day, group insurance and coffee breaks. Another, in this line of business, is the printer.

For the past five years, the BROADCASTER has been printed by Age Publications Ltd., publishers of six trade papers of their own and printers of this journal and several others besides.

The printer is to a publication what a transmitter engineer is to a broadcasting station. He sends out the material that is supplied to him from the studios, or, in our case editorial desk. And while, in actual content, it can only be as good or as bad as the writing, at the same time we depend upon him for the quality of the sound, or the physical appearance of the book, in terms of typography, layout and so forth.

People are given to commenting kindly on the BROADCASTER's appearance, when we twist their arms hard enough. We take these compliments for granted. Now, we should like to take advantage of a special occasion and hand on a bit of a bouquet to Age.

The occasion is their move, before this issue appears, to their brand new plant in the north west section of this metropolis, viz and to wit, 450 Alliance Avenue, Toronto 9. This move, incidentally, is brought about by the expropriation of their old home (or rather homes, because they occupied two old houses on Willcocks Street) for expansion of the University of Toronto.

Besides our own staff of eight, and also engravers and others, it takes no less than thirty-two men and women at Age to put out this paper twenty-four times a year.

The key man for us is Jack Sparks, production manager with 27 stars on

his sleeve. With Jack we maintain a constant state of warfare, trying to convince him that it is impossible to write a story before the event we propose to report has happened; that we can't get the plates made for an ad until the advertiser sends in the material or instructions; that we are so busy getting out our own book, that we just don't have time to worry about how he is going to get out the others. Besides this, Jack plays a mean game of cribbage. In fact he was mean enough to beat me — once.

Inside the plant is George Beech, in charge of the composing room (which is where they set the type). George is just completing a quarter of a century with Age and is about to take it easy, going into semi-retirement at the proof-reader's table very shortly.

George will turn over his reins to Wally Finch, who has worked his way up from printer's devil to his new exalted position. Wally, incidentally, is an MP — Master of Poker. He is also credited with an assist in the recent birth of his second daughter.

Other comps who try to read the handwriting on the ads are Bob Cruickshank and John Pike.

Proof pulling is an essential stage in the game, and this function is performed by Ted Butt.

Then there's the linotype department, presided by genial Dick (his right name is C*are*ce) Ellis. I think he is genial and I think he achieves this by turning off his hearing aid when you are about to raise hell about an undotted "T" or an inverted colon, just in case he should hear something he would rather not. Dick, incidentally, is addicted to the sport of kings. His long-shots are out of this world, if you know what I mean.

Harry Stewart, the night lino man, who will doubtless be setting this deathless essay (and I certainly hope

DID YOU KNOW THAT...

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

Yes, it's a rich market.

Representatives
Paul Mulvihill
Toronto - Montreal

SERVED BY

CKTB
ST. CATHARINES

The NIAGARA DISTRICT STATION

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

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

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

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

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

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

GREETINGS FROM HOME

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

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



ON TOP OF THE WORLD or up in the air, whichever way you look at it, it's Charlie Edwards of Broadcast News, surveying the surroundings at the WAB Convention from the chair lift. Nestling snugly at the foot of the mountains is the town of Banff.

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

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

Last May, Labatt's shipped quantities of beer as an added contribu-

tion to the Dominion Day Festivities. And speaking of festivities, it's harness racing season at the Old Woodbine, so you can guess where I'm headed. Buzz me if you hear anything, won't you?

BE A REGULAR BROADCASTER READER
\$5.00 a year • \$10 for 3 years

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

POINTS OF SALE

Congratulations to **CKVR-TV** on their **QUADRUPLED POWER**

Soon **100,000** Watts — Video and **50,000** Watts — Audio

CKVR-TV Channel 3
CKGN-TV North Bay
CFCL-TV Timmins

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



IMAGINATIVE TV PRODUCTION
appeals to all ages...

ONE REASON CFQC-TV SELLS and SELLS and SELLS

COVERING 45,000 CAPTIVATED TV HOMES

CHANNEL 8 CFQC-TV
CONTACT TV REPRESENTATIVES LTD.

Portrait of a Famous Viewer

Potts' SPOT

• WE ARE TWO YEARS OLD and on this Second Anniversary we wish to express our appreciation to our stations.

CKNX, Wingham, Ont.
 CJIC, Sault Ste. Marie, Ont.
 CKPC, Brantford, Ont.
 CKEN, Kentville, N.S.
 CFAB, Windsor, N.S.
 CKLB, Oshawa, Ont.
 CJET, Smiths Falls, Ont.
 CHVC, Niagara Falls, Ont.
 CKBC, Bathurst, N.B.
 CKYL, Peace River, Alta.
 CFCW, Camrose, Alta.
 CFAR, Flin Flon, Man.
 CKOX, Woodstock, Ont.
 CKEC, New Glasgow, N.S.
 CKJL, Saint Jerome, Que.

We should also like to extend our thanks to the sponsors and agencies who made this second anniversary possible. We hope they will continue to call on us concerning their radio problems through the years to come.

• NOTE TO TIME BUYERS: Before you buy that Spot, check Potts' Spot.

Lorrie

Potts
and Company

LORRIE POTTS
 SCOTTY SHERIDAN
 NEIL HENDERSON
 JIM PITTIS

1454A
 Yonge St.
 TORONTO
 WA. 1-8951

1117
 St. Catherine W.
 MONTREAL
 VI. 5-6448

Markets

ADVERTISING AND SELLING MUST FIT THE MARKET

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



Dean Prather

He listed them as follows:

1. **Know your market potential.** Drawing from the Gordon Report, Prather pointed out that by 1980 Canadian business will be selling its goods to a population which will have increased nearly 70 per cent -- but that the volume of goods -- the gross national product -- will have increased 250 per cent. Not only was it necessary to avoid aiming low -- which resulted in under-estimating how much your market would grow in the years ahead -- but it was just

as necessary to avoid being over-enthusiastic.

"Over-estimation," he said, "may be the greater danger for us in Canada simply because we confidently expect rapid growth, and this could breed a degree of over-optimism which would backfire on us."

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

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

3. **Know your market trend.** "All markets are not growing," he said, "and few are growing at precisely the normal rate which might be suggested by either our population increase or our spendable income advance." Prather produced a graph showing the sales growth of two companies in a particular market.

Brand A had increased 10 per cent, "a fairly healthy gain in anyone's books. What the manufacturer

did not know, however, was that the total market had gone up 32 per cent." And in this case, his largest competitor, who had been in second place in the field, had moved past Manufacturer A to become the leader, by increasing his sales by 45 per cent. The competitor, by properly gauging the market trend, had increased his efforts in this particular area and had snapped up the lion's share of new business.

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

The graph used to illustrate this point showed a company which had successfully cut back its advertising to "milk out a little more profit" for a period of two years. In the meantime a second company had decided to aim for a long-range profit goal over a five-year period. It increased its promotional budget, and managed to carve out a 6.8 per cent share of the market in the first year. In the second year it stuck to the original plan and moved up close behind the original leader. By the third year, the original leader made huge increases in his promotional budget, but by this time the damage was done and the company with the long range plan moved into a dominant lead.

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

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

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

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

A Precision Quality Portable TV Pedestal At a Low Price!

New HOUSTON FEARLESS PD-10

- Solid, steady camera mount.
- Smooth Mobility.
- Complete Portability.



Price (incl. tax) \$745.00
 (F.O.B. your studio)

CANADIAN DISTRIBUTOR
ALEX L. CLARK LIMITED

3745 Bloor St. W. Toronto 18
 BE. 1-3303

NOW

... a TV Pedestal that is actually priced lower than many tripod-dolly combinations, yet is a precision-built, fine quality unit in every respect. The new Houston Fearless PD-10 provides a solid, steady camera mount, smooth mobility, excellent maneuverability and complete portability. Handles all monochrome cameras from Vidicon up to I.O. Ideal for small studios, auxiliary cameras or remotes.

**WANT A MAN?
 WANT A JOB?**

Try an ad in
Canadian Broadcaster

BBM

BUSINESS BOOKS BY MAIL

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

Radio

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

Television

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

Advertising

| | |
|--|------|
| ADVERTISING AGENCY OPERATIONS AND MANAGEMENT (Roger Barton) | 8.05 |
|--|------|

General

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

Book Department

CANADIAN BROADCASTER

54 Wellington St. West

Toronto 1, Ontario

First of a Series

TRAINING TODAY SECURES LEADERSHIP TOMORROW

by LIONEL SCOTT

STUMBLING CAPITALISM or Creeping Socialism?

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

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

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

MAKING A LIVING

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

leadership, training for selling. These too are accepted as vital.

Where is all this leading? Why is it significant? Does it not mean that a very large area of learning has been removed - formally - from the old and accepted centres of learning, the schools and colleges? Now we seem to be developing (in the job situation) a new pattern of leadership. We are developing the sort of leadership in business and industry which will set the pattern for the wider sphere of life. And this wider sphere of life is our democratic society.

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

FREE ENTERPRISE

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

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

THE TRIBULATIONS OF VIRTUE

We have a tendency to feel very virtuous when we use the term democracy, especially when it refers to our virtuous way of life in comparison with some other - hence lower - form. Let us admit there would be no considerable justification if our claims were all true, for democracy is no easy philosophy.

One reason for this is that democracy demands great amounts of self-discipline, while making it rather easy to avoid discipline. Lacking self-discipline, we tend to chafe at any discipline, and seem to regard any such pressure applied from "without," as an intolerable infringement of our "inalienable rights."

The result is that leadership has become apologetic. We try to conceal any individual differences in our character or personality. We deplore those qualities that set us apart. We hide, quite hypocritically, our triumphs and joys when we are successful. We decry our success. We

must be "a good guy," one of the boys, the man in the grey flannel suit.

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

It would be a wonderful thing if we just abandoned the shibboleth that all men are equal. They aren't. Neither physically nor mentally. (Spiritually, and, theoretically, before the law - maybe. We leave that to you.) Otherwise, no.

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

The democratic system of society does not, *must not*, imply an absence of accountability or a lack of leadership. It is a system of delegated responsibilities. To demand "Freedom" without responsibility, is mere license. Privilege without obligation is greed, leading to chaos.

ESCAPE FROM FREEDOM

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

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

CAMOUFLAGE

As our western society has developed, the power of the church has been supplanted by the authority of the state, and, in our era, by that great amorphous cloud of anonymous "public opinion" based on "common sense." By becoming a sort of human automaton, we create the illusion of being safe and self-determining souls. To know what we really want is one of the most difficult problems any human being has

to solve. By accepting ready-made goals we create the illusion of freedom but in reality simply use it to cover up our basic insecurity. We seek escape from this feeling of powerlessness and are led into submitting to another form of authoritarianism.

We have recognized that a sense of responsibility is an essential ingredient of democratic society. The problem, then, is that most people shy away from it. They like to feel free, but cannot endure the loneliness of complete freedom. For the making of decisions is a lonely business, and the higher the level of decision-making, the lonelier it is. Most people like to be told what to do - as long as they are "asked nicely." Few will admit this, but it is true.

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

BENEVOLENT AUTOCRACY

Does all this mean that under various guises, and masquerading under various names, we are heading toward a new form of industrial autocracy? Benevolent autocracy? It would be sad, for no one has yet discovered how to keep it benevolent. We seem to be evolving a newer structure, somewhat along the principles of the checks and balances which motivated the 18th Century designers of the US Government.

We can avoid perhaps the less desirable features of the present day manifestation of that concept, which frequently results in a form of stalemate, while learning from their example and experience. In Canada, there appears to be the beginning of a new working structure consisting of a fusion of government, private business and industry, labor unions, and the system of law.

LEADERSHIP

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

● LIONEL SCOTT might be described as an expert in humanities. He is a graduate of the University of Western Ontario. He also studied psychology in Vienna, Austria. His background includes radio and magazine editing; he had a column in the *Toronto Globe & Mail* for four and a half years, and appeared regularly in *Maclean's Magazine* for five years. His work has also appeared in 26 other magazines. As a consultant he has conducted community surveys, training programs and personnel and administration projects for such organizations as A. V. Roe, the City of Edmonton, Bowaters, Newfoundland, and the Management Development Institute, Toronto.

NEW FILM CLEANER PROTECTS FILM FROM SCRATCHES

Now! A highly effective film cleaner with a unique scratch-protection ingredient! A hard, slippery coating forms a protective barrier against scraping!

PROTECT-O-FILM

With 4-Way Protection:

1. Cleans and conditions
2. Anti-static action
3. Kills "greenness"
4. Stops scratches

PROTECT-O-FILM reduces scratching or your money back. Order 101X for Release Prints - gal. \$12.00

ORDER BY MAIL!

CALDWELL EQUIPMENT
CO. LTD.
447 JARVIS ST. TORONTO

Please rush 1 gallon of Protect-O-Film:

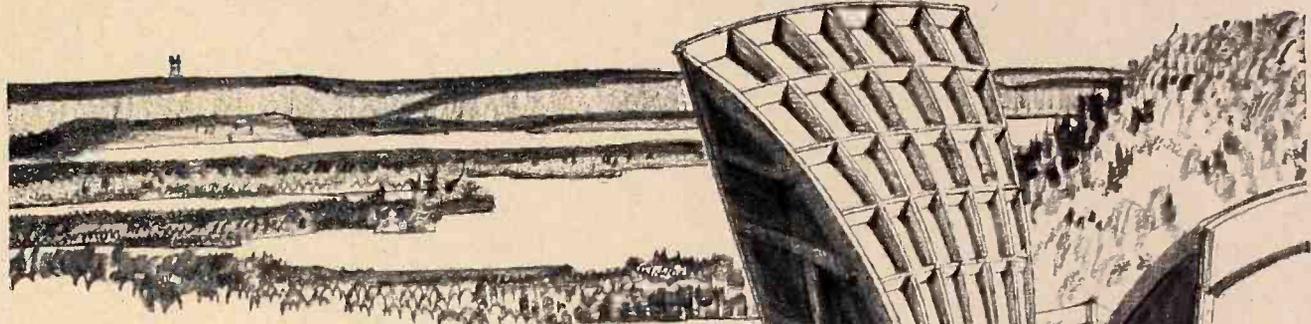
Name

Firm

Address

TRANS-CANADA SKYWAY

OPENED JULY 1st 1958



*"And on, and on, without a pause, untired
they bounded still;
All night from tower to tower they sprang,
all night from hill to hill!"*

—Macaulay.

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

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

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

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

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

Northern Electric

S E R V E S Y O U B E S T

6655-15R

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

RADIO

- CKRS
Jonquiere-
Kenogami
- CKBL
Matane
- CHNC
New Carlisle
- CHRC
Quebec
- CHRL
Roberval
- CKSM
Shawinigan Falls
- CJSO
Sorel
- CKRN
Rouyn
- CHAD
Amos
- CKVD
Val D'Or
- CKLS
La Sarre
- CKLD
Thetford Mines
- CKVM
Ville Marie
- CKNB
Campbellton, N.B.

TV

- CKRS-TV
Jonquiere-
Kenogami
- CKBL-TV
Matane
- CKMI-TV
Quebec City
(English)
- CFCM-TV
Quebec City
(French)
- CKRN-TV
Rouyn-Noranda
- CKCO-TV
Kitchener
- CKTM-TV
Trois Rivieres



John McIlwaine, Jos. A. Hardy & Co. representative, who has recently returned from a market familiarization study of Quebec province

HARDY MEN KNOW THEIR MARKETS!

"Channel 13 is ours!" That's what they say in Three Rivers, Quebec, according to Hardy representative John McIlwaine. "Home town station loyalty seems to be one of the reasons why Ch. 13 is attracting the lion's share of more than 70,000 viewers. CKTM-TV is the new key to increased selling power in Quebec's 3rd largest market with over 71,000 TV households."

... and Hardy Stations **SELL!**

For complete information call

JOS. A. **HARDY** & CO. LTD.



Toronto EM. 3-9433

Montreal PL. 1101

SwarBricks and BOUQUETS

By Brian Swarbrick

THIS YEAR, J. Frank Willis, dean of radio documentarians, looks back over his first quarter century with the CBC, and nearly 35 years with radio. He has been with the Corporation since it was formed in 1933, and is one of the very few men in Canada who has been intimately connected, every step of the way, with the development of network broadcasting. On the assumption that the first quarter century

landed direct from the US, they couldn't have cleared through Immigration. I was pretty friendly with the RCMP at the time, because of Moose River, and so I just dropped a quiet word that perhaps these chaps ought to be taken back to Sydney for Immigration processing. They were -- and I got the first story."

Two years later, in 1939, Willis again was the focal point for news-hungry Canadians, with his descriptive broadcasts of the Royal Tour. And in the years since then, one wall of his office has become practically hidden under an impressive array of Ohio State awards for his outstanding broadcasts.

The present is a reflection of Willis' past. Frank is now supervisor of feature radio broadcasts, a member of the committee which guides the policy of CBC's omnibus *Wednesday Night*, one of the chief members of the on-camera team of CBC-TV's *Close Up*, and the voice behind *Atlantic Nocturne*, the verse-and-music show he brought with him to the CBC from CHNS, Halifax, in 1933. "It's a labor of love," he says of *Nocturne*. "I just don't have the heart to give it up."

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

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

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

Frank Willis has taken some colossal at-bats at this wicket.

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

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

"And don't think that radio isn't constantly improving. Now, with television, we are finding plus factors in radio we never realized existed." Willis was silent for a moment, shaking his head slowly. "When I think of how far we've come -- why, at one time we even used Dick Lewis as an actor . . ."



FRANK WILLIS reporting from the pithead during the Moose River mine cave-in in 1936.

is probably the hardest, it seemed like a good time last week to drop into his Toronto office in the CBC's old radio building on Jarvis Street to talk to him about the past, present and future.

Few in the broadcasting business would be unfamiliar with his past. I was only seven years old in 1936, but one of my most vivid memories is of Willis' 92-hour round-the-clock account of the cave-in at the Moose River Gold Mine in Nova Scotia. His reports from the pithead as the rescue attempts continued were carried on nearly every station in Canada -- 58 at the time -- and 650 more in the United States.

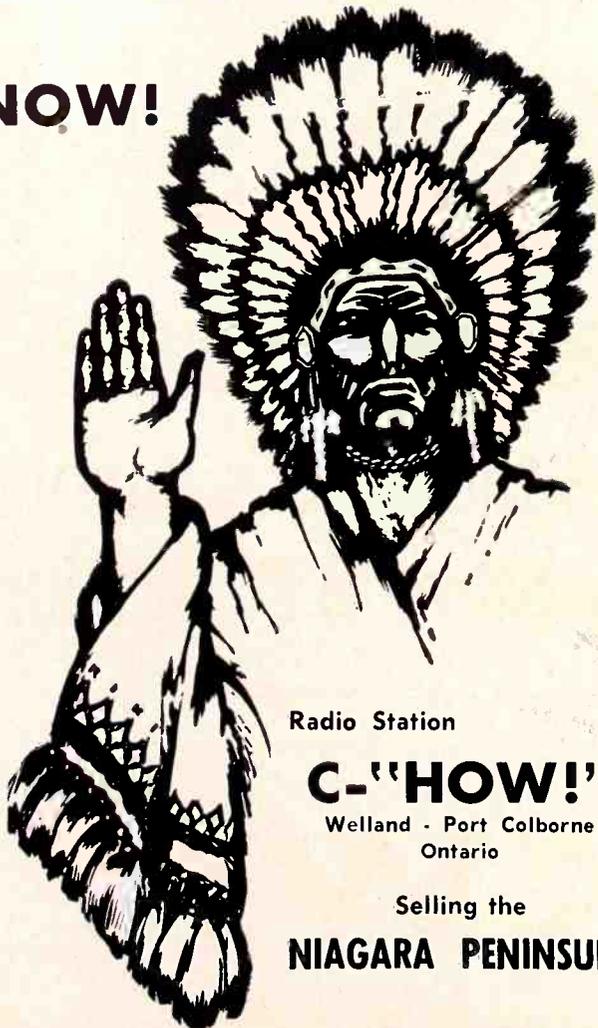
A year later, Willis scooped the world -- and particularly an intrepid reporting team from the Hearst papers in Chicago -- in bringing his listeners the first words of Beryl Markham after she became the first woman to make the East-West Atlantic crossing in a light plane.

"I had an intelligence network with all the telephone and telegraph operators in the Maritimes," he recalls. "They were all alerted to let me know when the Markham girl landed, and to do it quietly, because half the news outlets on the continent were after the story. Finally, I got a call from Baline Cove, on the northwest shore of Nova Scotia. 'A friend of yours has just dropped in,' the operator said.

"I set out in an open two-seater Moth, but the Hearst boys had a Beechcraft, and by the time I got to Baline Cove, they had the house in which Beryl Markham was resting, surrounded. It looked as if I was out of luck, because these guys were tough and they had no intention of anybody scooping them.

"Then I had an idea. Since they'd

NOW!



Radio Station

C-"HOW!"

Welland - Port Colborne
Ontario

Selling the

NIAGARA PENINSULA

See Radio Reps for Information



GOOD QUESTION

Why does the music commentator start off with the statement that the artistry and beauty of Beethoven defies description and then proceed with a twenty minute description?

• • •

HEARD ON MADISON AVENUE

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

• • •

CALL A CONFERENCE

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

• • •

PAGING OLD POISON PEN

Did anyone ever tell G*rdon Sin*lair about someone who described Dorothy Parker as one tenth critic and nine tenths hypocritic?

• • •

PERSONNEL RELATIONS

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

• • •

MONOSYLLABIC COMMENTARY

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

• • •

PROGRAM PROBLEM

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

• • •

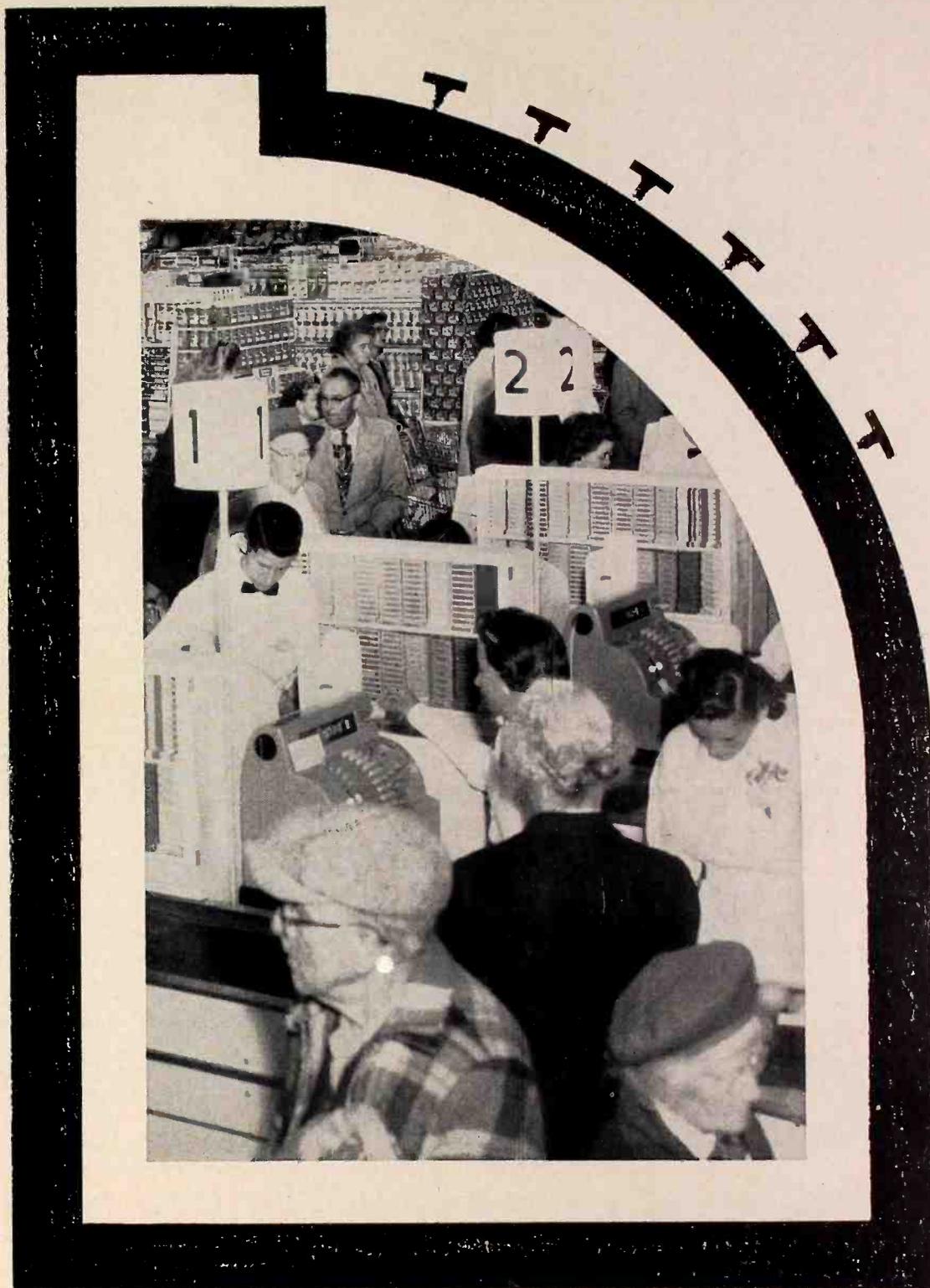
WHO CARES?

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

• • •

ALL ABOARD!

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



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

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

RADIO BRITISH COLUMBIA, VANCOUVER

CKWX

50,000 WATTS OF SALES POWER



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

SIGHT & SOUND

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



Compiled by Ian Grant

Radio & Television

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

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

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

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

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

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

week on two Montreal stations and one flash per week on CBUT, Vancouver.

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

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

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

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

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

On the radio side Levers will sponsor *Show Business with Sinclair* over CFRB, Toronto starting Sep-

tember 8. The show is on the air from 5.45 to 5.50 pm Monday to Friday. It was previously sponsored by Simoniz.

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

SUNKIST GRAPEFRUIT, through Spitzer & Mills, started a three week radio campaign July 10. They are using CFRB and CKEY in Toronto and CJAD and CFCF in Montreal for English. CKVL and CKAC, Montreal are the French stations.

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

THE SUNBEAM Corporation, through Vickers & Benson, will be returning with *Music Makers '59* October 2 for 52 weeks. Subject to change it will run Thursdays at 8.00 pm.

Agencies

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

continue to operate under its present name.

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

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

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

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

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

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

Middle Aisle

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

in B. C.

C J O R

PERSONALITIES

ARE

"BEST SELLERS"

(your product is protected against competitive advertising)

see

Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

CJOR VANCOUVER, B.C.

TV MAINTENANCE MEN

FOUR OPENINGS
for
EXPERIENCED MEN

to maintain complete TV stations on military bases in N.E. Canada and overseas. Liberal salary, bonus and benefits.

Full particulars to

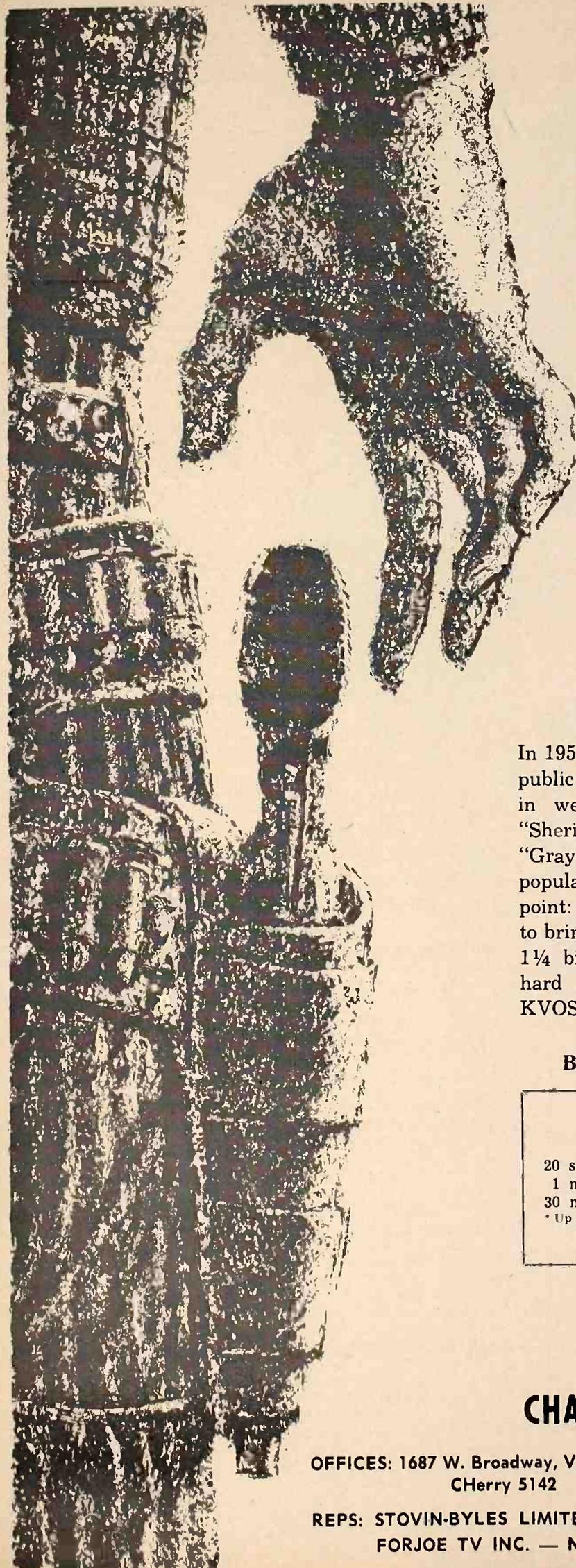
C. E. LIGGANS
Philco Corp., Don Mills, Ont.

We knew it would happen

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

Get availabilities on CFCO's most popular programs from:

Arch Ferrie,
CFCO P.O. Box 550,
Chatham, Ontario.



KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE TOP WESTERNS

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

BIGGEST B.C. AUDIENCE — LOWEST RATES

| KVOS-TV | | STATION A (Vancouver) | DAYTIME SALES BLAZER PACKAGE (1 Minute Spots) | |
|----------------------------------|-----------|--------------------------|---|-----------|
| 20 secs. | \$130.00* | \$136.00 | 5 per week | \$200.00* |
| 1 min. | 162.50* | 170.00 | 10 per week | \$370.00* |
| 30 min. | 390.00* | 408.00 | 15 per week | \$530.00* |
| * Up to 25% frequency discounts. | | | 20 per week | \$680.00* |
| | | | * Less frequency discounts. | |



CHANNEL 12



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

REPS: STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco

Television

TV WEEK SLOGAN IS CHOSEN



"TELEVISION — YOUR WINDOW ON THE WORLD" is the slogan to be used during Canadian Television Week, September 28 - October 4. It was suggested by CFPL-TV's promotion supervisor, H. Warren Blahout (centre), seen here receiving his prize, a portable TV set, from Reo Thompson (left), TV manager of All-Canada Radio and Television Ltd. and chairman of the TV Week Committee, and Karl Steeves, manager of the Broadcast Advertising Bureau, TV Division, Toronto.

NB MEMBER URGES COMMONS LEAVE CBC ALONE

CHANGES IN CANADA'S present broadcasting policy, as indicated in the speech from the throne, "should not in any way disturb the present system" and in so doing hamper the CBC, H. J. Michaud, member for Kent, N.B., told the house on May 26.

Informing the house of the position of the French-speaking population of the Maritime provinces, which is served by one CBC radio station

(CBAF, Moncton), Mr. Michaud said, "We feel that only a system like the CBC is in a position to provide the Canadian people as a whole, French-speaking as well as English-speaking, with a truly national radio and television service, a factor of Canadian culture. That is why any change which would make it more difficult for the CBC to carry on would be highly prejudicial to the various groups in the national family."

The French-speaking groups in the Maritimes - - St. Mary's Bay, N.S., for instance, has a population of 25,000 whose daily language is French - - are anxious to have television as well as radio in their own tongue. The CBC, according to Mr. Michaud, is the only service likely to bring this about.

"Without in any way minimizing the great usefulness and good intentions" of private broadcasters, he said, "I think that if it is considered appropriate to adopt new measures, these measures should not in any way disturb the present system, but be based on the general and higher interests of the Canadian public rather than on particular commercial interests."

WANTED PROGRAM DIRECTOR

for progressive new Southern Ontario Radio station.

Apply Box A378 Canadian Broadcaster 54 Wellington St. West Toronto, Ontario.

METROPOLITAN AREA STATION NOW AUDITIONING!

WANTED — top announcers — disc jockeys and news men! Good future for the right men. Please send full information — picture — past experience — salary expected — tape, etc. GUARANTEED FUTURE — GOOD WORKING CONDITIONS for talent wishing to go to the top with a fast moving station.

Reply: BOX A377 CANADIAN BROADCASTER 54 Wellington St. West Toronto, Ontario

Experienced Announcer

wanted for air and production work.

C-JOY

GUELPH ONTARIO

SHORT WAVES

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

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

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

broadcasters for conceiving this new program. He said there was a need to stimulate among young people "a sense of the exciting adventure of growing to their full intellectual capacities."

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

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

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

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

THE CANADIAN COUNCIL of Authors and Artists has announced plans to open negotiations with the CBC for eight new labor agreements covering three thousand radio and television workers across Canada.

The announcement followed the Council's annual convention at Ste. Adele, Quebec.

The council, with six locals across Canada, authorized organization of additional locals for performers and authors in Ottawa, Halifax and Hamilton. At present there are two locals in Montreal and one each in Quebec City, Toronto, Winnipeg and Vancouver.

Delegates approved a motion calling for the CBC to contribute to health, life and accident insurance schemes and pension plans. A spokesman said parity of wage rates for English and French language radio and television performers will also be sought. The CBC has agreed to parity rates in commercial radio work.

At the convention, Neil LeRoy of Toronto was re-elected president of the council and Marcel Frao of Montreal was re-elected secretary-treasurer. Named as vice-presidents were: Paul Guevremont, Louis Morisset and Sheridan Nelson, Montreal; Noel Moisan, Quebec City; Walter Marsh, Vancouver; Moray Sinclair, Winnipeg and Arch McDonell, Toronto.

A TV SERIES about the American submarine service has been given the endorsement of the Royal Canadian Navy, it was announced last month by Captain William Strange, Director of Naval Information for the Department of National Defense.

The RCN's approval follows the recent release of the series, called *The Silent Service*, to Canadian sponsors and stations through Fremantle of Canada Ltd.

Ralph C. Ellis, general manager of Fremantle, and Jake Keever, president and general manager of California National Productions, the company producing the series, referred to the RCN commendation as one of the highest tributes paid an American TV series.

THE NATIONAL Association of Broadcasters in the US has launched a new public service radio and TV program called *Learn and Live*, described as being designed to "make ignorance unfashionable."

John M. Outler, retired general manager of WSB-TV, Atlanta, Ga., and former NAB Radio Board chairman, stated that the idea of the show was to develop among the public, "especially the student," a respect for learning and knowledge.

"The space age is upon us," he said. "There is concern at all levels that we meet its changes and challenges with more and better use of our national brainpower. Broadcasting has always responded in times of crisis. There is inherent in this industry all that is necessary to both paint the picture of need and trigger the imagination of the public."

The NAB will provide its member stations with the basic materials for the program. But it is up to each broadcaster to develop community interest and participation. A number of radio and TV spots have been prepared as an aid to developing interest.

President Eisenhower sent a message to the NAB convention in Los Angeles in April, applauding the



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

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

Over half a million radios in daily use.

"Wherever you go there's radio"

**THE BRITISH COLUMBIA
ASSOCIATION OF BROADCASTERS**



8.00 a.m.—the last passenger joins engineer Harold (Jake) Elston in his pool car, and they're off to their offices 14 miles away—with the men catching the latest news over CFRB.

Meet the Elstons of Agincourt

(happy adventurers in living... and buying)

The Elstons—Georgia, father Harold and little Harold—spend many happy hours at their place in Agincourt. One well-loved spot is the patio—perfect for summer meals. With the Elstons, nothing beats outdoor living, whether they are in Agincourt or at the family cottage. And, of course, they've discovered that a radio on the patio or beach . . . in a car or boat . . . adds to the fun of outdoor living.

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

The Elstons are only one of the 1,194,800 households* in CFRB's listening area, an area where there is a total family income of almost \$6½ billion.* *Here* are families willing, and financially able, to buy your product. *Here* is Canada's No. 1 market.

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

CFRB

TORONTO
1010 ON YOUR DIAL
50,000 WATTS



ONTARIO'S FAMILY STATION

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