

Canadian
BROADCASTER

Vol. 17, No. 18 TORONTO September 25th, 1958

FRIED CHICKEN A LA BROADWAY is the dish being prepared in front of CFRN-TV's camera on the cooking portion of the Edmonton station's "Homemaker Show", sponsored for the third successive year by the Natural Gas Division of Northwestern Utilities. Hostess Laura Lindsay looks on as Chef Oscar Broadway, of the Four Knights vocal group tells how it is done.

- TV WEEK IN CANADA 4
- BREAKFAST IN NORTH BAY 10
- AUSSIE PRIVATES OWN THEIR OWN NET 14
- THEY'RE BOOKING EARLY FOR XMAS 20

AUDIENCE COMPOSITION — RADIO

MONDAY THROUGH FRIDAY

	% MEN	% WOMEN	% CHILDREN	TOTAL LISTENERS PER HOME
6-9 A.M.	30	41	29	2.5
9-12 Noon	14	63	23	1.6
12 Noon-4 P.M.	15	61	24	1.7
4-7 P.M.	28	47	25	2.1
7-12 Midnight	39	48	13	1.9

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

Radio reaches the whole family! Radio's flexibility permits an advertiser to pre-select his audience and so reach the maximum number of prospects for his goods or services. Use Radio—the family medium.

Watch this space for the facts on audience composition of weekend Radio.



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

CBC Governors

BOARD WILL HEAR ALL REQUESTS EXCEPT NEW STATION APPS

A PUBLIC SESSION of the CBC Board of Governors will be held in Ottawa, October 9. At this, its 114th meeting, the Board will not deal with applications for licenses to establish new broadcasting stations.

The following stations have applied for transfers of shares:

CKRD, Red Deer for redemption of 10,443 preferred shares and transfer of two common shares in Central Alberta Broadcasting Co. Ltd.

CHUB, Nanaimo for transfer of two common shares and issuance of 94,000 preferred shares in Standard Broadcasting Co. Ltd.

CJIB, Vernon for issuance of 600 common shares in Interior Broadcasters Ltd.

CFAM, Altona for issuance of 90 common and 95 preferred shares in Southern Manitoba Broadcasting Co. Ltd.

CKX and CKX-TV, Brandon for transfer of 10 common shares in Western Manitoba Broadcasters Ltd.

CKSB, St. Boniface for transfer of 58 common shares in Radio Saint-Boniface Ltée.

CFBC, Saint John for transfer of 3,296 Class A common and 1,065 Class B common shares in Fundy Broadcasting Co. Ltd.

CJFX, Antigonish for transfer of two common shares in Atlantic Broadcasters Ltd.

CKBW, Bridgewater for transfer of one common and 19 preferred shares in Acadia Broadcasting Co. Ltd.

CKVR-TV, Barrie for redemption of 7,850 preferred shares in Ralph Snelgrove Television Ltd.

CFOR, Orillia for redemption of 5,000 preferred shares in Radio Station CFOR Ltd.

CFOS, Owen Sound for transfer of 650 common shares in Grey and Bruce Broadcasting Co. Ltd.

CJRH, Richmond Hill for transfer of 50 common, five preferred and issuance of five common shares in Radio Richmond Hill Ltd.

CJAD, Montreal for transfer of 135 common shares in CJAD Ltd.

CKAC, Montreal for transfer of five, 7 per cent preferred shares in La Compagnie de Publication La Presse Ltée.

CFCM-TV and CKMI-TV, Quebec for transfer of 500 Class A common and 327.5 Class A preferred shares

in Television de Quebec (Canada) Ltée.

CJBR, Rimouski for redemption of 3,114 second preferred shares in Central Public Service Corp. Ltd.

CHLT and CHLT-TV, Sherbrooke for redemption of 2,323 preferred shares in La Tribune Ltée.

CFGT, St.-Joseph D'Alma for issuance of four common shares in Radio Lac St. Jean Ltée.

CKVM, Ville Marie for transfer of one common share in Radio Temiscamingue Incorporée.

CFPL and CFPL-TV, London for revision of authorized share distribution without effecting change of control by London Free Press Printing Co. Ltd.

Radio Station CKEY, Toronto has applied for a change of name of licensee from Toronto Broadcasting Co. Ltd. to Frybrook Ltd. without effecting change of control.

RADIO POWER INCREASES

The following AM radio stations have applied for an increase in power:

CFAC, Calgary for an increase in power from 5,000 watts on 960 kcs. to 10,000 watts on 960 kcs. by Calgary Broadcasting Co. Ltd.

CFJC, Kamloops for an increase in power from 1,000 watts on 910 kcs. to 10,000 watts day, 1,000 watts night on 910 kcs. by Inland Broadcasters Ltd.

CJON, St. John's for an increase in power from 5,000 watts on 930 kcs. to 10,000 watts on 930 kcs. by Newfoundland Broadcasting Co. Ltd.

CHNS, Halifax for an increase in power from 5,000 watts on 960 kcs. to 10,000 watts on 960 kcs. by The Maritime Broadcasting Co. Ltd.

CFJR, Brockville for an increase in power from 250 watts on 1450 kcs. to 1,000 watts day, 250 watts night on 1450 kcs. by Eastern Ontario Broadcasting Co. Ltd.

CFPA, Port Arthur for an increase in power from 250 watts on 1230 kcs. to 1,000 watts day, 250 watts night on 1230 kcs. by Ralph

H. Parker Ltd. (Deferred from 113th meeting.)

CJRH, Richmond Hill for an increase in power from 500 watts to 1,000 watts day, 250 watts night; change of AM frequency from 1300 kcs. to 1310 kcs. and permission to operate full time by Radio Richmond Hill Ltd. (Deferred from 111th meeting.)

CKRM, Regina for an increase in power from 5,000 watts on 980 kcs. to 10,000 watts day, 5,000 watts night on 980 kcs. by Western Communications Ltd. (Deferred from 113th meeting.)

CKOM, Saskatoon for an increase in power from 5,000 watts on 1420 kcs. to 10,000 watts on 1420 kcs. by Saskatoon Community Broadcasting Co. Ltd.

Applications for standby transmitters have been submitted by **CKLC, Kingston, St. Lawrence Broadcasting Co. Ltd.**; **CHEX, Peterborough, Kawartha Broadcasting Co. Ltd.**; **CKSO, Sudbury, CKSO Radio Ltd.** and **CHRC, Quebec, CHRC Ltée.**

TV POWER BOOSTS

Two television stations have applied for power increases.

CKNX-TV, Wingham for an increase in power from 20 kw. video, 12 kw. audio on Channel 8 to 90 kw. video, 55 kw. audio on Channel 8 by Radio Station CKNX Ltd.

CJBR-TV, Rimouski for an in-

crease in power of 34 kw. video, 19.4 kw. audio on Channel 3 with a directional antenna at a height of 952 feet above average terrain to 49.3 kw. video, 28 kw. audio on Channel 3 with a directional antenna at a height of 986 feet above average terrain by Lower St. Lawrence Radio Inc.

CFRA, Ottawa has applied for authority to operate CFRA-FM with program service separate from CFRA by CFRA Ltd.

Meet The Champ

DICK BOURDEAU, disc jockey for CKDH, Amherst, N.S., is Canada's champion marathon broadcaster after a stint of 132 hours of continuous disc-jockeying. He defeated Paul Lessard of CHEF, Granby, who lasted only 123 hours and 20 minutes. Both succeeded in beating the previous record held by Dick McFarland of CKSL, London, who lasted 117 hours.

Did you know that . . .

CBL Toronto reaches a total of 473,022* adult listeners every day, equivalent to 378,418 homes.

***ELLIOTT-HAYNES CIRCULATION REPORTS**

THE AWARD WINNING STATIONS

CJON Radio Television NEWFOUNDLAND

FOR DOUBLE IMPACT

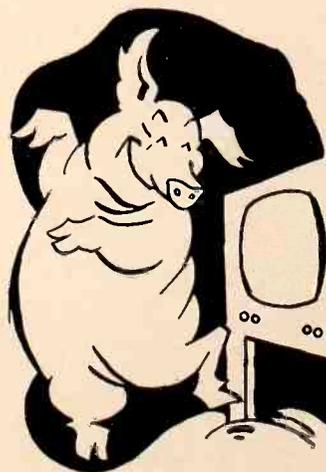
in
WESTERN ONTARIO

Use
CKNX

Television & Radio
The Ontario Farm Stations

- Low cost per thousand.
- Programming tailored to the market.
- Planned merchandising support.

WINGHAM



CKNX-Television
Ask the All-Canada Man



CKNX-Radio
Repped by Lorrie Potts

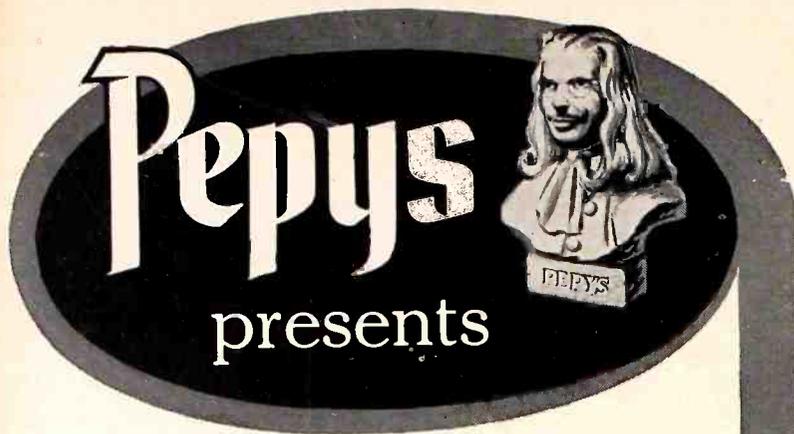
Dairy - Farm income is UP this year —

Cover the Dairy County of Oxford by using

CKOX

WOODSTOCK ONTARIO

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

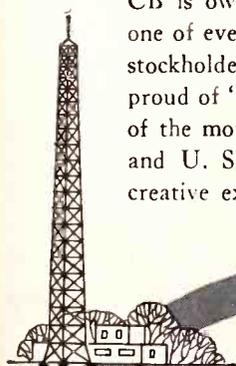


COCKFIELD, BROWN & COMPANY LIMITED

ADVERTISING RESEARCH
 MERCHANDISING **db** PUBLIC RELATIONS

The story of Cockfield, Brown is the story of its people — 458 of them in four major cities across Canada — people selected for their ability to create exciting new marketing concepts, and the experience to make them pay off for clients; so as to render service in depth, or "Total Service". This Agency has built a big business by "minding its Clients' business," and much of its growth is due to many long-time clients who have, in turn, grown and prospered during their association with Cockfield, Brown.

CB is owned by its employees, one of every three of whom is a stockholder. They are intensely proud of "Their Company" and of the more than 123 Canadian and U. S. awards given it for creative excellence.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

- | | | | |
|-----------------------|------------------------|----------------------------|--------------------|
| • RADIO STATIONS • | | • TELEVISION STATIONS • | |
| CJOR Vancouver | CJBC Toronto | KVOS-TV Serving | Vancouver-Victoria |
| CFPR Prince Rupert | CFOS Owen Sound | CHAT-TV Medicine Hat | |
| CKLN Nelson | CJBQ Belleville | CKOS-TV Yorkton | |
| CKXL Calgary | CKLC Kingston | CJBR-TV Rimouski | |
| CJNB North Battleford | CFJR Brockville | CKCW-TV Moncton | |
| CKOM Saskatoon | CKSF Cornwall | (CJON-TV St. John's, Nfld. | |
| CJGX Yorkton | CHOV Pembroke | (CJOX-TV Argentina | |
| CKY Winnipeg | CJMS Montreal | ZBM-TV Bermuda | |
| CJRL Kenora | CKCW Moncton | CMQ Television Network, | Cuba |
| | CJON St. John's, Nfld. | | |
| | ZBM Bermuda | | |
| | ZNS Nassau | | |
| | CMQ Cuba | | |

7th Week

PRIVATES AND CBC READY FOR DRIVE

PRIVATELY-OWNED and CBC stations from coast to coast are all set for the second annual observance of Canadian TV Week, which runs September 28 to Oct. 4.

Each station is planning program activities especially for the occasion. These include talent contests, remote shows from stores, special film programs depicting the history of their service to their communities in terms of worthwhile charities and other public service ventures. Many stations will be opening their doors to the public for conducted tours of the studios and participation in interviews and other special events.

TV WEEK SPECIALS

On the commercial side, local merchants are being invited to tie in with The Week by sponsoring TV Week contests for children and others, pointing up TV Week Specials. For this purpose the Broadcast Advertising Bureau is making available window stickers, streamers, price display cards, window decals, balloons and car bumper stickers.

Karl Steeves of BAB says that he is helping the stations organize clinics designed to instruct and inform retailers about the use of television in their own businesses.

Throughout The Week, the network will carry end-program plugs, and studio audience promotions pointing up the importance of the medium and drawing attention to the slogan "Television, Your Window On the World".

PROMOTION CONTEST

The Television Representatives Association is again offering plaques to stations for four categories of promotions. These are (a) the best overall English language promotion; (b) the same in French; (c) the best public relations promotion; (d) the best merchandising idea resulting in local sales.

WEEK-LONG TELETHON

TV Week will be celebrated in Calgary by seven days of around the clock broadcasting by CHCT-TV.

Normally there are 16 hours weekly of live programing on the station. During the week of the telethon, this will be increased to more than 46 hours.

Advertisers are being told to make "Television Week your window on the world." By buying one daily segment, an advertiser receives hourly mention for 12 hours. In addition, CHCT-TV is providing display material, and sending personalities to stores of participating merchants during store hours. There is also a promise of "plenty of ad lib mentions."

Last year, for having put a closed-circuit television station into operation in a downtown Calgary department store, CHCT-TV won the "TV Reps' Award" for outstanding promotion during Canadian Television Week. It also won the 1957 "Showmanship Award" from LIBERTY MAGAZINE.

This second annual celebration of Canadian Television Week is designed to make Canadians, who now own 3,000,000 TV sets, more conscious of the part television plays in their lives.

Radio & TV Set Sales Jump

JULY SALES of TV sets, in Canada, jumped to 27,477 from 23,483 for the same month last year, according to RETMA. Radio set sales, in the same period, were 46,640 against 38,073 in July 1957. Totals for the first seven months of 1958 are down slightly from the comparable 1957 totals.

RADIO

SOLD BY

Stephens & Towndrow Limited

Toronto Montreal

EXCLUSIVELY

Did you know that . . .

CBHT Halifax

reaches a total of 175,478* adult viewers every day, equivalent to 79,763 homes.

*ELLIOTT-HAYNES CIRCULATION REPORTS

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

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

Printed by Age Publications Limited

Editor & Publisher RICHARD G. LEWIS
Art Editor GREY HARKLEY
Editorial Dept. IAN GRANT (News)
DONALD F. HAWKES
ROBERT A. MILLER
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Production Dept. LESLIE E. HEDDEN
Advertising Representative . . . OLI BRIEM



Vol. 17, No. 18

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

September 25th, 1958

Here Are The Tools! Lets Get On With The Job!

The new Broadcasting Act may not completely fulfil all the hopes of the private enterprise part of the business, but it is a tremendous step in the right direction.

Some feel that the new legislation is too much of a compromise. Then there are ominous rumblings, mainly from the Opposition, that by stripping the CBC of its job of regulating the private stations, in some inexplicable way the government is usurping more control than ever over the CBC.

While there are bound to be some shortcomings in any new legislation, shortcomings which will be corrected after the tests of trial and error have been applied, the new act is a concrete step straight up the rampart of Freedom, Democracy and those other abstract qualities which we have all been shouting about for so many years.

Until the new act was passed, there really was very little the industry could do. The power of the CBC was absolute. Their program officers were, and are, just people, but they represent the government broadcasting system and, right or wrong, their opinions are law. And this applies not only to the programs they put on their own stations, but those they are called upon to force onto their private station affiliates-competitors as well.

There is no change in this situation under the new act, except in one respect.

In the past, the only way by which this compulsory culture could be combated by the private stations was by setting up networks, comparable physically to those operated by the CBC, and using them to compete for audience with worthwhile programs but on a popular plane. This until the new act was passed, they were not permitted to do.

Now, private stations or other business

interests may apply to the Board of Broadcast Governors for leave to establish such networks, and here is the clear go-ahead signal to private business.

In its enormity, the task may appear a bit frightening at first. Doubtless it appeared this way to Australian private broadcasters ten years ago. (Story on page 14). But this only increases the need for it to be undertaken.

Parliament has handed the industry a healthy slice of what it has been after for years. It has said, in effect: "Here it is boys! Now let's see what you are going to do with it."

If the industry recognizes this challenge, and starts organizing networks, perhaps for an hour or two a day on a regional basis at the outset, and of course maintaining them with worthwhile programs, then the chances are good for further strengthening of its position, until even its sternest critics will have to admit that continued hamstringing is an unnecessary drain on the public purse. Only then will private broadcasting be regarded - - or should we say disregarded? - - by the bureaucrats, in the same way as any other legitimate business.

If the broadcasters don't take this step, they will continue to function, usefully and profitably as they do now, as the local voices of their own communities. This is the role so well played by the weekly newspapers, and there is nothing wrong with it. But broadcasting - - free broadcasting - - has a bigger job to perform, yes and richer rewards to reap, than this. All it needs is to take stock of itself and recognize that it is facing its greatest challenge since the discovery of the Hertzian wave.

CCBA WILL CONVENE IN THE LAURENTIANS OCTOBER 5-7

THE ALPINE Inn, Laurentian mountain resort at Ste Marguerite, Que., is readying for a capacity attendance of broadcasters at the CCBA Convention October 5-7.

The Opening day, Sunday, will be given over to registrations.

The convention proper kicks off Monday morning with an address by the president, Alan Waters of CHUM, Toronto. He will be followed by a keynote speaker, to be announced.

Two New York guests will fill the agenda for the opening morning. These are Richard M. Pack, vice-president of programing for Westinghouse Broadcasting Co. Inc. and Adam J. Young, president of the representative firm of Young Canadian Ltd.

Monday afternoon will be taken up with the usual golf tournament and a tea party for the ladies.

Tuesday morning is a closed session, when delegates will hear from Malcolm Neil, president and Jim Allard, executive vice-president of the CARTB. A representative of the BCAB will also be on hand to report on the educational activities of the BC stations in conjunction with the University of British Columbia.

Tuesday afternoon the meetings will split into Radio and TV groups, who will discuss their own problems in the fields of programing and sales. Owners and operators of both groups will have private meetings to delve into more complex problems of policy.

Tuesday evening there is a cocktail party, followed by a dinner and floor show.

Cockfield Lands Ford-Monarch

THE TORONTO office of Cockfield, Brown will handle the advertising for Ford's new Monarch Mark II, which will soon be in production. The car is to be marketed through Ford-Edsel-Monarch dealers. The account executive at the agency is Fred Adams.



POINTS OF SALE

CJFX
Antigonish
sold
MORE
Refrigerators
for
Simpson-Sears
local store

than any other
similar outlet
in the Maritimes.

The store
advertised

ONLY
on
CJFX

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



BC Association

WILL CONTINUE CO-OPERATION WITH UNIVERSITY OF BC

by DORWIN BAIRD

"MANY OF THE goals and ideals of private broadcasters in Canada have been achieved, and we now have an opportunity to serve this nation in a new role, to bring a higher standard of performance to the listeners or viewers of Canada."

With this theme, President Gil Seabrook of the BC Association of Broadcasters opened the summer meeting of that group in Port Alberni on September 11. The two-day sessions were attended by 35 broadcasters, representatives and special guests.

In his presidential address, Seabrook pointed out that the new Broadcasting Act, with its permission to form networks on a local or regional basis, "is a challenge which private broadcasters in this country will welcome. We can play a great part in the future development of Canadian talent."

The BCAB president said that the creation of an independent board for the regulation of all broadcasting in Canada had been a goal for two decades. He referred to the Bill of Rights as important in establishing the principle of freedom of the press and freedom through broadcasting on the same basis as the tradition of freedom of speech.

"For all forms of Communication, BC's Centennial Year has been a busy one," said Mr. Seabrook. "Both radio and television have given an

all-out effort to assist our province in promoting this historic event."

The BC president paid tribute to CAB president Malcolm Neil, "a man held in great respect by the members of our industry. We have been very fortunate in having him as president in 1958." Mr. Seabrook also gave credit to the Association's chief officers for the work they have been doing in respect to recent legislative events.

WILL CONTINUE UBC COURSES

One of the major matters before the Port Alberni meeting was the continuation of the co-operation between the BCAB and the University of British Columbia. Tribute was paid to Sam Ross, formerly of CKWX, for his work as chairman of the committee which launched this project in 1957. His successor is Murdo Maclachlan of CHWK, Chilliwack, who reported that 112 registered in night classes at UBC last spring, of whom 41 were employed in radio. Of the rest, 11 have been employed by BC stations since taking the courses.

The BCAB voted to continue the courses this season, under the direction of Alan Thomas of the UBC Dept. of Extension. The head of that department, Dr. John Frieson, attended the convention to extend the university's thanks for the co-operation of the broadcasters.

"Of all the developed countries, Canada has the greatest need for improvement of communications," said Dr. Frieson. "The BCAB and UBC have started something new,

and established a relationship that is unique in Canada."

Mr. Maclachlan, in his report, felt that the accomplishments made so far have been major ones, and was supported in his views by the BCAB members who voted to spend approximately \$10,000 on this work for the 1958-59 university year.

Courses to be given this fall include *Speech for Broadcasting*, by Dr. P. R. Capbell of UBC and Cal George of CKWX; *The Television Program*, by James Patterson of the CBC; *Commercial Writing for Broadcast*, by S. R. Fogel of Cockfield Brown and Co.; *News For Radio*, by Dorwin Baird; *Film Production* by Stanley Fox of the CBC; *Film and Reality* by Norman Barton of UBC; and various short courses and clinics both on and off the campus.

An innovation will be that of offering weekend versions of the courses in speech and commercial writing in such centres as Victoria, Penticton, Nelson and Prince George.

TV PANEL DISCUSSION

A TV Panel Discussion was held with representatives of the three private BC television stations, Dave Armstrong of Victoria, Roy Chapman of Okanagan Television and Fred Webber of Kamloops. Mindful of the possibility of additional licenses being granted soon, the panel was directed at giving some of the experiences of those already in the field.

Armstrong stated that second stations in major markets will almost
(Continued on next page)

RADIO CFQC

Saskatoon's

BIG Station

For - -

GREATER Sales Volume

in

Saskatchewan's

LARGEST

Trading Area



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



THE RADIO HUB OF SASKATCHEWAN



MORE EDUCATION - MORE LEISURE - MORE PROBLEMS

FORECASTS OF the Gordon Commission as they may relate to the media of mass communication were outlined to the members of the B.C.A.B. at their summer meeting in Port Alberni September 12 by Professor John Deutsch, head of the department of economics and political science at the University of British Columbia.

By 1980 Canada will have a population of about 27 million, with almost all of that increase taking place in the bigger cities. The labor force will double, but the predominant group will be the white collar workers, whose wishes will have the greatest force in the community.

This will mean, said Prof. Deutsch, an increased interest in the arts and in entertainment. "Minorities will still be minorities, but they will be sizeable - - more important to the radio and television operator.

"We will even," he said, "reach the stage where long-hairs will be an important factor to you broadcasters."

The spendable income of Canadians will go up by about three-quarters in the next 20 years, through a greater use of our natural resources and greater productivity.

The effect upon our lives, said the speaker, will include shorter working hours, earlier retirement, longer

holidays, a longer period of education and more leisure.

"It all sounds good," he added, "but with it will come problems, some of which mass communication can help solve."

BROADCASTERS CAN HELP

The problems will include the frustrations and bottlenecks of big cities - - unless Canadians take their opportunity now to plan for a growing future. Parochial attitudes towards local government will cost us dearly if we cling to them at this stage.

Another problem is the need for additional education. Whereas today we have one engineer for every 300 in our population, the need before long will be for one in forty.

Professor Deutsch suggested to the BC broadcasters that a study of these future trends, and a working knowledge of what is likely to happen - - barring war or social upheaval - - will enable the industry to meet tomorrow's demands.

"Those who cannot keep in step will be out of the picture, as they have always been," he stressed. Education for the future, dissemination of the knowledge of what is most likely to happen, and a conditioning of the people to live with the changes, are all responsibilities that broadcasters can share.

(Continued from page 6)

certainly mean the need for a second network across the nation. "A network is a must if you're going to make a go of it in TV," he said.

Mr. Chapman stressed the need for imagination and ingenuity in television. "This isn't radio where the salesman can come in at five and get a spot on the air at six," he said. "Live local spots must be well done, and the clients soon learn to demand a quality that compares with the film or network show that precedes their commercial."

Fred Webber said that the small Kamloops operation gave a lot of people in the business a good laugh for a while, "but as of this moment at any rate we are in the black."

Webber added, "we make no excuses for being small and we don't try to be bigger than we are. We find our viewers like us for this. I suggest that anyone going into TV spend plenty of time looking at other stations. We learned a lot that made it easier to get going."

All three panelists pointed out that new television stations must be "ready to go." "Once you are on the air," said Roy Chapman, "you can't fill the time with an LP recording. Program material must be ready, and your staff must be prepared to produce, and not do too much of their learning on the air."

BACK TO RADIO

A discussion on radio advertising in BC was carried on by three representatives, John Baldwin of All-Canada, Brian Scharf of John Hunt & Associates, and Ed Hall of Radio and TV Representatives.

Mr. Hall said that "we still find ourselves having to sell radio often before we can sell the specific account." He agreed with his colleagues that some business formerly lost to TV was returning to radio, and Brian Scharf noted that one big account that had been out of radio nine years would be back this year. "They found TV costs going up faster than their own sales and profits," he said.

John Baldwin said that BC radio would benefit greatly from the projected visit in early 1959 of Charles Fenton of the CAB. "It is too long since our BC agencies and major accounts have been subjected to a thorough pitch on the advantages of radio," he stated.

Don Laws of CJOR initiated a discussion on ways and means of putting radio's story before the listeners. He demonstrated with ads being run in Canadian dailies, which extol the advantages of newspaper advertising and "take swipes" at radio in so doing.

It was generally agreed that direct selling messages should be used on the air, and a committee of Vancouver station managers took on the task of initiating action. Many members of the BCAB expressed a desire to reduce the amount of space taken in dailies for the promotion of radio shows.

Entertainment for the convention was arranged by manager Ken Hutcheson of CJAV, Port Alberni. It included an evening yacht trip down the famed Alberni canal. The meeting was marked by three long business sessions which saw full attendance at each by all who had registered at the convention.

OIL!

The
Predicted
OIL EXPENDITURES
in the
DAWSON CREEK AREA
for
1958
are

\$75,000,000*

* Trade and Commerce Magazine, March 1958

CJDC
DAWSON CREEK
B.C.'s CENTENNIAL CITY

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

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

TO "HIT HOME" IN ALBERTA
YOU MUST REACH THIRD BASE!

And you're "safe on third" when Lethbridge media carry your message! Third largest city in Alberta, Lethbridge is the heart of the bountiful South - - the market place for a trading population exceeding 200,000. Only Lethbridge media effectively cover this prosperous segment of the Alberta market . . .

To reach the people who make the decisions . . . for the Community as well as for their own families, you must use Lethbridge Television.



CJLH-TV

Lethbridge - - where green acres turn to gold.
SEE THE ALL CANADA MAN!

BOOKS BY MAIL

You Should Read:

Radio

- Radio Production and Direction (Crews) \$5.50
- Professional Radio Writing (Crews) 5.50
- Handbook of Broadcasting (Abbott & Rider) 9.10
- Advertising and the Business Side of Radio (Midgeley) 8.00
- Creative Broadcasting (Skornia) 7.50
- The Technique of Radio Writing (Weaver) 8.50
- Production and Direction of Radio Programs (Carlile) 7.25
- Broadcasting: Television and Radio (Kingston, Cogwill and Levy) 8.00

Television

- Techniques of Television Production (R. Bretz) 11.50
- TV Writing and Selling (Roberts) 7.75
- Television Scripts for Staging and Study (Stasheff and Bretz) 5.75
- Staging TV Programs and Commercials (Wade) 7.75
- The Television Program (Bretz and Stasheff) 5.75
- Writing for Television (Heath) 10.25

Advertising

- Advertising Agency Operations and Management (Roger Barton) 8.05
- Advertising Handbook (Barton) 14.50
- Advertising Procedure 4th Edn. (Klepner) 13.25
- Putting Advertising to Work (Burton) 4.75

General

- Roget's Thesaurus 3.50
- Bartlett's Familiar Quotations 2.75
- Bartlett's Familiar Quotations (DeLuxe Edition) 11.00
- Invitation to Music (Siegmaster) 6.50
- Encyclopedia of Prose and Poetical Quotations (Walsh) 4.50
- Secretary's Desk Book 4.95
- Business Executives Handbook (4th Edn.) (Brown & Doris) 13.50

Prices include postage

Book Department

Canadian Broadcaster
54 Wellington St. West
Toronto, Ontario

CKVL Radio

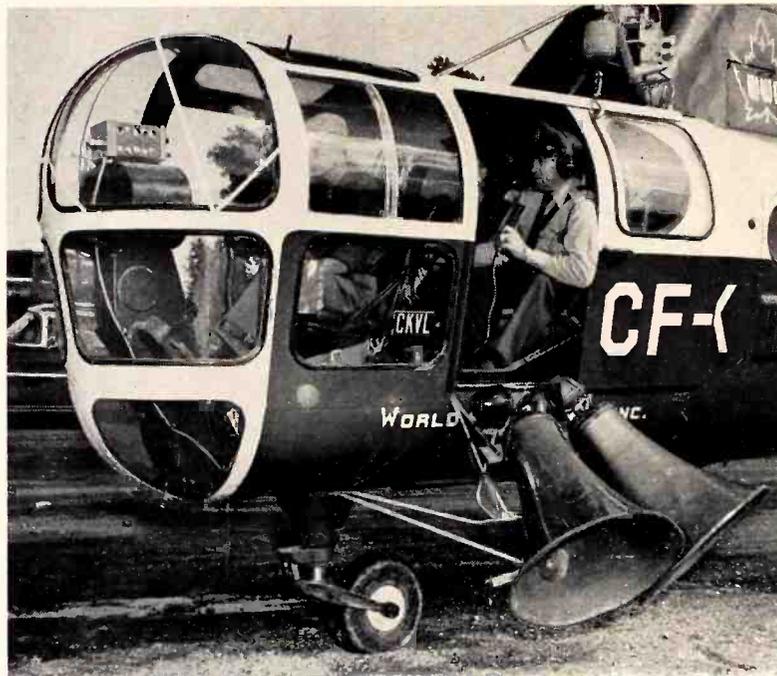
HELICOPTER USED IN SAFETY SERVICE

QUEBEC PROVINCIAL Police are up in the air because of an idea that originated with CKVL-Radio, Verdun. The station thought a good public service feature would be "over-the-spot" reports to its audience of traffic conditions broadcast from a helicopter, and the provincial police felt that the helicopter service would enable a policeman to arrive

conditions.

When an accident does occur the officer in charge radios for reinforcements, then directs the pilot to land at the scene of the accident. Once there, the officer can disperse curious spectators by means of a special loudspeaker system built into the helicopter.

In the meantime a CKVL announcer



PILOT STU FRASER, of Western World Airways, prepares to take off on a "watchdog" traffic control flight, as Sergeant Maurice Dupont, of the Quebec Provincial Police checks radio communications. Seated between the two is the CKVL announcer who will keep listeners up to date on traffic news.

at the scene of an accident more quickly than by car or motorcycle with no chance of a hold-up in the resulting traffic jam.

Since, Sunday, August 24, the station and the police have been operating the service co-operatively, hovering over the city from four to seven pm, keeping an eye out for accidents, speeders and general traffic

can broadcast a bilingual report to listeners.

Should a speeding motorist be spotted, the helicopter can land at the nearest intersection to apprehend him or radio his whereabouts to a nearby cruiser, and have them pick him up.

CKVL hopes the service will be enlarged into a regular system of highway watchdogs.

New CBC Studio Aims at Better Production

TO THE NON-technical visitor, the control room of the CBC's studio seven in its new 263 Mutual St. building in Toronto is a baffling mass of monitor sets, button-covered control panels and other technical equipment. But it all has one purpose, to provide a better picture and a better production for the viewer.

Four cameras, instead of the usual three, will be used in the new studio. These cameras are Marconi Mark Three's and are said to give a sharper and better defined picture. The large studio will enable producers to use more elaborate settings, giving drama and variety productions a wider scope.

According to the CBC, one of the most interesting features of the new studio is the pre-set lighting system. Lighting intensities and patterns for 10 sets can be electronically rigged before the show. The lighting control operator merely punches the appropriate button on his control panel to illuminate each set as it is needed.

The studio lighting system uses enough power to service a 32 unit

apartment house and the 17 miles of cable linking up the system is equivalent to the wiring used in 57 houses.

In addition to the studio, the Mutual St. building houses two dressing rooms; a make-up room; a staff lounge; the CBC's master switch board, which handles 19,000 calls each week during peak periods; a carpenter's shop and a large basement for storing sets and other props.

The shows that will originate from Studio Seven are: *General Motors Presents, The Wayne & Shuster Hour, Music Makers '59, Showtime and One of a Kind.*

ERWIN, WASEY APPOINTMENT

LOYD HEFFORD, formerly assistant media director at McCann-Erickson, has been appointed account executive at Erwin, Wasey, Ruthrauff & Ryan Ltd., Toronto. The list of accounts he will handle includes Rogers Majestic, Dolcis Canada Ltd., and British Paints.

Technicolumn

CANADIAN GENERAL Electric has announced the development of a thermostatically-protected transistor-powered 100 watt mobile radio.

The new equipment is designed with automatic cut-off and re-set functions which keep the transistor power supply safe against abuse due to heat caused by overload, duty cycle and environmental conditions.

GE says the new unit is equipped with a die-cast heat sink of special design. Made of brushed aluminum, the sink resembles a waffle grid and serves as a total enclosure for power transistors. The equipment provides maximum dissipation of heat from transistors and maximum heat absorption.

According to G. F. Ward, communications specialist for GE, tests showed that the waffle-grid type of heat sink was more versatile than wafer-fin designs. He explained that if a mobile radio is mounted on its side in a vehicle rather than upright, as some people prefer, the grid design still provides a chimney effect for heat elimination. In this type of application, Ward said, fin designs are not as efficient because fins transposed into horizontal position serve as a damper to heat elimination.

The Farrand Optical Co. Inc., New York, announces that the Super-Farron F/O .87 Lens is now in production and will be available within the next few months, at a cost of \$1,500.

This lens is described as being an ultra high speed photographic objective, which broadens the opportunity for achieving outstanding pictures under unfavorable light



conditions. The nine element system covers a 30 degree field and provides high definition with excellent resolution and contrast over the entire photographic spectrum.

Farrand Optical says that the 76 mm focal length covers a flat field 40 mm diameter and thus is eminently suitable as an objective for Image Orthicon television cameras or for special 35 mm photography.

The Super-Farron is available with standard infinity correction for direct photography, and it can be supplied corrected for 16:1 or 4:1 conjugates for special purposes, at a slightly higher cost.

Further information can be obtained from Farrand Optical Co., Bronx Blvd & East 238th St., New York 70.

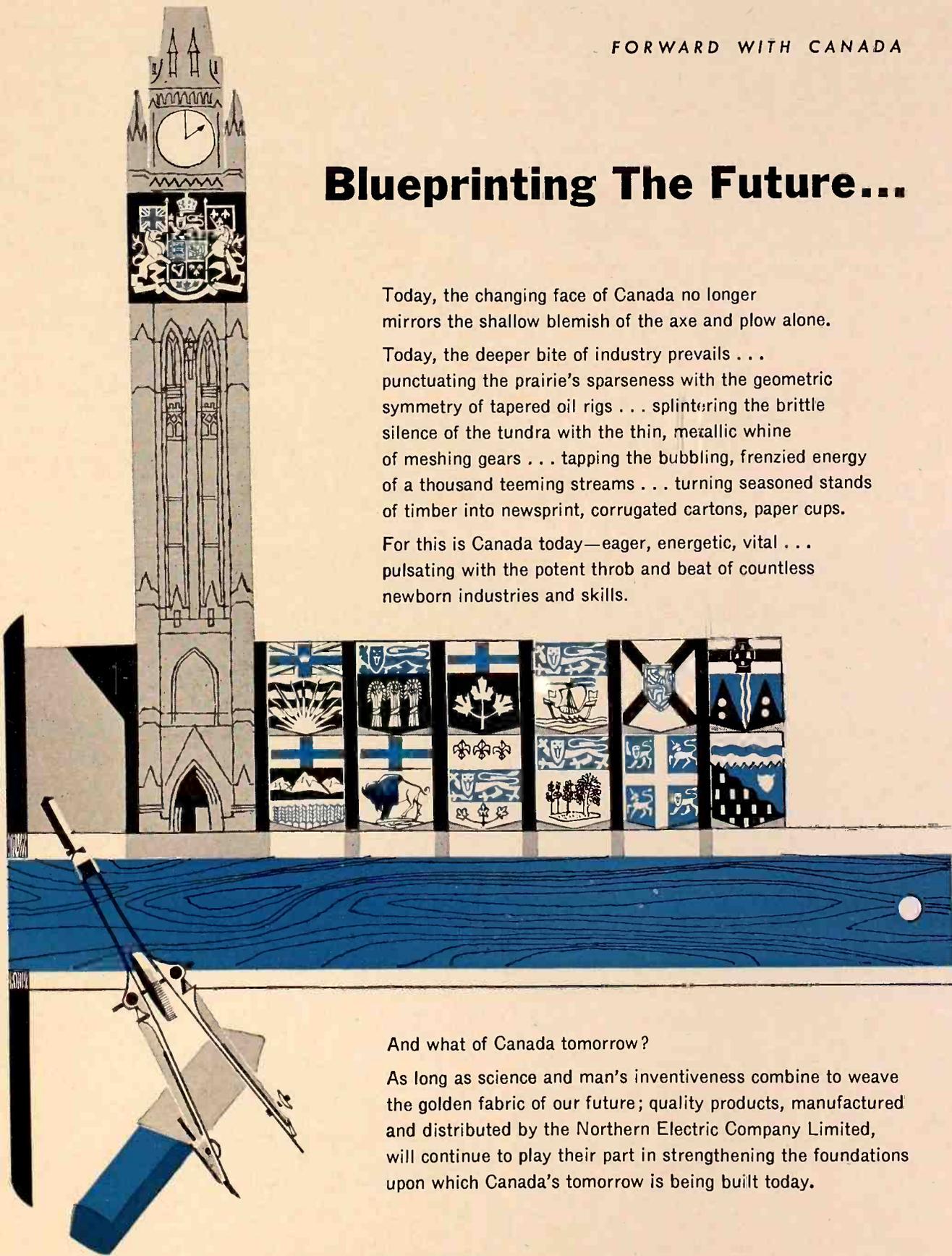
FORWARD WITH CANADA

Blueprinting The Future...

Today, the changing face of Canada no longer mirrors the shallow blemish of the axe and plow alone.

Today, the deeper bite of industry prevails . . . punctuating the prairie's sparseness with the geometric symmetry of tapered oil rigs . . . splintering the brittle silence of the tundra with the thin, metallic whine of meshing gears . . . tapping the bubbling, frenzied energy of a thousand teeming streams . . . turning seasoned stands of timber into newsprint, corrugated cartons, paper cups.

For this is Canada today—eager, energetic, vital . . . pulsating with the potent throb and beat of countless newborn industries and skills.



And what of Canada tomorrow?

As long as science and man's inventiveness combine to weave the golden fabric of our future; quality products, manufactured and distributed by the Northern Electric Company Limited, will continue to play their part in strengthening the foundations upon which Canada's tomorrow is being built today.

Northern Electric
SERVES YOU BEST

6658-3

CKGN-TV, North Bay

VIEWERS ENTHUSE OVER BREAKFAST-TIME TV SHOW

WHEN STAFFERS at North Bay's CKGN-TV tip-toed into the early-morning television market for the first time Monday, September 15, they were hopeful that their two-hour live show known as *The Clockwatchers* would click. But not even the most optimistic among them anticipated the viewer response from the first telecast.

Bruce McLeod, CKGN's general manager, was bubbling with enthusiasm over the reaction to the first show. "The mailbag on Tuesday brought 766 letters from charter members of *The Clockwatchers*" he said, "and not a single unkind word in the carload."

Paving the way for the great experiment, CKGN-TV, scheduled a nine-day saturation to promote the 7.30 am to 9.30 am show. As a hook on which to hang potential viewer

interest, the station offered a new 1959 Philco portable TV set to one of the viewers who wrote the station pledging that he would be watching when *The Clockwatchers* made their TV debut. In the nine days preceding the first program, the station received 5,744 letters from all parts of its coverage area.

"We used a part of this promotion to test our own pulling power," said McLeod, "and on the opening day we used only one 60-second announcement and two 20-second flashes. Then, we did nothing more for the next 24 hours. From these three announcements we pulled 1218 letters - - 43 of which were duplicates. This convinced us beyond doubt that this area was ready for and wanted morning television."

The enthusiasm generated among viewers was reflected by local mer-

chants who hurried into the show, sight unseen. As a result, the show was sold out for the first week in advance of the initial telecast and several North Bay businessmen have signed for five occasions a week for the full five-week period of the program's trial run.

ACCENT ON INFORMALITY

Format of the two-hour show has been designed so that it can be watched or listened to in leisurely fashion. In planning the show, emphasis was laid on informality so that viewers wouldn't necessarily be tied to their viewing screens in order to enjoy the show's music and ad-lib patter. Broken into a variety of segments, interlaced with generous uses of transcribed music, the show features news, weather, sports, cartoons, humor and women's features.

"We have a regular meditation period during which we play a hymn or other sacred music on the turntable and fill the screen with slides of local churches and choirs," explained McLeod. "The staff cooked up all sorts of gimmicks to keep the TV screen interesting during periods when recordings were used. One featured a tight shot of an aquarium of tropical fish; another a tight shot of the studio clock so that the whole TV screen became a constant reminder of the time."

On the second morning of the show, CKGN-TV scored a clean newsbeat following the crash of a CF-100 jet fighter near North Bay. The news staff worked throughout the night (crash happened at 10 pm in the dense bush 13 miles from North Bay) and early-morning viewers at 7.30, Tuesday, had not only a full color report but complete picture coverage of the tragedy in which two fliers were killed.

The first show was not without its share of goofs. At one point, Jo-Ann Jackson, pretty women's director for CKGN-TV, had the coffee pot boil over while cooking breakfast for staffers Dave Patrick and Wilf Davidson. The camera recorded the incident in full and viewers described Jo-Ann's re-actions as "priceless".

"Most encouraging factor," commented Tom Bilenkey, who produced the first show, "was that viewers reacted in a very friendly fashion

"Le Bas St. Laurent" DISTRIBUTION CENTRE

RIMOUSKI



RIMOUSKI EST ...

- Proposed site for year around seaport;
- Quebecair Inc. headquarters.
- Major shipping point for lumber and pulpwood to Europe and Mid-Canada.
- Distribution centre for major oil companies.
- Direct transfer to and from boats through CNR connecting rail lines on docks.

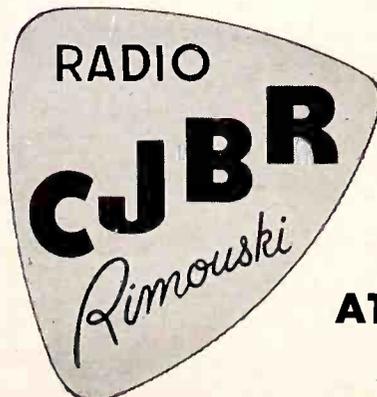
COVER THIS FAST GROWING CANADIAN MARKET

Can. rep. RADIO:
Interprovincial
Broadcast Sales

Can. rep. TV:
Stovin-Byles Ltd.

U.S.A. Radio rep.:
Weed and Co.

U.S.A. TV rep.:
Adam J. Young Jr.



AT COMPARATIVELY
LOW RATES

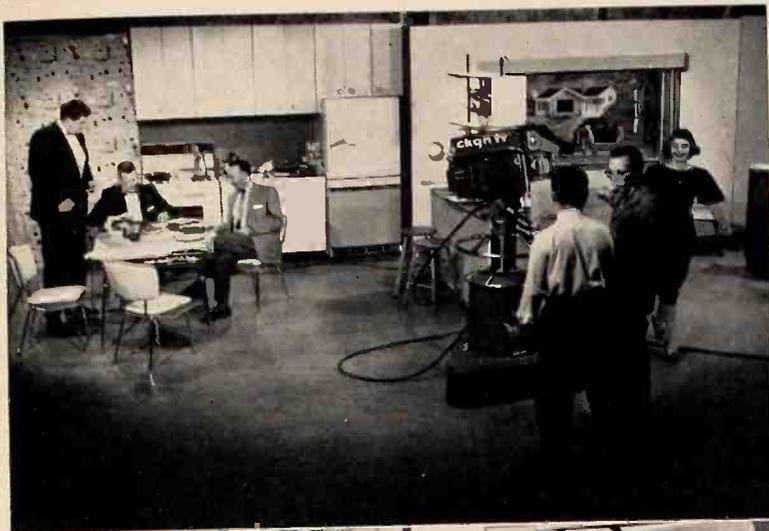


YES, Mr. Time Buyer, you still have time to get good availabilities over CHNS — but you'd better hurry. We're taking orders now for Fall and Winter bookings — but they're going fast.

Our list of satisfied advertisers 32 years long attests to the fact that CHNS is your MUST buy in Halifax.



Represented by ALL CANADA and in the U. S. by WEED & CO.



Photos by John Morton, CKGN-TV.

THE CLOCKWATCHERS ARE ON with their 7:30 to 9:30 morning show on CKGN-TV. The top picture shows the program in progress with Cameraman Paul Trudel and Directors Sid Tomkins and Tom Bilenkey nimbly manoeuvring the single camera up and down the set. Below is the clock which alternates with a tropical fish aquarium in filling the TV screen during the musical parts of the program.

to the variety of boobs that plagued us during about 18 minutes of the show's debut. For a time we were just about out of our minds as wrong slides rolled on the screen and mike cues were missed - - but everybody seems to have taken it with a chuckle."

THE REPS ARE PITCHING

A serious pitch at national advertisers will be made by the station through its advertising reps, Paul Mulvihill and Co. Ltd. Rate structure, pending a BBM rating, has been set at 40% of the station's Class A rate.

One factor which decided CKGN-TV to pioneer the early-morning live programming field in Canada

was the enthusiasm of its own staff for the venture. Without exception, the 34 staffers at North Bay's community-owned station, volunteered to work the early shift without remuneration until the success of the venture could be established.

"Bonuses to each," suggested McLeod, "were already in the bag. But it was comforting to know that we had a staff which was willing to take the big gamble along with management in this early-morning exploration. After the first two days, we felt already that we knew where we were going," McLeod commented.

in B.C.
CJOR
PERSONALITIES
ARE
"BEST SELLERS"

(your product is protected against competitive advertising)

see

Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

CJOR VANCOUVER, B.C.

TO MOVE YOUR BRAND IN BRANDON
Buy on CKX-TV

SELL ON SIGHT . . .

21,500 SETS IN

A \$121,788,000 MARKET

*SALES MANAGEMENT 1956



Did you know that . . .

CKEY Toronto reaches a total of 795,629* adult listeners every day, equivalent to 636,503 homes.

*ELLIOTT-HAYNES CIRCULATION REPORTS

DUSSAULT

TRANSLATION LIMITED
212 KING ST. WEST, TORONTO
EM. 6-5025

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

CJVI LEADS

IN
24 OF 36
HALF-HOUR PERIODS
IN

VICTORIA

British Columbia

SEE McDONALD SURVEY - MAY 1958

If you do not have a copy, write
and we will send you one.

Another Satisfied CKSL Advertiser

SAYS

"They said it could not be done . . . with your help . . . we did it.

The sale was a huge success in every respect.

My sincere thanks to you and your fine staff".

BUYERS WHO KNOW THEIR BUSINESS

SELECT



LISTENING IS *Your* BUSINESS

by C. W. Wright



OUR LAST ARTICLE suggested that the ability to listen well was an important business skill, and that it had a vital, if yet unrecognized, influence on the broadcasting industry.

Admitting this condition, then the far sighted broadcaster, and all associated with him in any phase of the business, will want to do something to effect an improvement in the situation. What can be done?

Much can be done, and just as the broadcast industry has a real interest in the problem, it also is peculiarly equipped to do much to help with its solution.

Research at the University of Minnesota has shown, among many other surprising results, that an awareness of certain bad listening habits produces an almost immediate improvement in listening skill. So evident has been the result of this "awareness" that the University now takes special steps to ensure that new

students become "aware" early in their association with the school.

A relatively brief exposure to the process of listening has resulted in a decided improvement in the marks secured during the first semester of seventeen weeks.

IT'S GOING TO BE DULL

My own experience with convention addresses supports this. Speakers who have appeared later in the program have frequently reported a better than usual attention to their talks. One manager of a large American trade association stated, "We had a fifty percent improvement in speaker attention for the next two days."

The balance of these articles, then, will endeavor to develop in their readers, some awareness of their skill as listeners.

We shall discuss in some detail, certain bad listening habits, and indicate their effect on our normal business and social procedures. We shall also suggest possible remedies for your serious consideration.

May I suggest to the reader that he check his own established listening pattern against the material thus presented?

Here, in a word or two, then, is one really bad listening habit.

"The premature decision that the subject will be uninteresting."

How common this unfortunate listening habit really is, and what a dulling effect it has on our listening efficiency! An example, quite close to home will suffice to make its meaning clear. The notices for the annual convention of the broadcasters' association have just reached its mem-

RADIO REPRESENTATIVES LIMITED

is pleased to welcome

CJCS

STRATFORD

AS A KEY STATION

For complete
information, call:

WA. 4-0727

RADIO REPRESENTATIVES
LIMITED

Did you know that . . .

CBLT Toronto

reaches a total of 757,989*
adult viewers every day,
equivalent to 378,995 homes.

*ELLIOTT-HAYNES
CIRCULATION REPORTS

You Can't Cover

The French Market in
NORTHWESTERN QUEBEC
and
NORTHEASTERN ONTARIO
without

CKVM

1000 Watts

VILLE MARIE

710 Kcs

"The French Voice of the Whole North"

Hardy in Canada

Young Canadian In USA

bers. In offices and homes across Canada the notice is read and its merits assessed, *prematurely!*

How many of us in years past, have looked over the agenda, suddenly realizing that a station manager, famed for his technical knowledge, would speak on "Securing a Frequency," or some associated problem? How quickly we decided, "That would be dull," and entered the convention hall with misgivings, and a dulled listening perception. Of course, if we were the "boss" we didn't attend the session at all, thereby relieving ourselves of any listening responsibility whatever!

I do not suggest that the members of the CARTB have a monopoly on this condition. Far from it; I have encountered evidence of its existence in almost every gathering, particularly those prefaced with a published agenda. However, a fairly regular attendance at broadcasters' conventions from 1936 until about three years ago revealed to the writer a high incidence of this premature decision that at least part of the agenda should be approached with some caution!

We do approach conventions, conferences, sales meetings, even religious services, with preconceived notions regarding the merits of certain items to be presented. And to the extent that we do so, our listening skill is dulled to that degree.

The student who enters the classroom convinced that the next period will provide a pretty grim listening experience, materially reduces his capacity to learn. Once established, the habit may grow, to the detriment of his skill in many future listening situations.

The moral is obvious. We must try to approach these conventions, interviews, meetings of all kinds, with a completely open mind. Let us go determined to *listen* and then if we take but little away, the responsibility lies with the speaker, not the listener, with the teacher, not the student.

GIVE THE SPEAKER A BREAK

I can almost hear the reaction at this point. Some will say, "But he is a dull speaker, I've heard him before . . . Surely I'm not expected to listen to everything." Well, maybe not, but remember when you, as a listener, establish the reasons, *in advance*, for not listening, in all fairness, you must accord a similar privilege to *your listener*.

If your listener decides that the commercial will be dull, "because I've heard dull commercials before," he, too, has reached a premature decision; in this case, a decision that pleases you but little! However, both of you have been guilty of a serious listening fault, namely jumping to a conclusion. This is largely habit, and like so many habits, can grow to rather alarming proportions before its ill effects are clearly recognized.

As one long associated with the broadcasting business, and now

somewhat removed from it, I can perhaps take a more objective view than might otherwise be possible. From this viewpoint I'm sure that the success attained by some listeners in "tuning out commercials" derives from this well established habit of prematurely deciding something or other will be uninteresting.

TEACH THEM TO LISTEN

The remedy, of course, is to *teach* listening. It has been well said that, "Good listening habits are taught, not caught," and a willingness to listen, and an ability to listen well, could easily become the distinguishing characteristics of a good broadcasting executive.

It could well be, too, that a keen awareness of the listening process and its importance to the broadcaster could be the distinguishing characteristic of a good *promotional* executive within the broadcasting field.

Broadcasting predicates many decisions upon surveys. Why not conduct a survey or two among your friends, perhaps even your staff? Explain to them the evils of this habit of "prematurely deciding" and then enquire about their own guilt in the matter. If you get much under 90% admission of guilt, perhaps you should include a "lie detector" in your survey equipment! We are all guilty of the habit, but will be less so after thinking somewhat about its unfortunate consequences.

We are now taught how to *read*, but not how to *listen*. Our respect for the listening process will increase when we realize its importance. We listen *three times as much as we read*, and this fact should initiate some thoughtful discussion among those whose ultimate success depends on those who listen well.

Cited By Russians

AN ANNOUNCER FOR CHML-Radio, Hamilton, Baden Langton, has been recognized by the USSR Academy of Science for having been one of the first to hear and record signals from Russia's first space satellite.

The 30-year-old announcer, who is also a ham operator, received a blue and red-card which read in part: "We wish to thank you for sending the communication. We will make use of these observations in working out materials in connection with the program of the International Geophysical Year."

**THIS IS THE YEAR
— in B. C. —**

10th Year for Radio CHUB

100th Birthday of British Columbia

10,000 Watts
for

Radio CHUB

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

Did you know that . . .

CJOY Guelph reaches a total of 47,592* adult listeners every day, equivalent to 38,074 homes.

***ELLIOTT-HAYNES
CIRCULATION REPORTS**

**CHCT-TV
BREAKS THE
TIME BARRIER**

**FOR CANADIAN TELEVISION WEEK
SEPT. 28 - OCT. 4**

As its "Television Week" promotion, Channel 2 in Calgary undertakes the most ambitious non-stop telethon project ever attempted in Canada!

The station that won the 1957 "TV Reprs" award for outstanding promotion, and the 1957 Liberty Magazine "Showmanship" Award, will surpass itself in 1958.

It will be the first station in Canada to telecast round the clock — 24 hours a day — throughout the entire week!

During this special promotion the accent will be placed on community activities — boosting CHCT-TV's present 16 hours of live production per week to a record total of more than 46 hours of local live television entertainment.

**THE LIVE STATION —
THAT GETS RESULTS!**

**CHCT-TV
CHANNEL 2 CALGARY**

Radio

AUSTRALIAN PRIVATE STATIONS OWN THEIR OWN NETWORK

IT MAY SEEM strange but Australia's 22-station Macquarrie Network, which is headquartered in Sydney, New South Wales, actually functions as a division of what is virtually a national sales representation business.

The Macquarrie Network is owned largely by its affiliates, who control its operation by electing directors from their number. The chairmen is an independent individual elected by this board but not from its own members.

The prime function of the network organization is, paradoxically perhaps, that of a representation service, handling both network and spot sales for its affiliated stations, out of offices located in each of the six state capitals.

Beyond this, it produces its own programs, primarily for the network itself, which runs two hours each evening of the week.

It also operates in the co-operative buying of taped and disc'd shows for spot broadcasting, handing along to its affiliated stations the benefit of any quantity or frequency discounts.

A special representative's commission of 20%, charged to the stations by the network in respect of all network sales, roughly speaking defrays the operating costs of the organization. The normal rep's commission, applicable in the sale of spot time, is

each episode a complete story, are the general rule. Twice a week, they air full one-hour dramas of a more literary type. Quiz shows rank high on the list and they also produce quite a number of panel shows. The network produces very little in the

employ sales and other executives of higher calibre than would be possible for a single station.

A second private network, known as the Major Network, is not incorporated as a company. Rather it consists of a group of stations associated together for buying purposes. This group does a limited amount of co-operative programming, but is not set up as a big national organization. Its stations go in more for local programming.

ABC HAS NO CONTROL

Broadcasting in Australia is in many ways similar to the way the industry works in Canada. The main similarity is the fact that there are both government stations (66), operated by the Australian Broadcasting Commission and also privately-owned ones (108), operating independently, but banded together into an association, similar to the Canadian Association of Radio & Television Broadcasters, called the Federation of Commercial Broadcasting Stations. (This association, incidentally, is purely for radio stations. Private telecasters have an organization of their own).

Australia has a population of around 10,000,000. Melbourne is a city of some 1,750,000 people. It has two ABC stations and six private ones. Government stations carry no advertising. Five Kws is the maximum power allowed for private stations. Some of the government outlets go as high as 50 Kws.

Originally, control of both private and government stations was in the hands of the government through the Postmaster-General and his department. Then the Australian Broadcasting Commission was set up to run the national service. This pushed the Post Office out of the picture, except for the collection of listener license fees, frequency allocations and the provision of premises and other technical requirements for the government system. Up to this point, the commercial stations remained under the control of the Postmaster-General.

The problems of organizing a private radio network in Canada seem insurmountable here, where no such network exists. In Australia, a country of comparable size, climatic differences and time changes, such a network has been operating for 15 years. Mr. Myles Wright, general manager of Radio Station 3AW, Melbourne, a recent visitor to Toronto, gave the Broadcaster some intimate details of the workings of the Macquarrie Network, to which his station is affiliated. We hand them along as a guide post to those who may be contemplating the organization of such an enterprise in Canada.

RADIO and TV STATIONS

AN OPPORTUNITY

- to INCREASE listening and viewing audience.
- to INCREASE advertising revenue.
- to boost Public Relations.

Our experience in organization will enable you to offer your audience amazingly interesting low rate Tours.

For Information and suggestions of Radio and Television Sponsored Tours

write or phone
Guy Cissac
TRAVEL AND TOURS CENTRE
109 Bloor St. West
Toronto 5, Ont.
WAlnut 2-6461

10% after the agencies' commission, which in Australia is 12½%.

Direction of the network operation is effected by a twice-yearly meeting of managers of affiliated stations. At these meetings, they examine the position of network sales and programming and agree on specific programming and selling policies for the next six months. Under their system, the network cannot deviate from these policies or any other decisions between meetings, without the approval of a majority of the affiliated stations.

ACCENT ON DRAMA AND QUIZ

Top on the list of types of programs produced by the network is one form or another of drama. Series written around the same characters, with

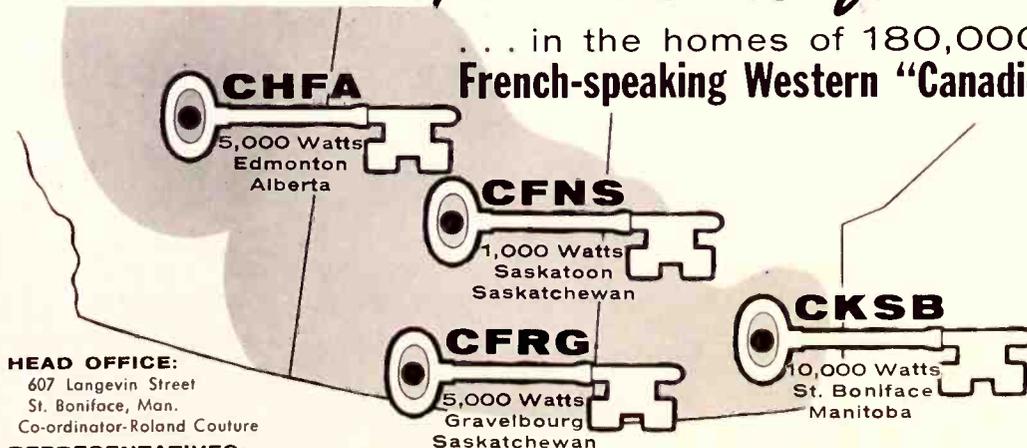
way of music. Some of their programs go out by land line, but most of them are taped.

Most of the programs are originated by and at network headquarters in Sydney. No regular series are provided by individual stations, although they occasionally produce one-shot specials and feed them to the net. Because of the value of studio audiences, some of the big dramas and most of the quiz shows commute from station to station, so that they can get the atmosphere of each centre.

The Macquarrie stations maintain their network without too much concern for profit as far as the network itself is concerned. The real purpose is to provide themselves with talent they could not afford to buy individually, and also to enable them to

4 KEYS open the door for sales

... in the homes of 180,000 French-speaking Western "Canadiens"



HEAD OFFICE:
607 Langevin Street
St. Boniface, Man.
Co-ordinator-Roland Couture

REPRESENTATIVES:
CANADA - Interprovincial
Broadcast Sales Limited
Toronto - 199 Bay Street
Montreal - 1411 Stanley St.
Vancouver -
John N. Hunt & Associates
1030 West Georgia Street
U.S.A. - Devney Incorporated
New York & Chicago

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

"THE WESTERN CANADA FRENCH RADIO GROUP"

BROADCASTING CONTROL BOARD

In 1948, there came into being the Broadcasting Control Board, which took over from the Postmaster-General complete regulation of the private stations and also all frequency allocations, government and private. Under this new set-up, the ABC continues to run its own programs and answers to the Postmaster-General, whose department continues to provide the government system with technical facilities and that is all.

The ABC is financed from radio listener license fees of £2-10-0

Did you know that . . .

CJBC Toronto

reaches a total of 367,934* adult listeners every day, equivalent to 294,347 homes.

*ELLIOTT-HAYNES
CIRCULATION REPORTS

(\$5.60). It also gets various government subsidies. There is a further receiver license fee payable by TV set-owners of £5 (\$11.20).

The ABC runs its own two networks, comprised entirely of its own stations. As has been stated, it carries no advertising.

The networks do not seem to be named, but the first is a highly cultural affair. Programs are of the calibre of *CBC Wednesday Night*, but are heard every night of the week. The other is a more popular type, patterned after the *Light Program* of the British Broadcasting Corporation. It is expressly programmed to compete for listeners with the commercial stations.

What we might term the *Longhair Network* is obliged to carry the proceedings of either the House of Representatives or the Senate throughout the broadcast day while the Houses are in session. Naturally these broadcasts are far from being top-rated. However, they are gaining an appreciable audience, especially when something interesting is afoot.

The general public seems to take these broadcasts in its stride. There are complaints of course, but most of them come from classical music lovers, who feel they are being deprived of their regular diet of entertainment.

Special events of national importance, such as the Queen's visit, are handled as a combined effort of the public and private stations. For such events and also major sporting activities, negotiations are carried on with the authorities by the two broadcasting groups. ABC and the Federation put in a joint bid for broadcasting rights, usually on a fifty-fifty basis. The Federation pays its share out of its own funds and then assesses those of its member stations which want to participate. Assessments for such projects are usually based on the stations' rate cards and their potential audience.

COMMERCIALS ARE MONITORED

The Broadcasting Control Board consists of three full time and two part time members. All appointments are made by the government. The chairman, also appointed by the government, is a top-ranking civil servant. The other two part time members are technical men. One of the part time members is a prominent educator and the other a retired commercial station operator. The three full time members are constantly on the job. Statutory meetings of the entire board are held monthly. The chairman is appointed for a seven year term; the others for five.

The law provides that the board will see to it that commercial radio and TV stations operate technically on their standards. They conduct minor inspections frequently and major ones annually. They are obliged to advise stations in advance of these inspections.

This board has no programing powers over the ABC, but as far as the private stations are concerned, it is responsible for insuring that programs are of a satisfactory nature. They also police commercial content of programs pretty severely by monitoring. The regulations permit 10% commercials in sponsored programs. With record periods it amounts to about 25%.

Station operating licenses are issued by the Postmaster - General on the advice of the Broadcasting Control

Board. In the event of complaints against private operators, the board must conduct its enquiries in public. Grounds of a complaint have to be specified in detail.

Before issuing any regulation respecting broadcasting, the board must consult with the private broadcasters through their Federation, which has the right of appeal to the Postmaster-General.

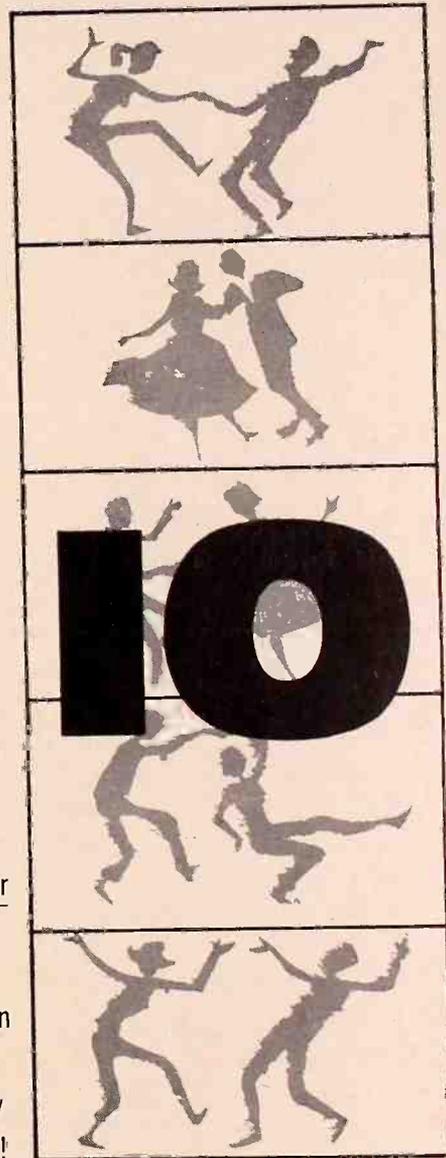
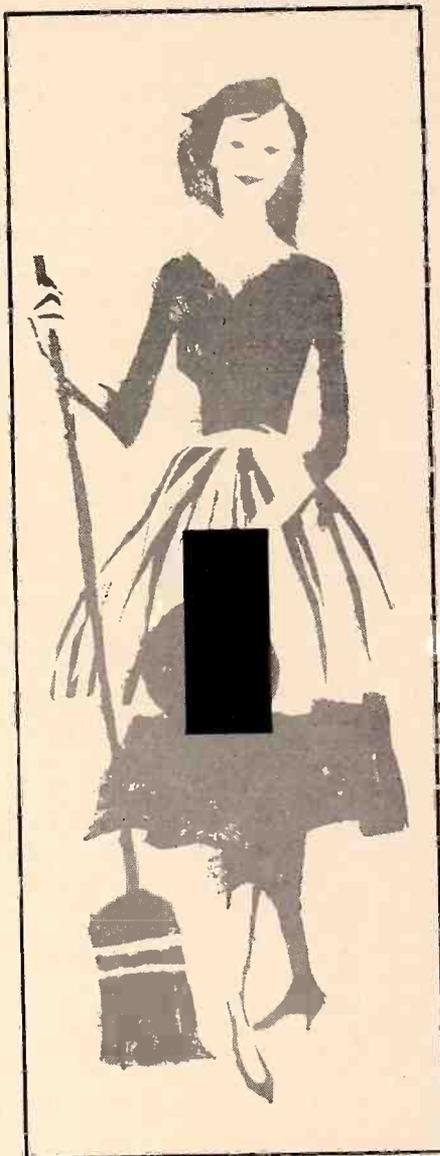
Private broadcasters are not obliged to provide any political time at any time, paid or unpaid. However, if they do accept it, whether paid or

unpaid, the act provides that they must give equal opportunities to all parties represented in the parliament. If Party A pays, others must have the opportunity to buy; if Party B gets it free, others must be given the same chance. Dramatized political broadcasts are prohibited.

Speaking from his experience as general manager of Radio Station 3AW, Melbourne, Myles Wright says that generally speaking the system works well. Program officers, who work under the board, are most helpful and co-operative. They have

a realistic outlook about costs, provided the station official personally keeps them informed. The catch comes, it seems, if you leave them to their own resources to cook up some outlandish regulation. Of course, he said, the fact that they are obliged to consult with the broadcasters' Federation is a great help. "The success of this sort of thing", he said, "depends entirely on the calibre of the men on the board and their key people, who carry out their instructions. We have been very lucky so far."

When it comes to BUYING POWER...



=

that's why CJAD's
balanced program-
ing means superior
sales response
in Metropolitan
Montreal, the Eastern
Townships, the
lower Ottawa Valley
and Eastern Ontario!

Sure the teen-agers like CJAD—with programs like "Club 800", M.C'd by Mike Stephens and "Tops in Pops" with Gene Kirby.

But we realize that multi-hour "hit-parade" does little to attract the lady who controls the family pay envelope—and does the real buying for the entire family.

That's why CJAD's programming is diversified — women's programs that really entertain; variety shows; top-rated news programs prepared by one of the largest news departments in Canadian radio; special event coverage; expert sports

commentary; accurate weather reporting service and music programs attuned to today's listening moods.

To the above, add CBS World news broadcasts, dramatic serials and other network favorites and you have an 18-hour-a-day program-line-up that has established CJAD as the most-listened-to English station in this large and prosperous market.

CJAD RADIO MONTREAL

sell with

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

Charles Bick's Copy Clinic

WILL YOUR COPY CLICK IN MONCTON AS IT DOES IN TRAIL?

RADIO AND TV commercials often embrace production of the theatrical kind. But the prime presenter of broadcast copy is still the *Announcer*. Whether he only does commercials or is a program MC as well, it's his personal pitch that sells most of the Wheaties and Hula Hoops. The optimum in creative broadcast copy can be attained only with effective liaison between the writer and the announcer, as well as between the writer and Radio or TV station . . . and that's the theme this week.

You and I, as copywriters, have been taught to get into the meat of the subject quickly. I intend to violate that rule right now (and probably bolster its validity) with an introduction. At least it proves a point . . . about irritating introductions. I mean the ones that go: "Hi there, I'm So and So!" In my book, that even out-irritates "And now a message for the ladies."

The introduction, "Hi there, I'm So and So" actually started in Radio, although you'd think it was a TV monopoly. Here you could not see the announcer and some special reason, like brand association, made it desirable to identify him by name. An association with Jell-o was made by naming Don Wilson. TV carried this brand association forward, like Betty Furness with Westinghouse or Ronald Reagan with General Electric.

Maybe here's why. Those 6 inch figures who entered your living room, via those first US commercials, probably suffered from self-consciousness. The copywriters thought that a right-and-proper introduction (more like belabored intimacy) would bolster them up like a shot of Scotch.

We now have, vicariously speaking, a bunch of intoxicated announcers and writers on our hands.

Many new copywriters, or copywriters starting on Radio and TV commercials, treat "Hi there, I'm So and So" as dogma, part of the ritual of broadcast copy. Time and again, commercials go out to producers or stations (where the announcer-to-be is unknown to the writer) starting out with the sacred "Hi There, I'm . . ." That's right, a blank space for the announcer to insert his name. The local announcer is usually embarrassed, the national announcer is insulted and the sponsor couldn't care less as long as the product is pronounced right.

This article will not have been in vain, if it accelerates the downfall of "Hi There, I'm So and So".

THE MEAT OF THE MATER

Bernard L. Cowan, starting his 20th year in Canadian broadcasting, is an adman's announcer . . . he knows his medium, he knows good speech, he knows good copy. Bun Cowan divides spoken commercials

into three categories:

(1) "Custom-built" packaged commercials, usually employing a national voice that has general acceptance.

(2) "Personality-type" commercials that rely on a special individual to put them across.

(3) "Stock" commercials written for announcers unknown to the writer.

Cowan correctly contends that each has a different and distinctive atmosphere within which the writer must work. Let us explore the ramifications of this thought.

THREE TYPES OF ANNOUNCEMENTS

1. The packaged, custom-built commercial gives the writer two principal advantages. He has *control* over what will be said, as well as *Flexibility* to adapt to the announcer's delivery. The announcer, more than likely, will have a generally accepted network type voice, although ones that are colloquial voices, too, may be used purposely in packaged commercials.

The copywriter can and should work with the announcer beforehand, and during rehearsal, to adapt the product story to the announcer's style without sacrificing important copy points.

The message can be modified to the announcer's best speed - - or maybe he was selected because of it - - a rapid-fire pitchman can handle a lot of words. The writer should have no reservations about changing unimportant phrases or words that are hazardous for the particular announcer. Through liaison with the announcer, the copywriter can fashion his copy draft into a "gem" - - better for the announcer, the audience and the client.

2. Commercials written for the personality type announcer, or ad libber, offer *Flexibility* of delivery, but no copy control by the writer. The client's message is a little at the mercy of the stylist, but you accept that to take advantage of personal salesmanship. Writing for this type of announcer can lead to laziness, the writer merely outlining points for the announcer to cover. This is a mistake.

The writer, along with his com-

patriots, may find himself with an announcer wracking his brain for ad lib material. It is this reporter's experience that, if you study the announcer's style (send for a tape) and write accordingly, the "personality" will surprise you by reading your copy verbatim. It will be the best bang-up job of salesmanship you ever saw, and he'll probably send you a letter of thanks, besides. It's a very, very happy compromise between the extremes of rigid, formal copy and loose ad libbing.

3. The "stock" commercial, written for the unknown duty announcer is in a sense, the hardest one to write. While it gives the writer complete control over what is said, it offers him little flexibility in how to say it or the speed in saying it.

This announcement must conform to length specifications and word limitations. No difficult words, no tongue-twisting phrases, no mental hazards. It must *sell*, whoever is going to read it. Nevertheless you can do much to give that "stock" commercial, whether Radio or TV, a professional flavor which costs nothing extra. Use background music (and transcribed sound effects) from the record library of the station where the announcement is performed. Background music can create or sustain a mood for Radio-TV spots. And, on TV, it will sustain those awkward pauses, while the announcer is waiting for cues, in voice-over-film commercials.

KNOW YOUR ANNOUNCER

The presenter and the presentation should be of concern to the copywriter. As Hal Stebbins says, "Copy is *everything* that goes into an advertisement." All the research and time spent in copy preparation will come off as good as, and no better than, the man or station which presents it.

Accordingly two suggestions emanate from this September 25, 1958 discussion:

(1) Try to obtain effective liaison with the announcer who performs your copy.

(2) Take advantage of the tools available at the broadcast station to enhance your copy.

P.S. Forgive me, there is a third suggestion. Don't start your commercials, "Hi there, I'm Suzie Glutz."

Downs Goes To CKVL

WALTER P. DOWNS has been appointed director of program sales at CKVL Radio, Verdun. Well known in the broadcast and advertising fields he was one of the first in Canada to produce recorded programs for advertisers. Up until last year he was Canadian representative for the Presto Recording Co.

Did you know that . . .

CHVC Niagara Falls reaches a total of 48,661* adult listeners every day, equivalent to 38,929 homes.

***ELLIOTT-HAYNES CIRCULATION REPORTS**

BLANKET

3

NORTHERN ONTARIO MARKETS

with

1

TELEVISION BUY

CFCL-TV

Channels 6-3-2

Contact: Paul Mulvihill & Co. Ltd. — Toronto, Montreal.

John N. Hunt & Co. — Vancouver.

Devney Incorporated — U.S.A.

The greatest French advertising medium in Quebec

300 000 KV

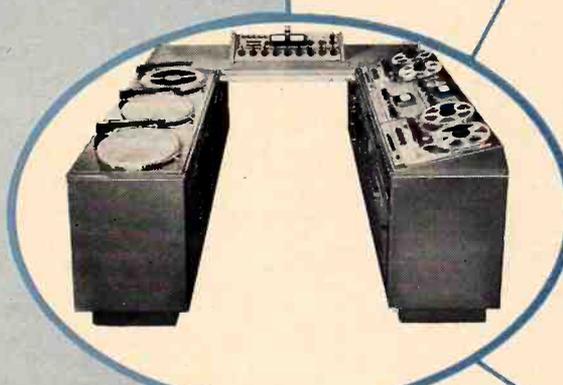
CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

TRIBUTES TO A NEW CONCEPT

THE SS4000 PACKAGED MASTER CONTROL



The SS4000 Packaged Master Control (or "the Package," as it's becoming known in broadcasting circles) provides in one integrated unit all the studio facilities required for the operation of an AM or FM station.

Excerpts from some of the letters we've received about the Package point up several of the advantages of this system's approach to studio equipment design. Low initial cost, negligible installation cost as compared to conventional equipment, unparalleled flexibility and ease of operation, and truly outstanding reliability and performance characteristics are only a few of these advantages.

A detailed description of the facilities provided by the SS4000 and complete specifications are yours for the asking.

McCURDY RADIO INDUSTRIES LIMITED
22 FRONT STREET WEST, TORONTO 1, ONTARIO

RADIO STATION CHUM
210 ADRIAN WEST - TORONTO 1, CANADA *Est. 1936 - 10 Hours, 1000 watts*
UNIVERSITY 14481

September 10, 1958.

Mr. George McCurdy,
McCurdy Radio Industries Ltd.,
22 Front Street West,
TORONTO, Ontario.

Dear George:

The New CHUM-1050 commenced broadcasting May 27, 1957, 24 hours a day, and with these longer broadcasting hours and higher power, the New CHUM found it necessary to greatly improve and expand its studio equipment and facilities in order to handle the tremendous increase in business.

As you know, George, we investigated a great deal of studio equipment but finally, in August, gave you an order for your SS4000 Packaged Master Control unit. Installation was started at eight o'clock one evening and we signed on the next morning with the complete new control facilities in full operation.

We have been using the SS4000 on a 24-hour-a-day basis since its installation and are extremely pleased to report excellent performance.

Yours very truly,
CHUM RADIO,
Allan F. Waters,
Allan F. Waters,
President.

APV/ER

TORONTO'S EXCITING NEWS AND MUSIC RADIO STATION!

PHONE FRANKLIN 1-1823 P.O. BOX 44 COBORO, ONT.

D. R. WILLIAMSON, P. Eng.
CONSULTING ENGINEER
BROADCASTING - COMMUNICATIONS

September 8th, 1958.

McCurdy Radio Industries Limited,
22 Front Street West,
Toronto, Ontario.

Attention: Mr. George McCurdy.

Dear George:

I am writing you with regard to the SS4000 Master Control you installed for us at CHUM, Cobourg-Park Road, Ontario.

Since the system was installed in August, 1957 maintenance costs have been negligible. No servicing of the equipment other than that recommended by you (bearing lubrication and tube replacement) has been necessary.

We are extremely pleased with the equipment and its performance and would not hesitate to recommend it to any other radio station.

Yours sincerely,
Don Williamson
D.R. Williamson, P. Eng.

DSW/MS

NORTHERN BROADCASTING LIMITED
44 King St. W. Toronto, Ontario

160 Bay Street,
Suite 110
Toronto, Ontario.

September 8, 1958.

Mr. George McCurdy,
McCurdy Radio Industries,
20 Front Street,
Toronto, Ontario.

Dear George:-

In December of 1957 we installed your new Packaged Master Control Model SS4000 in Radio Station CHUM, Timmins. Although our old facilities were in excellent condition, it was decided that, with the introduction of Announce-Operate in our Station, we would install new modern facilities designed specifically for the purpose.

The changeover to the announcers doing their own operation was accomplished without interference to our style of programming, and this Station is now programming on about an 85% Announce-Operate basis.

Our Engineer, Mr. Keith Holt, reports very favourably on the quality and performance of the SS4000.

Yours sincerely,
W. J. Freeman
W. J. Freeman,
Director of Broadcasting Operations.

HCF/xt

2 POWER-FULL

ANNOUNCEMENTS FROM

CFCW

CAMROSE

Alberta's Farm-station

NOW

1000 WINNING WATTS

AND

THE HOME of MR. D. J., U. S. A.



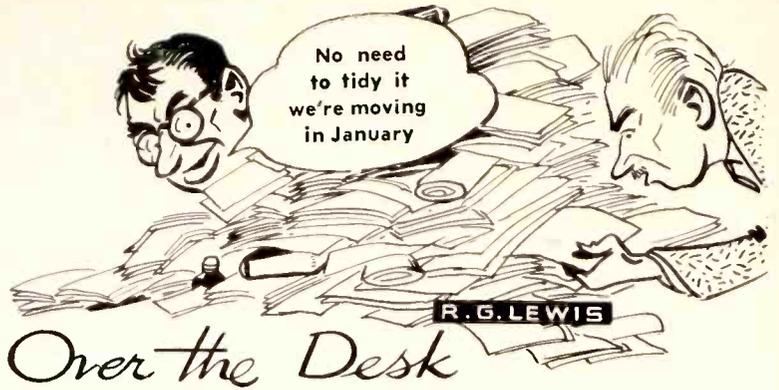
CFCW's "OLD BALDY" Ross Arthur a Western DJ par-excellence was chosen Mr. DJ U.S.A. by WSM Nashville, Tenn. Ross conducted the "Grand Ole Opry" over WSM August 1, 1958. "Baldy" can deliver a commercial message with assured results.

YOUR BUSINESS TOO, CAN CAPITALIZE ON THIS WINNING COMBINATION. SEE OUR REPS FOR AVAILABILITIES:

- LORRIE POTTS and Co. Toronto, Montreal
- A. J. MESSNER AND CO. Winnipeg
- JOHN N. HUNT and ASSOCIATES Vancouver

1230 K.C. CFCW 1230 K.C.

ALBERTA'S FOURTH RADIO MARKET
SERVING 26,300 RADIO HOMES (BBM-1958)



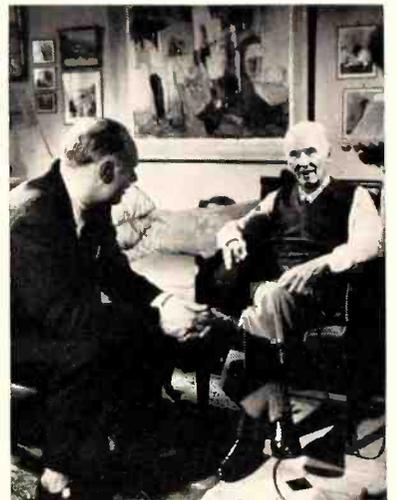
THE MAN WHO captured and wrote in his rugged verse -- he insisted it was that and not poetry -- the story and the spirit of the Frozen North, died this month, a little ironically it seemed, in his villa on the coast of Brittany.

Robert W. Service was 84 when he died. Son of an English bank manager, he came to Canada in 1896 to get away from the banking business. After five years of wandering around taking in the sights, he joined the west coast staff of the Canadian Bank of Commerce, who shortly transferred him to Dawson City.

He first tried his hand at writing verse at Whitehorse in the Yukon. He would pore over his ledgers throughout the day and then settle down by night to his writing, which had grown from a hopeful hobby into an obsession.

Ralph Hyman wrote a chronicle of his life into an obituary article which appeared in the September 13 edition of the *GLOBE & MAIL*, which I heartily commend to Service's innumerable admirers.

Service was a down-to-earth writer of realistic verse which had something to say and said it. He strode from grim realism to fantastic burlesque, and then fluttered away into the most delicate whimsy. He referred to his work essentially as verse, and is quoted as saying "Don't call them poems. I don't believe in pretty language." But to me he was more than this.



HERE IS ROBERT SERVICE being interviewed in his home in Monaco for the CBC by Pierre Berton last July.

A GROWING MARKET

Our Building boom is really booming and showing no signs of slackening. Records show

TWICE

the amount of building permits issued in the first half of this year than for the same time of last year.

TRULY A "GROWING MARKET"

Watch for Further Information.

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

To me, Service was an Englishman who came to Canada and made it the hard -- and I do mean hard -- way. Perhaps, as another Englishman who came to Canada too, I may be forgiven for reflecting that, although -- unfortunately I think -- he chose to spend the last half of his life in France and England, he made Canada a richer place because he came.

Everyone agrees that Robert Service modeled his writings on Kipling whom he is known to have admired. But it was Kipling's virility he stole rather than his style. As Ralph Hyman put it, "He did not pattern his style on that of Kipling, but his work displayed some of the vigor and flavor that featured the poems of the great Englishman. (When Kipling was told that Service was copying him, he is reported to have said, "Wait till the boy gets on his own feet".)

Back in the early thirties, when almost anyone could get themselves a spot on the radio, I used to deliver myself, over CKOC, Hamilton, of such of Service's works as *The Face on the Bar-Room Floor*; *The Shooting of Dan McGrew*; *The Cremation of Sam McGee*; and *The Rhyme of a Remittance Man*. This last always stirred some peculiar emotion in me, probably because I never managed to get a remittance.

The station management occasion-

ally raised an eyebrow in askance (or whatever it is station managers are given to raising eyebrows in), when I gave my graphic rendition of *The Burial of Sam McGee*, especially the bit that reads:
And before nightfall, a corpse was all that was left of Sam McGee.

The verse went on to explain how "I" had promised Sam that "I" would cremate him when his end came, out in the wilds, as he knew it would. But the "I" in the piece was reckoning without the rigors of winter. Sam died, according to schedule, and keeping this promise was the crux of the whole plot. Finally, after lugging his frozen remains all over the place, "I" found the solution when

I came to the marge of Lake Lebarge, and a derelict there lay; It was jammed in the ice, and and I saw in a trice it was called the "Alice May". And I looked at it, and I thought a bit, and I looked at my frozen chum; Then "here", said I, with a sudden cry, "is my cre-ma-tor-e-um."

Next, the "I" character lit up the boiler with planks ripped out of the cabin floor and some odd bits of coal which happened to be handy, and shoved him in.

Then I made a hike, for I didn't like to hear him sizzle so, And the heavens scowled and the huskies howled and the wind began to blow.

After a long wait, "I" returned to the boat and

I was sick with dread, but I bravely said "I'll just take a peep inside.

I guess he's cooked, and it's time I looked" . . . then the door I opened wide.

And there sat Sam, looking cool and calm, in the heart of the furnace roar;

And he wore a smile you could see a mile, and he said:

"Please close that door. It's fine in here but I greatly fear you'll let in the cold and storm . . .

Since I left Plumtree, down in Tennessee, it's the first time I've been warm."

Last July, the CBC sent a TV crew down to the French Riviera to interview Robert Service, I hope they have saved the film for the archives.

Last March, at the Vancouver Yukoners' Association annual dinner, tradition was upheld and a new Service poem was read. This year it went like this:

When I was a Klondike high-roller, I tilted my poke with the best. And though the climate might be polar, I'd plenty of hair on my chest Now while I've no trace of rheumatics, And maybe I shouldn't complain, I'm worried because I just ain't what I was, And I wish I was eighty again.

DOG DAYS

HERE IS A letter sent out by Don Laws of CJOR, Vancouver to all the local advertising agencies and other time buyers.

"It is becoming customary for many radio stations to introduce newscasts with some attention getting sounds, varying from the beep, beep of Sputnik to the whoosh of jet planes (for Jet-fast news), and other space noises. Not to be left behind, our station will now introduce all newscasts with a hi-fi dog whistle. Because of its extremely high frequency, this sound will not be audible to human beings, but it is expected to create great interest in the canine community. Listen for it -- if you hear it -- you're a dog."

And speaking of dogs, the footsteps padding along the hall right now sound mightily like those of our printer, so "bye now and buzz me if you hear anything won't you?"

CFPL-TV LONDON

builds up sales...

by hitting the nail that nails the sale in every TV home in Western Ontario.

Contact All Canada Television or CFPL-TV

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



MONCTON AIRPORT

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

Christmas Business

STATIONS REPORT EARLY BOOKINGS FOR YULE CAMPAIGNS

by DON HAWKES
Staff Writer

ADVERTISERS ARE more interested than ever in radio and television for their Christmas and other seasonal campaigns, if the trend indicated in reports from 18 stations in eight provinces holds true for the whole country.

Ten of the stations indicated that advertisers were booking Christmas business and business in general earlier than last year. Seven stations saw no trend to earlier bookings, and one lone station reported business to be slower than last year.

Common to all the reports, including the one from the station with slower business, was a note of optimism regarding the present economic situation.

"So far business has been slower than last year," said Dumont Lepage, managing director of CFRG, Gravelbourg, Saskatchewan, "but indications are that there seems to be an upward trend, considering inquiries for time availabilities in both national and local advertising fields."



WHERE DOES SANTA GO in the summertime? The question is answered by CKAR, Huntsville, as Mary Rae Cloutier drives one of the station's Courtesy Cars out to Santa's Village, to interview "Old Whiskers" at his summer retreat on the 45th Parallel, midway between the equator and the North Pole, and, quite coincidentally, just 25 miles south of CKAR's transmitter.

Although they couldn't claim that the trend towards earlier bookings had affected them, the following group of stations was well satisfied with business in general.

Men's toilet preparations, Christ-

mas puddings and department stores are among CFRB, Toronto's accounts which are booking earlier and more heavily than usual. Sales Manager Waldo Holden points out that this year's bookings are much heavier than previously but are running on shorter term contracts. A contract which ran for 52 weeks in 1955, he said, involves the same amount of money this year, but is being compressed into six to eight week saturations.

"Sensational!" was the way Wes Armstrong, commercial manager of Toronto's CHUM, described his station's business during the past year. "We've come from a little-known station to a top-rated station. Business has been far, far in advance of expectations." But the station has not yet received much advance Christmas booking. Wes said: "Local advertisers are spending well, but they're booking close in."

Still in Toronto, CKEY's commercial manager, Jim Armstrong, Wes' brother, told very much the same story. "This is the greatest year in

our history," he said. "July is usually a mediocre month - - it was miles over previous years." However, Jim didn't expect Christmas bookings until November, when, he believes, they will be heavier than ever.

John Moore, manager of CJSP-Radio, Leamington reports that there is no direct evidence of "extra early retail Christmas planning. However," he says, "we are experiencing an even better business year than during 1957, and are optimistic that by making our own Christmas plans earlier than last year, we can again beat last December's record."

THE SIGNS ARE GOOD

Moving down east, to Bridgewater, Nova Scotia, CKBW's station-manager, James MacLeod said: "We never get a sniff of Christmas business - - earlier than October. The merchants in our area, however, seem a lot more optimistic about the latter part of the year than they were about the first six months. We expect our Christmas bookings to be good. They always are."

Out in Saskatoon, Promotion Manager Geff Jamieson of CFQC-TV reported only a few bookings for Christmas so far, but added: "Business this year is considerably better than in 1957, with current slots pretty well filled up."

Still further west, Bob Buss, general manager of CHAT-TV, Medicine Hat, Alberta, described in glowing terms the economic picture in this area, which unlike some parts of the West, had ideal growing conditions, good crops and a good live stock market. This was accompanied by steady industrial, railway and trucking activity. He concluded: "Businessmen are looking forward to a strong fall and winter business season, and local bookings on both radio and television indicate another very satisfactory year."

CFRN-TV, Edmonton, is continuing, for the fourth consecutive year, its arrangements with The Reliable Toy Co. in carrying its extensive pre-Christmas advertising.

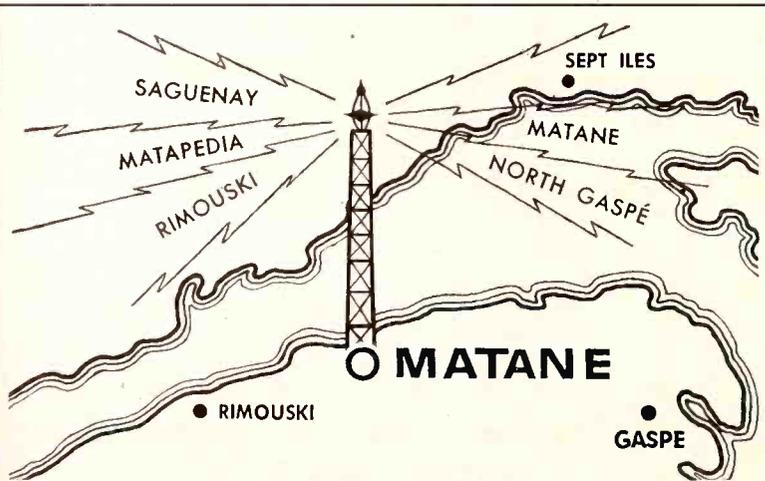
The most distinct trend revealed by the survey, though, was that advertisers, national and local, in addition to doing more advertising, were doing it earlier, in the majority of cases.

Did you know that . . .

CFRB Toronto

reaches a total of 933,803* adult listeners every day, equivalent to 747,042 homes.

*ELLIOTT-HAYNES
CIRCULATION REPORTS



CKBL-TV MATANE PUTS YOU IN THE BOOM!

Heavy industrial and government spending in the development of the North Shore is behind the boom of the 5 prosperous counties now served by CKBL-TV. The penetrating power of CKBL-TV is your key to sales in the expanding markets of the Gaspé and North St. Lawrence area.

CKBL-TV COVERS THE MARKET ... PUTS YOUR SELLING MESSAGE WHERE IT COUNTS!

Over 14,000 TV Homes

Buying Income: \$165,229,000 Retail Sales: \$91,612,000

Station Representatives

JOS. A. HARDY & CO. LTD.

Toronto EM. 3-9433

Montreal PL. 1101



"REVLON"
USES CJMS
EXCLUSIVELY IN
MONTREAL

7 Times Per Day
6 Days Per Week

PLANNING AHEAD

Travelling way back east, to St. John's, Newfoundland, Geoff Sterling, president of CJON, said: "There is a certain indication that advertisers are planning a little further ahead ... apparently they have recovered their confidence that the recession is now over."

J. Arthur Dupont, managing director of CJAD, Montreal, expects 1958 billings to show a 12 per cent increase over 1957, and adds: "Bookings are definitely being made earlier than in past years, no doubt due to the eagerness of sponsors to be able to get the best possible availabilities."

CKRS-Radio-TV, Jonquière, Quebec, has a record of steady progress in advertising sales. General Manager Tom Burham said: "For us, both at CKRS-Radio and CKRS-TV, business in 1957 was better than 1956, and we expect 1958 to be better than 1957. The placement of business was done rather late last fall, but we see earlier signs of booking for the coming season. We think business is being placed approximately six weeks ahead of last year."

SATURATION TV WORKS WELL

In Ontario's northland, René Barrette, general manager of CFCL-TV, Timmins, reports: "Business in general is much better than last year, and we find that contracts are coming in much more quickly and with more intensive advertising budgets than last year, in our case anyway. We also find that many companies are going into saturation TV with very outstanding results."

The paradox of inflation is underlined by Gordon Garrison, manager of CKLB, Oshawa. "Our forecast for business compared with 1957 is that business is up ten per cent. How-

ever, expenses have risen from 15 to 20 per cent," he said.

Earlier Christmas business may depend on the station's going out and working for it. Mary Burgoyne, managing director of CKTB, St. Catharines, Ontario, said: "We do expect an earlier start on Christmas advertising in local business than in 1957, but this will be due chiefly to a special promotion."

John Fox, manager of CFJB, Brampton said: "I must admit that it is odd that you should mention this, but in the past we have usually received business for Christmas around the middle of September. This year (by mid-August), I have had two people talking to me about their Christmas advertising."

In Canada's "Keystone Province," Manitoba, revenue for CKX-TV, Brandon, is clearly greater than in 1957. "Fall TV advertising bookings in 1957 were slow in coming in and some business was on-again, off-again before it firmed up," TV Sales Manager Archie Olson said. "This year, bookings for fall started late in June, and by mid-August several accounts had confirmed their fall and winter advertising."

Swinging over to the far west, the picture there is simply, and impressively stated: "CHEK-Television forecasts a 20 to 30 per cent increase in advertising in the Victoria area over 1957 business."

DAYTIME TELEVISION

offers

TIMING

Daytime Television delivers sales messages adjacent to periods when women do their daily shopping for household goods such as soaps, foods, drugs and cosmetics.

During
Monday through Friday

2:00 to 4:30 p.m.

51% of all Homes

tune to Television

and

90% of these homes

have adult female viewers present

DAYTIME TV
OFFERS THAT
VERY IMPORTANT
LAST WORD

BROADCAST ADVERTISING BUREAU

TV Division

Suite 414

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

Toronto 7

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

POINTS OF SALE

Channel 3
Power Increase from
26,100 Watts
to
100,000 Watts
Now Confirmed for
November 1st start

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



This is the
372nd
issue of
CANADIAN BROADCASTER



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

G. N. MACKENZIE LIMITED HAS the SHOWS

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

Potts' SPOT

● **CKOX-WOODSTOCK** reports that prospects of winter employment in the area are exceptionally good. York Knitting Mills are in the process of moving their Hamilton operation to Woodstock; Massey-Ferguson are planning an increase in employees; New Link-Belt plant opening about December 1st; and in the Institutional field, the Ontario Hospital will be opening their new 500 bed wing, requiring the hiring of up to 400 additional employees.

● **AN EVENT** which CFCW did much to promote was Jay-walkers' Jamboree, held in Camrose, Alberta. Two blocks of Main Street were roped off to motor traffic, and the businessmen moved their wares out to the street. People came into Camrose from a radius of 100 miles or more. CFCW broadcast from a house trailer within the roped off area and people flocked through between 9:00 a.m. and 6:00 p.m. Needless to say, all stores participating claimed a tremendous increase in sales.

● **CKEC NEW GLASGOW** listeners were surprised to hear the Wedding March, Organ, and Chimes August 23rd at 8:15 a.m. instead of John "Brother" MacDonald's Band theme. The reason — John was at the altar not the mike that morning and the station did a remote. Congratulations Sportscaster John "Brother" MacDonald.

● **FLIN FLON** is still expanding. CFAR reports that 5 new churches have been built in the last 4 years — all with seating capacities of from 100 to 500 seats. These churches embrace the United, Anglican, Roman Catholic, Presbyterian and Salvation Army denominations.

● **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

CFPL-TV, London

WATER PROBLEM DISCUSSION STRETCHES TO NINETY MINS

A FIERY DEBATE on a local water problem that was being televised over CFPL-TV, London ran into 30 minutes overtime earlier this month when interested viewers flooded the station with questions they wanted panel members to answer.

For the past two years the London City Council and the London Public Utilities Commission have been having a verbal battle over the \$10 million pipeline necessary for the city water supply. Now the nearby city of St. Thomas is in the act.

The main problem is whether the pipeline should come from Lake Huron or Lake Erie. Also should the man-made-lake, Fanshawe, on the edge of the city be tapped?, and if the pipeline is decided upon how big should it be? These are just a few of the questions up for discussion.

CFPL-TV decided that since the people of London, St. Thomas and the surrounding areas were the ones to be directly affected they should know the problem from both sides.

The discussion was organized and scheduled for airing from 8:30 to 9:30 pm on September 4. Forty-five minutes after the program started, the station was deluged with calls



SHOWN GETTING READY TO DO BATTLE in the CFPL-TV studio over the pipeline problem are the three groups representing (left to right) the London City Council, the London P.U.C. and the St. Thomas group.

about the problem and the producer extended the show an extra 30 minutes.

The station says that because of

the success of the 90 minute program they are considering another panel discussion in the near future on the city sewer problems.

Don't take
a chance on
a glance . . .

take a good
LOOK
and learn why

CHOV is the
BUY that
SELLS

UNIONS MAKE CBC HIRE UNDERSTUDIES

NEGOTIATIONS BETWEEN the CBC and its Television performers union that were held earlier this month, ended with the CBC undertaking to experiment in the use of understudies in some drama, opera and musical comedy programs.

The Canadian Council of Authors and Artists had demanded that the CBC hire a Canadian understudy whenever a distinguished visiting or Canadian performer is to perform. This is not now general CBC practice.

Neil LeRoy, CCAA Chairman in Toronto, said this would give Canadian actors valuable experience while providing a substitute if a star pulled out of a CBC show. The

understudy would be prepared to step into the star role at a moment's notice.

A CBC-Union statement said a joint committee would be set up to "explore all aspects of the greater encouragement and development of Canadian performers and writers. As part of this plan, the Corporation undertakes to conduct an experiment in the use of understudies in certain programs in the field of drama, opera and musical comedy."

The announcement also said the current contract is to be extended until October 14 so that a proposed new agreement may be submitted to the members for ratification.

IT'S A FACT . . . REALLY !!

CFNB
SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

CFNB — The biggest single force in New Brunswick, with a 'nailed-down' listening audience says: "If you want to make your sales impression at the right place . . . try us, because it's a well known fact that CFNB really means B-U-S-I-N-E-S-S."

Our Reps. will tell you why. See them.

The All-Canada Man or
Weed & Co., USA.



ONLY TO THINK

Danny Kay collected a cool hundred thousand for his two weeks appearance at the Canadian National Exhibition, but it takes Joel Aldred several months to make this amount.

• • •

HEADS I WIN

Did you hear about the busy executive who was heard muttering to himself all the way home: "If dinner isn't ready, I'm going to raise Hell, and if it is, I won't eat it."

• • •

OH DEAR!

There's "dear" for affection; "dear" at any price; and just plain matrimonial "dear".

• • •

PLATITUDINOUDLY SPEAKING

The only people who start at the top are divers.

• • •

HOBSON'S CHOICE

Travellers, who think they have to spend a long time driving out to the airport, should try their hand at getting the railroad ticket office to answer the phone when they call up for a reservation.

• • •

WHAT PRICE IMAGINATION?

They hauled the copy writer over the coals for not trying the product before he wrote about it, but he countered with "Dante didn't have to go to Hell to write his Inferno".

• • •

RECESSION MYTH

We may be living through an age of recession, but it still costs two bucks to bet a horse.

— Bill Hutton

• • •

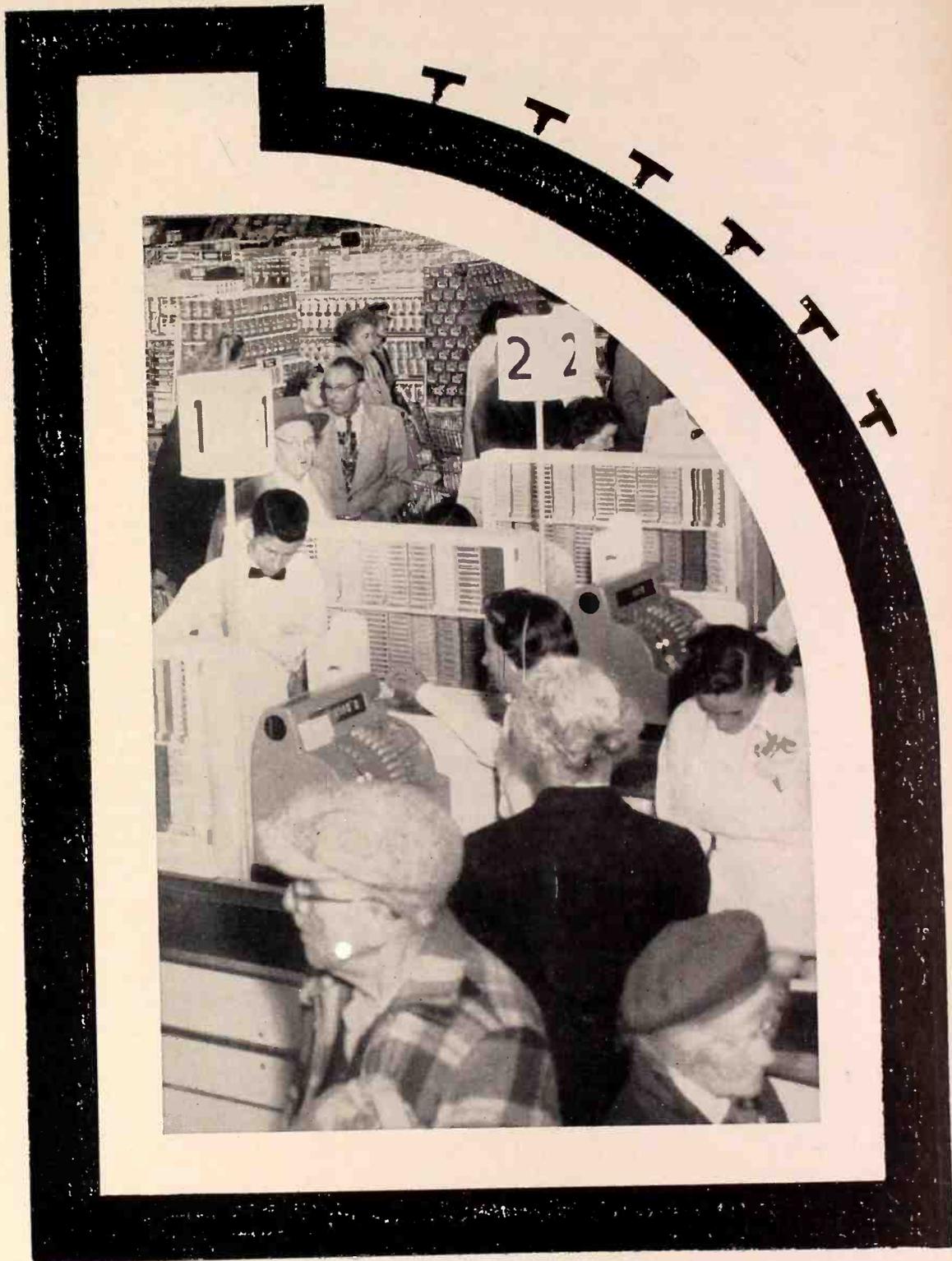
FRINGE BENEFIT

Then there's the girl who was so dumb she thought her boss, who managed a radio station, ought to let her look at television just for TV Week.

• • •

FOR ANGLICANS ONLY

It wish to take this opportunity to confess that I went through the first fourteen years of my life in the firm conviction that my name was N. or M.



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

V1112-1

SIGHT & SOUND

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



Compiled by
Ian Grant

Radio & Television

THE TORONTO office of Cockfield, Brown & Co. Ltd. has reported the following account news:

Maple Leaf Purity Mills is sponsoring the ten-minute radio quiz program, *What Is It*, Monday, Wednesday and Friday on eight Quebec stations. The show started September 22 and will run for 52 weeks. They are also running two one-minute announcements on five Ontario television stations for 70 occasions.

The Star Weekly has started the first flight of two one-minute spots per week on ten radio stations. The second flight starts January 6 and runs until April 1. They are also running two one-minute announcements per week on 29 television stations. The first flight started September 1 and will run until November 29 and the second from January 1 to March 3.

Canada Packers (Feed and Fertilizer Division) will be sponsoring the half-hour program *Country Junction* over CKVR-TV, Barrie, from Oct. 7 to March 24.

From Cockfield, Brown's Montreal office:

Trans-Canada Airlines has started their fall campaign of one minute spots on 50 radio stations and flash announcements on 20 television sta-

tions. This will run until December.

From the Vancouver office:

MacMillan & Bloedel Ltd. is co-sponsoring *Adventures* on the CBC French network with Procter & Gamble. This started September 15. They are also co-sponsoring 13 episodes, in 26 weeks, of *Walt Disney Presents* over CBC English network.

Perco Sales Ltd. is running one one-minute spot per day, Monday through Friday, on CFAC, Calgary; CHED, Edmonton; CKNW, New Westminster; CKRM, Regina; CKOM, Saskatoon; and CKRC, Winnipeg. The campaign which started September 15 will run for eight weeks.

COCA-COLA is bringing *Shirley Temple Story Book* back to the network September 26 with *The Land of Green Ginger*, from 8.00 to 9.00 pm. There are three more to follow.

Rip Van Winkle on Sunday, October 12 from 5.30 to 6.30 pm; *Sleeping Beauty* on Saturday, November 1 from 7.00 to 8.00 pm and *The Little Prince* on Tuesday, December 16 from 8.30 to 9.30 pm.

The agency is McCann-Erickson (Canada) Ltd.

BRISTOL-MYERS, Bromo Quinine is starting a radio campaign on 55 stations across the country October 6 to run until April 3.

Jergens Hand Lotion is now running a radio campaign on a total of 17 stations, and Woodbury Soap is using 10 stations. Both of these campaigns started September 6 and will run for three months.

The agency handling these accounts is Vickers & Benson Ltd., Toronto.

CANADIAN BANANA Co. Ltd. started a six week radio campaign September 22 in 39 markets across the country. The agency is BBD&O.

RELIABLE TOY CO., through Ronalds Advertising, is starting its Christmas radio campaign on 20 stations during the first week in November.

Warner Lambert is participating in *Walt Disney Presents* on the CBC-TV network. Products to be featured are Bromo Seltzer, Listerine and Quick Home Permanent. This account is also through Ronalds Advertising.

Agencies

THE TORONTO OFFICE of Leo Burnett Co. of Canada Ltd. has split its media department into two groups, each of which will handle all time and print buying for a certain number of accounts.

Media supervisor of one group is Gerry Lodge, formerly radio and television director at Ronalds Advertising. Under him as media buyer is Don DeNike. The main account of this group is Kellogg.

The other media supervisor is Peter Van Steeden, formerly of Benton and Bowles, New York, where he worked on the Procter & Gamble account for Canada. His media buyer is Don Ferguson. This group's main account is Procter & Gamble.

Howard Whiting is accounts supervisor for both groups.

THE TORONTO OFFICE of McCann, Eastman & Co. Ltd. is now handling the advertising for Amalgamated Electric Corp. Ltd. This firm, which markets electrical equipment and accessories for domestic and industrial use, is affiliated with General Electric in England. The account was formerly handled by Ronalds Advertising, Toronto. Account executive is Mel Johnstone.

WILLIAM RAMSAY has been appointed to the newly-created position of director of marketing at Breithaupt, Milsom Ltd. Since

1954 he has been manager of research in the Toronto office of Cockfield, Brown & Co.

He will be responsible for coordination, development and direction of marketing plans, technique testing and research studies for the agency's clients.

People

GUY CODERRE HAS succeeded J. Rosaire Samson as personnel manager of the Quebec region of the CBC. Coderre, 30, joined the CBC in 1947, and was for the past two years assistant to the Industrial Relations officer in Ottawa. Samson remains with the CBC as a technical adviser.

R. W. (BOB) CARBERT, who for the past ten years has been farm editor at CKNX radio and television, Wingham, has joined the Canadian Federation of Agriculture in Ottawa as assistant secretary and director of information.

Well known in the industry, he has been chairman of the Canadian Region, National Association of Television and Radio Farm Directors and is currently vice-president of the Eastern Section, Canadian Farm Writers Federation.

GRAHAM R. HAMPSON, formerly with S. W. Caldwell and Sponsor Film Services in Toronto, has been appointed operations manager at Syndicated Film Services. In addition to his technical and production duties he will be executive assistant to Pat Clever, the firm's president.

BILL STEER HAS been appointed western sales manager by Telepix Movies Ltd. and Screen Gems (Canada) Ltd. He has been connected with both companies for several years.

Prior to that, he acted in the capacity of advertising manager and supervisor for the Thompson Newspapers, Canadian representative for ZIV and sales manager for MCA-TV Canada. He will work out of the Vancouver offices of Screen Gems.

JACK R. KENNEDY and William V. Stoeckel have been appointed sales representatives by CFRB Radio, Toronto.

Kennedy has had 19 years ex-



5 FRANCS
BUYS 25 HOMES
IN QUEBEC!

The average cost per thousand to deliver a 60 second selling message via Hardy Stations in Quebec Province is .40c! Only 1c for 25 homes or approximately 5 francs at the current rate of exchange!

...AND HARDY STATIONS
SELL QUEBEC!

For complete information call



JOS. A. HARDY & CO. LTD.

Toronto, EM. 3-9433 — Montreal, PL. 1101

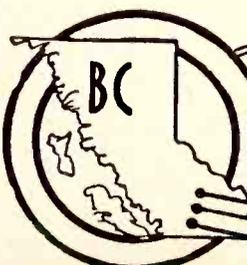
HARDY
RADIO STATIONS

- CKRS Jonquiere-Kenogami
- CKBL Matane
- CHNC New Carlisle
- CHRC Quebec
- CHRL Roberval
- CKSM Shawinigan Falls
- CKLD Thetford Mines
- CKVM Ville Marie
- CKJL St. Jerome (Montreal Only)

REACH
55%

of all radio homes in greater Quebec!

Source: BBM



KANAGAN
RADIO

CJIB Vernon
CKOV Kelowna
CKOK Penticton

\$100,000,000.00
Market!

Larger in retail sales than eleven other metropolitan areas. Larger in population than eight other metropolitan areas. — Sales Management.

REPS:
All-Canada
Weed & Co.

perience with the CBC, serving first with the engineering department and six years ago becoming the CBC's pioneer TV sales rep.

Stoeckel was with All-Canada for 13 years, later became manager of Television Representatives and recently was in charge of sales at G. N. Mackenzie Ltd.

Films

RALPH FOSTER OF Meridian Films reports that work will start sometime in October on a new feature length film, *The Bloody Brood*.

This picture described as an action film about young people, is being produced and directed by Julian Roffman, with Yvonne Taylor (Mrs. Nat Taylor) as associate producer. This may be an indication that the film will be released through Allied Artists since Nat Taylor has an association with that company. Ralph Foster will serve as production manager.

All the indoor shooting will be done at Meridian's studio, 1202 Woodbine Ave. Outdoor filming will be done in the Toronto area. So far no players have been signed.

THORSTEN HANSSON has been appointed director of administration by Crawley Films in Ottawa. He will be in charge of all phases of business management.

Miscellaneous

RAY SONIN, PUBLISHER and editor of MUSIC WORLD, is now writing and producing his own 45

minute program, *Calling All Britons*, over CFRB, Toronto, every Saturday from 5.05 to 5.50 pm.

After the first program, Sonin who spent many years broadcasting with the BBC in England, said that listener reaction was very good. Once he has a few programs under his belt the station is going after sponsors. The show's format includes music, news and chatter about Britain.

JACK A. McNEIL has opened his own public relations company, J. A. McNeil & Associates Ltd., at 20 Carlton St., Toronto. Telephone EMpire 2-1601.

The firm starts with two major clients, Studebaker-Packard of Canada Ltd., and the companies of Hunting Associates Ltd., including The Photographic Survey Corp. Ltd., Toronto.

Previous to opening his new firm he was with Public & Industrial Relations Ltd. He has been senior counsel in the PR department at MacLaren Advertising and public relations director for Tandy (now Tandy-Richards) Advertising Ltd.

CJON-TV, St. John's has planned to add an extra half hour a day of live programming to its schedule this fall. The station also plans to include a one-act drama festival for local theatrical amateur groups in Newfoundland.

Besides the regular one hour a day of live shows the station will present a one-hour weekly musical talent show. Also they will present their fall talent search program, which introduces young talent to the public through TV.

SELL DANGEROUSLY

with

**"DANGER
is my
BUSINESS"**

39 power-packed half-hour films of adventure by air, sea and land

EVERY DANGER UNDER THE SUN EXCEPT

ONE—

YOU can't miss making friends for your company and product with these authentic action stories of man's most perilous occupations.

NBC TELEVISION FILMS A DIVISION OF

FREMANTLE OF CANADA, LTD.

CALIFORNIA NATIONAL PRODUCTIONS, INC.

17 DUNDONALD STREET, TORONTO 1 • WALNUT 4-9635

In
**Southwestern
Ontario**
**RADIO STATION
CJBC
TORONTO**

Gives you

IMPACT

in Canada's
No. 1 market with these
popular personalities:

Bruce Smith—"Toast and Jamboree"

Elwood Glover—"At Ease"

Austin Willis—"Of All Things"

Byng Whitteker and June Dennis—"Audio"

Get all the details—
call now

**CANADIAN
BROADCASTING
CORPORATION**

Commercial Division
Halifax Montreal Ottawa Toronto Winnipeg Vancouver

Creative Research

Opticals Can Bring Film To Life

SCARCELY NOTICED consciously by the average TV viewer, optical effects -- dissolves, wipes, fades, etc. -- can have a powerful effect in reinforcing the mood of a filmed television production, Lee Blair, head of the New York optical house of Film Optical Inc., said in Toronto recently.

Mr. Blair was in Toronto to discuss technical details of optical effects production with members of the Creative Group of McKim Advertising Limited. Accompanied by Mike Smith, head of the Toronto office of Film Optical, he was guest expert at one of the regular weekly Creative Research Meetings of the McKim Creative Group.

These meetings, which have been a feature of McKim creative operations for more than a year now, are regularly held Monday afternoons. Initiated by Creative Director Ed. Gardner, these sessions occasionally feature guest experts like Mr. Blair; are sometimes devoted to talks by members of the group itself who have made a special study of some creative aspect of advertising; and at other times consists of discussion sessions in which the group members analyze McKim's own campaigns, those of competing agencies and comparable work being done elsewhere.

Mr. Blair's discussion of "opticals", as the trade calls them, was designed to increase effective use of the TV medium by McKim creative people through a more complete understanding of what effects can and cannot be achieved in filmed TV commercials.

In live TV, a limited number of optical effects can be achieved right on the control board in the studio. This is not so in TV films, where the only effect that can be achieved right in the camera is a simple cut. Everything else -- from a fade or

dissolve to a complicated "matte job" -- must be done by the optical house.

OPTICALS REDUCE MONOTONY

The variety of effects possible in filmed TV is much greater than that in live, Mr. Blair emphasized. He also discussed the way in which the use of a special optical transition from one situation to the next can powerfully affect the mood of the action, and suggested that using only one effect gives a monotonous impression. For example, he said, a good director will use a number of dissolves to get from one scene to the next, but every once in a while he will vary the transition process with a cut -- but only where it is psychologically acceptable to the audience.

The optical house receives from the production house a fine-grain print, made from the original negatives exposed in actual shooting. This fine-grain is fed into an optical printer. Here a negative is produced by the process of rephotographing the fine-grain print in a 1-to-1 optical system. The optical effects themselves are added by various means, usually by mechanical devices attached to the printer.

The optical house finally winds up with an optical negative, which is the negative produced by the optical printer from the fine-grain. From this optical negative, prints are made for distribution to the various television stations, as needed.

Mr. Blair said that ideally, a commercial could reach the optical-negative stage within five working days from the last shooting day. But owing to pressure of work, and human fallibility it would be more realistic to assume eight to 10 days minimum.

Other speakers who have addressed the McKim Creative Group at recent Creative Research Meetings have included: Griff Thompson, of Schwerin Research, who spoke on television testing techniques and Carl Hinch of Gruneau Research Limited, who spoke on Starch readership survey methods.

CKLB, Oshawa

TRY RADIO IN CIVIL DEFENCE TEST



ON THE SPOT NARRATION of "Exercise Roundup 3", the recent civil and military manoeuvre staged by the Ontario Regiment in conjunction with the Oshawa and Ontario County Civil Defence Organization, was made by CKLB's Vic Miller. Five miles of tape were later condensed and aired over the Oshawa station in a three hour documentary.

RADIO'S ABILITY to reach people in homes, cars, factories, schools and offices means that it is a vital instrument of civil defence, in the view of Lieutenant-Colonel F. S. Wotton, Civil Defence co-ordinator for Oshawa and Ontario County.

"Keeping the public informed," Lt.-Col. Wotton said, "is the key to the solution of most civil defence problems. In an emergency, good morale is vital, and timely information will allay fears, scotch rumors, get people doing constructive thinking and taking their part in the survival plan. Here radio is supreme . . . and our local Civil Defence Organization recognizes its importance.

"It is in our emergency plans to use radio station CKLB (Oshawa), and to test the plan, CKLB was asked to take a major role in *Exercise Roundup III*."

Roundup III was a week-long civil and military defence exercise that simulated an attack on CKLB-Radio's coverage area. Playing an active part throughout the week were the Ontario Regiment; the Oshawa and District division of the Ontario Civil Defence Organization, which manned the control centre and communications group, a rescue service and a health service; and a party of rescue men from Pickering township.

The station began preparing its audience for *Roundup III* last July with discussions on what to do if you live in a target area; what to do if you live in a reception area; what food to take on an evacuation; the role of farming in civil defence;

health problems and community training; and the basic facts of survival. In the week-and-a-half before the exercise, the station broadcast a daily question period, and on August 10, *Roundup III* began.

FIVE MILES OF TAPE

CKLB's Reg McCausland and Vic Miller spent the entire week at the scene of the action. McCausland, the sound engineer, recorded five miles of tape which were later condensed into a three-hour radio program called *Your Survival*. Miller broadcast on-the-spot reports, and narrated *Your Survival*.

The program itself began with the sound of an atomic explosion. Then listeners were taken, step by step, through the four stages of an enemy attack.

First there is a "warning condition." A two-week supply of non-perishable food must be stored in the house. Secondly, an enemy attack is imminent, and the area must be evacuated. Then there is a dangerously close detonation. Cover must be taken at once. Finally, the attack is over and survival procedures and rehabilitation are begun.

For its part in *Roundup III*, CKLB received the following commendation from Lt.-Col. Wotton: "When one considers that all but spot announcements were produced as a public service, I would like to go on record as saying (CKLB), as far as Civil Defence is concerned, has served its community, and continues to do so, far in excess of normal expectations."

AN OPPORTUNITY FOR TWO

Experienced, on Camera TV Announcers

M.C.'s and varying Program Participation. Salary to match ability. Active, largest studios and facilities east of Montreal.

Apply: Tom Reynolds
Empire 6-3269
Suite 412
320 Bay Street
TORONTO, Ontario

Or direct to:
CJCB-TV
SYDNEY, N.S.

EXPERIENCED NEWSMAN AVAILABLE.

Desires writing or announcing and writing position. Four years experience. Excellent references.

BOX A 390

Canadian Broadcaster
54 Wellington Street West,
Toronto, Ontario

AVAILABLE: PRODUCTION MANAGER AGE 32

Do you need such a man in your RADIO STATION? Twelve years radio background with extensive production organization, news broadcasting and sales ability. Will relocate for challenging opportunity. BOX A391.

CANADIAN BROADCASTER
54 Wellington St. West Toronto, Ontario

RADIO STATION MANAGER

required for Radio Station CKSL, London, Ont. Sales background essential. Send complete details of experience in first letter. Reply in confidence to:

BOX A392

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

IF I MUST WEAR
A HEARING-AID
— I INSIST ON QUALITY!



First with the finest for Canadian Broadcasters
ENGINEERING PRODUCTS DIVISION



RCA VICTOR COMPANY, LTD.

MONTREAL



Friends join Jim Bishop, left, and his sister Anne, right, for a gay evening in the Bishops' recreation room. "Orchestra" courtesy of CFRB via the new transistor set.

Meet the Bishops of Willowdale

(they're an alert market for every good new product or idea)

The Bishop family is noted especially for one thing: its recipe for a wonderful party! Take one group of fun-loving teen-agers. Add doughnuts and pop. Blend well. Top with CFRB's danceable music. Serve on all happy, impromptu occasions.

CFRB has a tested recipe, too, for sales! Take the CFRB listening area, with its 1,194,800 families* and total

family income of almost \$6½ billion.* To this, add CFRB's price, ratings, experience, and programming capable of effective selling.

A CFRB representative will gladly explain how you can use this recipe for sales. Use it once, and your own experience will tell you why more and more advertisers are specifying "CFRB!"

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

CFRB TORONTO
1010 ON YOUR DIAL
50,000 WATTS



ONTARIO'S FAMILY STATION

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