

Canadian
BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. 16, No. 20

TORONTO

October 17th, 1957





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

SPOKEN SALESMANSHIP

In 1956 Canadian advertisers spent \$52,000,000* on radio advertising.

Radio has returned these millions many times over in increased sales, extended trading areas, better public relations and added prestige.

More and more Canadian Advertisers are learning the flexibility, the indispensability of radio's spoken salesmanship.

More and more of them are calling upon radio to equal and surpass its tremendous achievements of previous years.

Ask your advertising agency, local station or BAB.

* Based on DBS.

Do It Now!

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Radio Division

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



Bureau of Broadcast Measurement

STATION BEEFS--BBM STANDS PAT

"WHEN ADVERTISING agencies start to use BBM Time Period Audience Surveys as a bible by which they will buy, to the extent that we have lost more than \$40,000 worth of business, then the accuracy of their figures and their methods are open for question".

This statement spearheaded a letter from A. A. McDermott, manager of Radio & Television Sales Inc., to the directors of BBM when CKVL, Verdun, repped by McDermott, questioned the last BBM survey of the Montreal area. The letter has now been made public.

will not accept this and he is prepared to put up \$5,000 towards a new survey of 10,000 homes. If this survey proved him to be wrong then he will apologize publicly.

C. C. Hoffman, BBM executive vice-president, said that, "BBM is only one of the yardsticks that is used in evaluating a market and must be taken as such". As to the question of BBM's methods, he produced a letter from Dr. D. B. DeLury, of the Ontario Research Foundation, dated October last year. In it Dr. DeLury said he found BBM methods basically sound. He summarized his findings in these words: "The BBM research program consists of a sequence of tests, planned in a rational way so that each step settles certain definite questions, chiefly concerned with biases. Each step, then, leads to an increase in the confidence that can be placed in the results. At the present stage, in view of the fact that no dangerous sources of bias have shown up, there is good reason to regard the estimates as reasonably trustworthy."

Further on in his letter McDermott said that the BBM report in question showed that CKVL had its largest listening audience from 2.00 - 3.00 pm - - the only hour of the day when the station is broadcasting in English. Does this make sense, he asks, especially when an Elliott-Haynes report shows that CKVL's audience drops off at that time, which is what one would expect from a French language station.

The BBM report does show CKVL out on top in the Montreal area, but this does not satisfy the station which says they should be three or four times more dominant.

On Our Cover

Students of the Radio and Television Arts course at the Ryerson Institute of Technology in Toronto are hard at it in the control room as they monitor and otherwise operate the school's closed circuit TV system. (A story about Ryerson will be found on page 28).

The controversy started when CKVL made inquiries and found that out of 4,200 ballots sent out only 426 were returned. Out of these only 204 were French language ballots. CKVL then asked: "can the listening habits of 2,000,000 people, 75% of whom would be primarily interested in French stations, be determined on such a shakey basis?"

BBM says it can, and to back it up they mention a well known statistical fact that, whether you take a sample of 400 or 4,000, the result is the same with only a fraction of a percentage of error.

Jack Tietolman, president of CKVL,



THEY'VE GOT OVER 300,000 PEOPLE BY THE EARS!

This trio of radio stations has what it takes to win and hold this vast audience. In the big, rich Northern Ontario market you can depend on them for

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

Want to latch on? Then contact our reps today
NBS in Canada — WEED in U.S.A.

NEW CAR SALES UP 18% in CJON's Coverage Area — Newfoundland



This is one of the twenty-three car showrooms in the CJON - coverage area, where the Chev. dealer is the largest east of Montreal — last month alone, over a million dollars worth of new cars were sold — every major dealer has radio time on CJON Radio.

See H. N. Stovin in Canada

Weed & Co. in USA

MORE POWER COVERAGE LISTENERS

NOW 5000 watts

The station that means more business for you

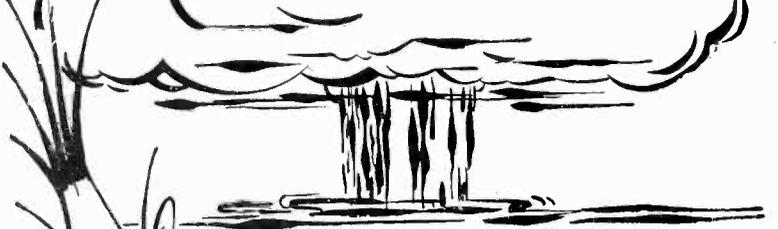
Representatives
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Interprovincial
Broadcast Sales Ltd.

In U.S.A.
Weed & Co.

CKVL
QUEBEC CITY

WE SELL RESULTS!

says Lionel the Lobster



The explosive business expansion of the Maritimes area provides one of the largest listening audiences in the Atlantic Provinces.

Tap this rich source of buying power with

CKCW • **RADIO MONCTON**
 NEW BRUNSWICK
 REPS: STOVIN in CANADA ••• ADAM YOUNG U.S.A

Bloodhounds Will Sniff Scents As "Top Dog" Station Promotion

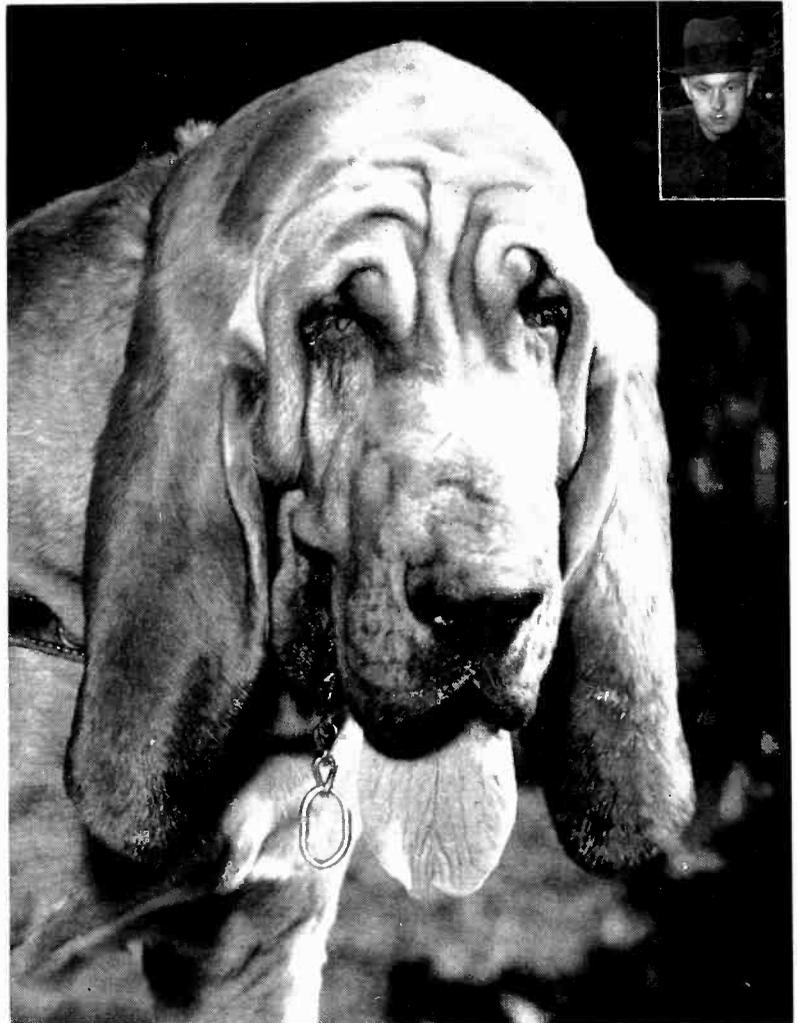


Photo by Don LeBlanc

ONE OF THE FOUR BLOODHOUNDS and, in inset, Woodford C. Cushman, former trooper of the New York State Police, their trainer, who have joined CKNW, New Westminster, to add a new and unusual public service to the activities of that station.

FOUR THOROUGHbred blood hounds and a professional blood hound trainer have just joined the staff of CKNW, New Westminster, the station which proclaims itself

"top dog on the coast."

Bill Hughes, station manager, says that the new service will materially aid in locating lost hunters or others in the forests of B.C. The dogs will also work in the urban areas on such tasks as locating lost children and will even assist in finding lost items of value.

The new staff member and dog trainer is Woodford C. Cushman, a former trooper of the New York State Police. He will take on the kennel operation as a full time occupation.

CKNW will co-operate with the local police and R.C.M.P. detachments in the greater Vancouver area and all over the province and make the blood hound service available to all on call.

Cases of lost children and hunters are common in B.C. due to its rugged country and although official police dogs are used they do not have the tracking sense that the blood hounds have.

The entire cost of the project is being underwritten by CKNW as a public service.

IN British Columbia **C J O R**

5000 Watts at 600 Kc

Covers

NOT **ALL** THE TREES

NOT **ALL** THE MOUNTAINS

BUT **MOST** OF THE PEOPLE

At Lowest Cost Per

Thousand Circulation *

THE PERSONALITY STATION
VANCOUVER, B.C. reps. H. N. STOVIN

* E-H circulation report — November '56

B.C. Dept. Trade & Industry
 Reports NANAIMO, B.C.
 Shows

90% SALES BOOST
 In Last Five Years!

This Rate of Growth is
 Over Twice the Estimated
 Rate for British Columbia
 as a Whole During the
 Same Period.

RADIO CHUB

Is the only Radio Station
 in Nanaimo serving this
 fastest growing British
 Columbia area.

REPS:
 Stephens & Towndrow —
 Toronto and Montreal
 H. N. Stovin — Winnipeg
 John N. Hunt & Assoc. —
 Vancouver
 Donald Cooke Inc. — U.S.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
 519 Jarvis St.

WINNIPEG
 171 McDermott

VANCOUVER
 804 Hornby St.

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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Vol. 16, No. 20

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October 17th, 1957

Possibly Mr. Dunton Is Too Young To Remember

NOBODY CAN possibly disagree with the view that it is a good thing that Canada exists as a separate national entity from the United States. This was the basic thought behind the speech delivered early this month to the Toronto Rotary Club by the chairman of the board of governors of the CBC, which we have reprinted in full elsewhere in this issue. In his speech, Mr. Dunton expanded this thought with the point that this "national entity" can best be attained and maintained through Canadian radio and television programs. With this point also, we find it difficult to disagree.

Later in his speech, he had this to say:

"Broadcasting could hardly contribute to the development of Canada as a nation if, although the transmitters are owned by Canadians, practically all the material on them came from outside Canada."

Again, this is certainly quite true, but how does Mr. Dunton know that, without the CBC in broadcasting's driver's seat, practically all the material would, as he says, come from outside Canada?

Possibly Mr. Dunton is too young to remember radio, before the original Canadian Radio Commission, which later sired his CBC, took over the reins. It seems doubtful that he can recall such programs, produced under the old private enterprise system as *C. I. L. Opera House of the Air* or the highly popular *Neilson Hour*, which featured such singers as Julian Oliver and Jimmie Shields. Possibly he does not recall such efforts as the *Cocoonoodle Club*, which featured a rising young vocalist by the name of Ernest L. Bushnell who is now assistant general manager of his corporation. Then there was a comedian named Big Bill Campbell. There were such names as *Woodhouse & Hawkins* and *Wilf Carter*. There was Imperial Oil's *Sunday Night Hour of Fine Music*. Possibly Mr. Dunton doesn't remem-

ber that, or *C. G. E. Vagabonds*, featuring the late Ernest Dainty and his 55-piece orchestra. There was *Simeon Joyce and his Imperial Joycasters*, and a 25-piece orchestra playing from 7 to 8 am for Crosse and Blackwell's marmalade.

These are just a few of the programs featuring Canadian talent which used to delight Canadian listeners before the daily newspapers were successful in persuading the government of the day that radio should be nationalized.

Just what is the CBC doing now to broadcast Canadian talent on TV?

According to the Fowler Report, in the week of January 15 - 21 1956, 73.9% of the CBC's English language program output was entertainment, and "only 34.7% (of this kind of programs) originated in Canada." It is true that most of its English language "Informational and Orientational" programs were of Canadian origin, but the fact remains that only 25% of its entire schedule was devoted to entertainment of Canadian origin.

Also reported in this issue is a statement of Charles A. Bowman, who is the only survivor of the Aird Commission, which brought the CBC into being.

Mr. Bowman said: "The CBC is out of its depth and is a huge and unnecessary demand on the public treasury." He also said: "Broadcasting in this second half of this 20th century, is profoundly different than it was when the CBC was established." He advocated turning over the CBC to the universities free, and restoring commercial broadcasting to private enterprise.

Mr. Bowman is now 74 years of age. It cannot be said that he is too young to remember.

News Briefs

PRUDENTIAL INSURANCE Company of America, through Foster Advertising Ltd., will bring a new weekly TV series to the CBC network starting October 20. The series is called *Twentieth Century* and deals with such subjects as guided missiles, brainwashing and great men of this century. The first show in this series is an hour long feature on the life of Sir Winston Churchill.

SALADA - SHIRRIFF - HORSEY has announced the appointment of E. J. Holland as marketing manager for the Horsey division.

A member of the sales force of the former Shirriff's Ltd., he was appointed sales manager of Allen-Crawford Ltd. following its formation as a subsidiary of the Shirriff-Horsey Corp. in 1956. With the acquisition of the Salada tea operations this summer he became product manager for confectionery with the Horsey division.

CKCO - TV, KITCHENER began telecasting at 11.15 am, September 16, following the trend toward more daytime TV in Canada. One reason the move was made was that the majority of viewers in the Kitchener area go home for lunch and such sponsors as Westinghouse, paint companies and local advertisers have bought noon air time from CKCO to take advantage of this fact.

The new sign-on time brings the station closer to 12-hour programming. This fall CKCO has many plans for afternoon live programs which will be offered to both local and national advertisers.

TOLL TV EXPERTS estimate more than 80 community antenna systems in 75 Canadian communities currently bring TV programs to 40,000 homes, but the potential is much greater. Quebec has most community antenna systems with 56. British Columbia has 16; Ontario, 10; New Brunswick, four; Alberta and Saskatchewan, one each.

RADIO RIBS



Verbatim

CBC SAVES CANADIAN AIR FROM FOREIGN DOMINATION

A speech delivered to the Toronto Rotary Club

By A. D. DUNTON

Chairman of the Board of Governors of the CBC

IMAGINE that everyone in this room believes it's a good thing that Canada exists as a separate national entity - - and that it continues to grow and develop as such. I think any friends from the United States present agree that they would like to see this separate North American nation of ours, friendly but distinct, maintain its own identity. I don't believe any of us think of Canadian nationhood as being *against* any one or any thing - - rather as the sense of being *for* the maintenance and development of Canadian ways and thinking; that we do not think of being better than anyone else, but a bit different. And the world seems now to contain enough pressures for conformity.

These days there is much talk about Canadians welcoming outside capital, but also wishing to have a reasonable share in the control and operations of industrial concerns in this country. But if it is desirable to want Canadian participation in things economic, it seems equally important that Canadians have a reasonable opportunity to participate in non-economic activities, to supply at least a worthwhile proportion of the fare coming to their own minds.

Nationhood just doesn't depend on statistics of industrial production, or of share-ownership of corporations. In the long run the true worth of a nation will surely depend just as much, if not more, on the quality and quantity of thinking it does for itself. It matters not only to what extent it controls its own economic destinies, but also to what extent it controls and provides its own non-material life.

Those are considerations which have led broadcasting, radio and television, to be different in Canada. And, in ways of communication among minds, like broadcasting, we not only need to look at who actually owns the facilities, but at what the facilities actually transmit, which may well be more important. Broadcasting could hardly contribute to the development of Canada as a nation if, although the transmitters are owned by Canadians, practically all the material on them came from outside Canada. Broadcasting would not be developing the human creative resources of the country if it only carried creative and artistic products, or other material, from outside our border.

OPPORTUNITIES FOR CANADIANS

So far at least, Canada has determined on having broadcasting so organized that it does provide substantial opportunities for Canadian ideas, artistic performances, information, to go out to the Canadian public. At the same time, just as Canada will undoubtedly always welcome outside capital, so its broadcasting will probably always include a fairly large proportion of programs from outside the country.

To attain this end Canadian broadcasting has to be organized on a different basis, - - different say from that in the United States. Why? Because quite different sets of prime

facts apply. South of the border, the United States' type of broadcasting system produces broadcasting that is mainly American. The same type of system followed in Canada because of the working of economic forces would transmit broadcasting material that is very largely non-Canadian.

Territorially, Canada is one of the biggest countries of the world. But it has the smallest population of any of the big area countries. I am sure many businessmen here today are familiar with cost problems arising from relatively small national market and from high expenses for national distribution.

THE ADVANTAGE OF IMPORTS

In many lines of business this means that imported goods often have an advantage in Canada, unless



the disadvantages are wholly or partially met by customs duties. In television the natural economic differential in favor of importation as against Canadian production is far higher than in any other field I know.

Television is different from most activities in that the unit of production - - the program - - does not go to just one customer; in fact the cost of the program is spread in one way or another over a large public. In the United States the cost of a national program can in effect be spread over an enormous population, some 16 times greater than the English speaking population of Canada. Therefore, much more expensive productions can be supported. But these same expensive productions, their initial costs covered in the home market, can be made available for use in Canada for a small fraction of that initial cost. The basic economic competition, therefore, comes between that fractional payment for an originally expensive production against a much higher figure - - the full cost of original production in Canada.

Sometimes you hear some Canadian businesses complaining because imports in their lines seem to be coming into the country priced 10 to 20% more cheaply than they can produce the same article for in Canada. In television you may easily have a program being offered for national distribution in this country at 1/15th

of what it would cost to duplicate exactly the same thing in this country, or perhaps 1/7th or 1/8th of what it would cost to produce a much more modest Canadian program with still reasonably good audience appeal. Thus, the natural working of commercial arithmetic tends to be strongly in favor of imported television material for broadcasting in Canada, and against production in this country.

As a consequence, it has long been seen in Canada that there had to be some additional sources of funds and activity other than commercial, if we were to have any substantial amount of program production in this country, and any effective linking of the country from east to west across our enormous spaces by program service. So far at least Canadians as a whole seem to have wanted a substantial degree of Canadian programming and national coverage.

A result has been the Canadian Broadcasting Corporation - - a public body with resources in funds coming directly from the public. But the overall result has been much more than that. In a typically Canadian way there has grown up a system of broadcasting which is not only rather different, but that is unique in the world. It is unique in the way in which it combines operations of publicly and privately owned facilities, as well as the use of public funds and commercial revenues.

PRIVATES CO-OPERATE

Some of you who live in Toronto may not realize quite how close and effective is the co-operation in television between the public body and privately owned stations right across the country.

In general terms the CBC element in the system has the responsibility for assuring production of national programs, and distribution from coast to coast of national programming service, including many imported programs. But the actual transmission of the national service in some 32 areas of the country is carried out by privately owned stations. Many of these could not have been established had there not been the assurance for them of national network service which not only supplies basic programming but also brings with it a certain amount of revenue. On the other hand, national service would certainly not be in many areas of the country had the private interests concerned not had the initiative to establish stations.

TWO FULL NETWORKS

This combined system in Canada is not only unique in form in the world, it also differs by the speed with which it has been developed. The growth of television in Canada has been relatively faster than in any other country in the world. Today, just five years after the start of television in Canada, 40 stations, 8 owned by the CBC and 32 by private interests, make national program service available to some 85% of the Canadian population. There are two full network services in operation,

one in English and one in French. It is interesting to remember, in the United States, with its big population and great wealth, only three full network services are operating. By the end of next year national network programs will be connected directly by microwave from St. John's, Newfoundland to Victoria, British Columbia. This is some 4,200 miles and will span further around the world than any other such network.

Toronto shares with Montreal the position of third among television producing centres on the continent, exceeded only by New York and Hollywood. Montreal is the biggest producer of French language television programs of any place in the world.

On the quality of Canadian production in television there are naturally different views. I wish, however, that in this day of Canadian television people in Toronto could see and take into account French language production, because the two should be weighed together as one national effort. Of the English language programs done in Canada I am sure there are many different opinions in this room. I am not going to argue today about the merits or demerits of any particular program, or of all the production.

I do think the importance of Canadian television programs in Canadian life is well proven by the amount of discussion there is about them - - in the press as well as in private. The very discussion itself proves that Canada's own television programming is stimulating Canadian life.

ADVERTISERS SUPPORT CBC

What Canadian television has achieved has been made possible only through remarkable co-operation among different elements. There has been the close working relationship between private stations and the CBC; there has been the remarkable contribution of Canadian writers and Canadian talent; there has been the initiative and drive of the manufacturing industry; and of the communication companies which have actually built the big microwave systems on the foundation of long term contracts with the CBC. Canadian advertisers have spent large sums of money in advertising on television. Quite a number of them have directly supported Canadian programs, although this form of participation in television has cost them more than the sponsoring of imported material which would attract plenty of viewers for their advertising messages.

National television service, of course, costs money - - lots of it.

Did you know that . . .

CKSM Shawinigan Falls
reaches a total of 41,424*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Canadian viewers have spent about a billion dollars equipping themselves to receive television. Including depreciation on their sets they are probably spending close to \$200,000,000 per year themselves on the viewing they do.

On the broadcasting side large amounts of funds have been channelled into television through advertising. But as I pointed out before, funds coming from the public in other ways are essential if we are to have any substantial production of Canadian programs for national consumption and any effective linking of the country from east to west. The quantity, and to a large extent the quality, of Canadian program production will vary in proportion to the amount of public funds going into the television system.

PARLIAMENT SETS THE PRICE

There is quite a lot of talk about pay-as-you-see television in the air these days. Following this kind of thinking, it is interesting to break down some of the present figures. When you average it out it appears to cost each Canadian television family about 20 cents per day for their television viewing, including power maintenance, replacements and set depreciation. In the same way the average contribution per television family to the television transmission system works out to around 4 cents per day.

It is not for those of us with responsibilities in television to say what these amounts should be. Those decisions are taken on behalf of the public by Parliament. What we do know from dealing with the actual facts of television is that the effectiveness of the system, in terms of Canadian production and of national coverage, will depend primarily on the extent of the funds coming from the public through means other than advertising. It is the heavy responsibility of those on the public side of the system to try to see that the funds are used to the greatest possible advantage.

FREE FROM POLITICS

The Canadian broadcasting system, as I have said is quite different from those of any other countries, for special Canadian reasons. But within Canada -- also for special reasons -- the structure of responsibility in broadcasting has been different from those in other activities.

The CBC, for instance, while publicly owned, is not under the direction of the executive government with respect to its broadcasting activities, which makes it different from most publicly owned corporations. There have been two major reasons for this: first that, because of its nature, broadcasting cannot be carried out successfully by a government department type of administration, but can be by a corporation with much of the flexibility of private enterprise while being responsible to parliament as a whole; and secondly that broadcasting should be free from any possibility of political partisan influence. The government, however, does have responsibility with respect to the licensing of any and all stations; it must approve certain large commitments of the CBC; and under our system of government it is usually the executive that proposes national broadcasting policies to parliament and any financial arrangements to carry them out. There is also a difference in that the system of closely inter-related public and private operations has been under the general co-ordination of one body responsible to parliament -- the CBC.

CONTRADICTORY DISCUSSION

In this country broadcasting is also set apart from other activities I think by the amount and intensity of discussion about it. At times perhaps some of those of us engaged in either the public or private aspect of it could wish there was a somewhat lesser degree of discussion. But then we should probably console ourselves by the fact that all this shows what a vital activity it is, and it is helpful to hear and sense the many

views expressed, although we would wish they didn't contradict each other as much.

Certainly I can't think of any other activity which has been probed and considered so many times and at such length by royal commissions and parliamentary committees, quite apart from all the discussions among the public, in the press, by governments and in parliament.

The history of broadcasting in this country from one viewpoint seems to go in recurring Royal Commission cycles, with regularly succeeding phases. There is the pre-Royal Commission phase when everyone is waiting for a body of enquirers to be set up, and certain decisions have to be postponed for that reason. Then there is the long period of Royal Commission work itself when many people in broadcasting spend a large part of their time writing briefs, reading the briefs of others, or explaining to enquirers about how things work in broadcasting. Then there is the post-Royal Commission phase when people in broadcasting wait for other people to read the report of the Royal Commission, and form their own opinions about what it says. Towards the end of this phase presumably come decisions, related or not as the case may be to the report of the Commission. I think the hope of most people in broadcasting usually is that the decisions following one Royal Commission report are made before any other Commission looms up on the horizon.

Then, of course, there is the Parliamentary Committee cycle -- with also its recurring phases, too, and with always the possibility of recom-

mendations for major changes appearing.

At the moment broadcasting is in a post-Royal Commission phase. And so, I can't tell you much about the future in television or radio: about what the structure for co-ordination under major policies will be; or what will be the financial arrangements, on which in turn depend the future of the Canadian production and distribution, and the organization and facilities for it.

THE SPICE OF UNCERTAINTY

Uncertainties about such things ahead are, of course, nothing new to the CBC. For years it has probably been part of the spice of life for those working for the public in the CBC part of the system not to know at any time whether any current public discussions would lead shortly to a major change in responsibilities or in means and powers to carry these out. That has been the case for years through the recurring cycles I have spoken of. But all the time it has been, and is now, the responsibility of those in broadcasting -- radio and television -- to push ahead with the job, to do the best possible with the means and mandates immediately at hand. That is what we in the CBC are doing as best we can.

Among other things, broadcasting in Canada is different in the amount of uncertainty it normally lives with. The ability of the system with the public and private elements to serve the Canadian public will be strengthened if and when there is a reduction in the uncertainty, and lines for the future are determined.

CBC Now A Waste of Money Says Founder

CHARLES A. BOWMAN, the only survivor of the three-man Aird Commission set up in 1929 to study broadcasting in Canada, said in an interview in Victoria earlier this month that, the CBC as presently operated is a waste of money.

The CBC was set up in 1936 as a result of the Aird Commission's recommendations to Premier R. B. Bennett.

Mr. Bowman, who is 74, went on to say that the "CBC is out of its depth and is a huge and unnecessary demand on the public treasury." He added, "the broadcasting situation in this second half of the 20th century is profoundly different than it was when the CBC was established."

He recommended that the CBC stations be given to the Canadian Universities; that more private television stations be allowed; and national TV broadcasting with Canadian talent be limited to three hours daily, since Canada could not supply talent for more.

Mr. Bowman says the Aird Com-

mission was primarily concerned with original Canadian broadcasts and with building a Canadian consciousness. Now, he said, we have achieved our purpose. There is a Canadian consciousness and we are assured that we have Canadian broadcasting.

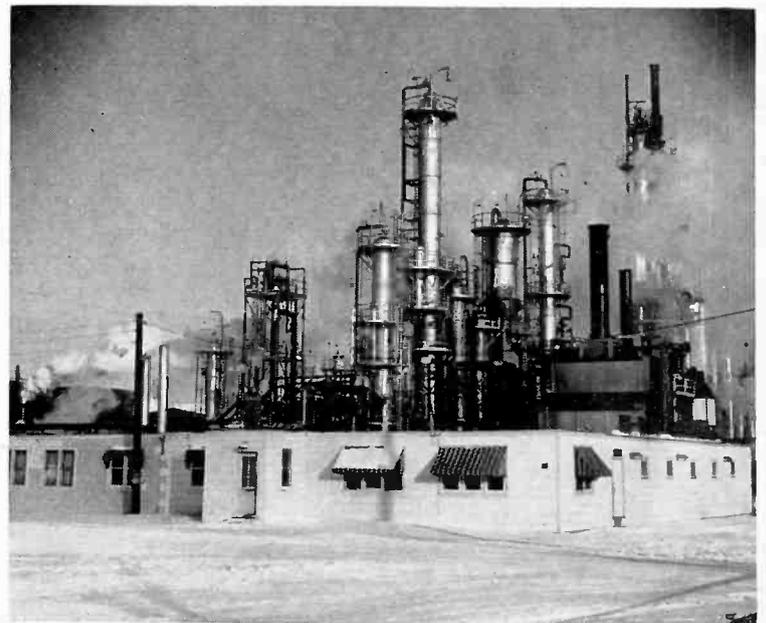
Concluding, Mr. Bowman said: "It would contribute to the national advantage of Canada and to better broadcasting, to give the CBC stations to the universities free of encumbrance, and leave the commercial field to private enterprise."

Did you know that . . .

CKY Winnipeg reaches a total of 371,921* adult listeners every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

NEW FOUND WEALTH!



Royalite Hi-way Refinery, Saskatoon.

1957 Saskatchewan Crude Oil production valued at 66 Million Dollars.

SELL Saskatoon's booming market on CFQC RADIO -- NOW!

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



THE RADIO HUB OF SASKATCHEWAN

Verbatim

CBC SAVES CANADIAN AIR FROM FOREIGN DOMINATION

A speech delivered to the Toronto Rotary Club

By A. D. DUNTON

Chairman of the Board of Governors of the CBC

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To attain this end Canadian broadcasting has to be organized on a different basis, - - different say from that in the United States. Why? Because quite different sets of prime

facts apply. South of the border, the United States' type of broadcasting system produces broadcasting that is mainly American. The same type of system followed in Canada because of the working of economic forces would transmit broadcasting material that is very largely non-Canadian.

Territorially, Canada is one of the biggest countries of the world. But it has the smallest population of any of the big area countries. I am sure many businessmen here today are familiar with cost problems arising from relatively small national market and from high expenses for national distribution.

THE ADVANTAGE OF IMPORTS

In many lines of business this means that imported goods often have an advantage in Canada, unless



the disadvantages are wholly or partially met by customs duties. In television the natural economic differential in favor of importation as against Canadian production is far higher than in any other field I know.

Television is different from most activities in that the unit of production - - the program - - does not go to just one customer; in fact the cost of the program is spread in one way or another over a large public. In the United States the cost of a national program can in effect be spread over an enormous population, some 16 times greater than the English speaking population of Canada. Therefore, much more expensive productions can be supported. But these same expensive productions, their initial costs covered in the home market, can be made available for use in Canada for a small fraction of that initial cost. The basic economic competition, therefore, comes between that fractional payment for an originally expensive production against a much higher figure - - the full cost of original production in Canada.

Sometimes you hear some Canadian businesses complaining because imports in their lines seem to be coming into the country priced 10 to 20% more cheaply than they can produce the same article for in Canada. In television you may easily have a program being offered for national distribution in this country at 1/15th

of what it would cost to duplicate exactly the same thing in this country, or perhaps 1/7th or 1/8th of what it would cost to produce a much more modest Canadian program with still reasonably good audience appeal. Thus, the natural working of commercial arithmetic tends to be strongly in favor of imported television material for broadcasting in Canada, and against production in this country.

As a consequence, it has long been seen in Canada that there had to be some additional sources of funds and activity other than commercial, if we were to have any substantial amount of program production in this country, and any effective linking of the country from east to west across our enormous spaces by program service. So far at least Canadians as a whole seem to have wanted a substantial degree of Canadian programming and national coverage.

A result has been the Canadian Broadcasting Corporation - - a public body with resources in funds coming directly from the public. But the overall result has been much more than that. In a typically Canadian way there has grown up a system of broadcasting which is not only rather different, but that is unique in the world. It is unique in the way in which it combines operations of publicly and privately owned facilities, as well as the use of public funds and commercial revenues.

PRIVATES CO-OPERATE

Some of you who live in Toronto may not realize quite how close and effective is the co-operation in television between the public body and privately owned stations right across the country.

In general terms the CBC element in the system has the responsibility for assuring production of national programs, and distribution from coast to coast of national programming service, including many imported programs. But the actual transmission of the national service in some 32 areas of the country is carried out by privately owned stations. Many of these could not have been established had there not been the assurance for them of national network service which not only supplies basic programming but also brings with it a certain amount of revenue. On the other hand, national service would certainly not be in many areas of the country had the private interests concerned not had the initiative to establish stations.

TWO FULL NETWORKS

This combined system in Canada is not only unique in form in the world, it also differs by the speed with which it has been developed. The growth of television in Canada has been relatively faster than in any other country in the world. Today, just five years after the start of television in Canada, 40 stations, 8 owned by the CBC and 32 by private interests, make national program service available to some 85% of the Canadian population. There are two full network services in operation,

one in English and one in French. It is interesting to remember, in the United States, with its big population and great wealth, only three full network services are operating. By the end of next year national network programs will be connected directly by microwave from St. John's, Newfoundland to Victoria, British Columbia. This is some 4,200 miles and will span further around the world than any other such network.

Toronto shares with Montreal the position of third among television producing centres on the continent, exceeded only by New York and Hollywood. Montreal is the biggest producer of French language television programs of any place in the world.

On the quality of Canadian production in television there are naturally different views. I wish, however, that in this day of Canadian television people in Toronto could see and take into account French language production, because the two should be weighed together as one national effort. Of the English language programs done in Canada I am sure there are many different opinions in this room. I am not going to argue today about the merits or demerits of any particular program, or of all the production.

I do think the importance of Canadian television programs in Canadian life is well proven by the amount of discussion there is about them - - in the press as well as in private. The very discussion itself proves that Canada's own television programming is stimulating Canadian life.

ADVERTISERS SUPPORT CBC

What Canadian television has achieved has been made possible only through remarkable co-operation among different elements. There has been the close working relationship between private stations and the CBC; there has been the remarkable contribution of Canadian writers and Canadian talent; there has been the initiative and drive of the manufacturing industry; and of the communication companies which have actually built the big microwave systems on the foundation of long term contracts with the CBC. Canadian advertisers have spent large sums of money in advertising on television. Quite a number of them have directly supported Canadian programs, although this form of participation in television has cost them more than the sponsoring of imported material which would attract plenty of viewers for their advertising messages.

National television service, of course, costs money - - lots of it.

Did you know that . . .

CKSM Shawinigan Falls
reaches a total of 41,424*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Canadian viewers have spent about a billion dollars equipping themselves to receive television. Including depreciation on their sets they are probably spending close to \$200,000,000 per year themselves on the viewing they do.

On the broadcasting side large amounts of funds have been channelled into television through advertising. But as I pointed out before, funds coming from the public in other ways are essential if we are to have any substantial production of Canadian programs for national consumption and any effective linking of the country from east to west. The quantity, and to a large extent the quality, of Canadian program production will vary in proportion to the amount of public funds going into the television system.

PARLIAMENT SETS THE PRICE

There is quite a lot of talk about pay-as-you-see television in the air these days. Following this kind of thinking, it is interesting to break down some of the present figures. When you average it out it appears to cost each Canadian television family about 20 cents per day for their television viewing, including power maintenance, replacements and set depreciation. In the same way the average contribution per television family to the television transmission system works out to around 4 cents per day.

It is not for those of us with responsibilities in television to say what these amounts should be. Those decisions are taken on behalf of the public by Parliament. What we do know from dealing with the actual facts of television is that the effectiveness of the system, in terms of Canadian production and of national coverage, will depend primarily on the extent of the funds coming from the public through means other than advertising. It is the heavy responsibility of those on the public side of the system to try to see that the funds are used to the greatest possible advantage.

FREE FROM POLITICS

The Canadian broadcasting system, as I have said is quite different from those of any other countries, for special Canadian reasons. But within Canada -- also for special reasons -- the structure of responsibility in broadcasting has been different from those in other activities.

The CBC, for instance, while publicly owned, is not under the direction of the executive government with respect to its broadcasting activities, which makes it different from most publicly owned corporations. There have been two major reasons for this: first that, because of its nature, broadcasting cannot be carried out successfully by a government department type of administration, but can be by a corporation with much of the flexibility of private enterprise while being responsible to parliament as a whole; and secondly that broadcasting should be free from any possibility of political partisan influence. The government, however, does have responsibility with respect to the licensing of any and all stations; it must approve certain large commitments of the CBC; and under our system of government it is usually the executive that proposes national broadcasting policies to parliament and any financial arrangements to carry them out. There is also a difference in that the system of closely inter-related public and private operations has been under the general co-ordination of one body responsible to parliament -- the CBC.

CONTRADICTORY DISCUSSION

In this country broadcasting is also set apart from other activities I think by the amount and intensity of discussion about it. At times perhaps some of those of us engaged in either the public or private aspect of it could wish there was a somewhat lesser degree of discussion. But then we should probably console ourselves by the fact that all this shows what a vital activity it is, and it is helpful to hear and sense the many

views expressed, although we would wish they didn't contradict each other as much.

Certainly I can't think of any other activity which has been probed and considered so many times and at such length by royal commissions and parliamentary committees, quite apart from all the discussions among the public, in the press, by governments and in parliament.

The history of broadcasting in this country from one viewpoint seems to go in recurring Royal Commission cycles, with regularly succeeding phases. There is the pre-Royal Commission phase when everyone is waiting for a body of enquirers to be set up, and certain decisions have to be postponed for that reason. Then there is the long period of Royal Commission work itself when many people in broadcasting spend a large part of their time writing briefs, reading the briefs of others, or explaining to enquirers about how things work in broadcasting. Then there is the post-Royal Commission phase when people in broadcasting wait for other people to read the report of the Royal Commission, and form their own opinions about what it says. Towards the end of this phase presumably come decisions, related or not as the case may be to the report of the Commission. I think the hope of most people in broadcasting usually is that the decisions following one Royal Commission report are made before any other Commission looms up on the horizon.

Then, of course, there is the Parliamentary Committee cycle -- with also its recurring phases, too, and with always the possibility of recom-

mendations for major changes appearing.

At the moment broadcasting is in a post-Royal Commission phase. And so, I can't tell you much about the future in television or radio: about what the structure for co-ordination under major policies will be; or what will be the financial arrangements, on which in turn depend the future of the Canadian production and distribution, and the organization and facilities for it.

THE SPICE OF UNCERTAINTY

Uncertainties about such things ahead are, of course, nothing new to the CBC. For years it has probably been part of the spice of life for those working for the public in the CBC part of the system not to know at any time whether any current public discussions would lead shortly to a major change in responsibilities or in means and powers to carry these out. That has been the case for years through the recurring cycles I have spoken of. But all the time it has been, and is now, the responsibility of those in broadcasting -- radio and television -- to push ahead with the job, to do the best possible with the means and mandates immediately at hand. That is what we in the CBC are doing as best we can.

Among other things, broadcasting in Canada is different in the amount of uncertainty it normally lives with. The ability of the system with the public and private elements to serve the Canadian public will be strengthened if and when there is a reduction in the uncertainty, and lines for the future are determined.

CBC Now A Waste of Money Says Founder

CHARLES A. BOWMAN, the only survivor of the three-man Aird Commission set up in 1929 to study broadcasting in Canada, said in an interview in Victoria earlier this month that, the CBC as presently operated is a waste of money.

The CBC was set up in 1936 as a result of the Aird Commission's recommendations to Premier R. B. Bennett.

Mr. Bowman, who is 74, went on to say that the "CBC is out of its depth and is a huge and unnecessary demand on the public treasury." He added, "the broadcasting situation in this second half of the 20th century is profoundly different than it was when the CBC was established."

He recommended that the CBC stations be given to the Canadian Universities; that more private television stations be allowed; and national TV broadcasting with Canadian talent be limited to three hours daily, since Canada could not supply talent for more.

Mr. Bowman says the Aird Com-

mission was primarily concerned with original Canadian broadcasts and with building a Canadian consciousness. Now, he said, we have achieved our purpose. There is a Canadian consciousness and we are assured that we have Canadian broadcasting.

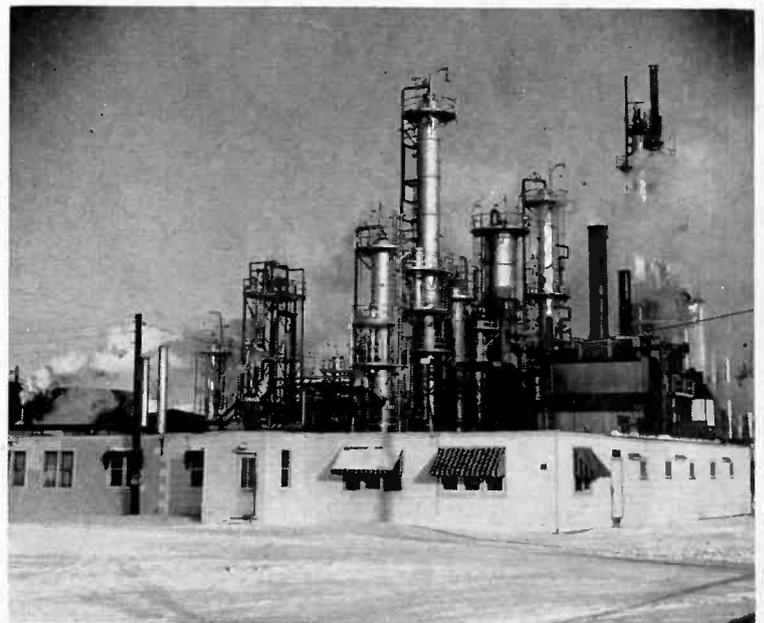
Concluding, Mr. Bowman said: "It would contribute to the national advantage of Canada and to better broadcasting, to give the CBC stations to the universities free of encumbrance, and leave the commercial field to private enterprise."

Did you know that . . .

CKY Winnipeg reaches a total of 371,921* adult listeners every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

NEW FOUND WEALTH!



Royalite Hi-way Refinery, Saskatoon.

1957 Saskatchewan Crude Oil production valued at 66 Million Dollars.

SELL Saskatoon's booming market on CFQC RADIO -- NOW!

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



THE RADIO HUB OF SASKATCHEWAN

CJEM-RADIO
 EDMUNDSTON, N.B.
 1000 WATTS
 570 kc.



"La Voix du MADAWASKA"
 covers the fastest
 growing market in the
 Atlantic Provinces . . .

CJDC CHATS WITH JETS AT AIRSHOW

RADIO STATION CJDC made VHF contact with two Silver Star jet aircraft as they performed airobatics over Dawson Creek, after having taken off from Tactical Air

Command 4-18 Auxiliary Squadron at Edmonton.

F/O John Morrison, pilot of one of the aircraft, kept CJDC listeners informed of the route and position of the first fly-past and allowed them to eavesdrop on his conversation with his wing-man as they circuted over Dawson Creek Fall Fair grounds while the Fall Fair and Exhibition was on.

As the jets made their initial echelon fly-past, to East, below tree-top level, more than 3,000 people gathered, in a matter of minutes, around the speakers broadcasting from CJDC's mobile cruiser on the Fair grounds.

To conclude the program, Roy Darling of CJDC's special events department, asked the F/O to do a loop over the grounds and while this was being done, the control room operator at the studio themed in "Around The World In Eighty Days" by Mantovani.

Did you know that . . .

CKRD Red Deer reaches a total of 87,766* adult listeners every day

***ELLIOTT-HAYNES**
 CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS the SHOWS

TORONTO
 519 Jarvis St.

WINNIPEG
 171 McDermott

VANCOUVER
 804 Hornby St.

Deejays Spark Safety

RADIO DISC jockeys, reports the Canadian Highway Safety Conference BULLETIN, "are increasingly helpful to highway safety."

The BULLETIN commends the way "these maestros of the turntables" intersperse timely safety messages to drivers throughout their "chatty talk, arias from Carmen, tunes from 'My Fair Lady' and rock 'n' roll strains."

When men and women leave their offices and factories and head for home, points out the CHSC paper, "their car radios persistently remind them to drive carefully and caution them of the perils of the road. Still other warnings, designed for the hour, come over car loudspeakers from midnight to dawn, some flip-pant, others serious, still others frightening."

It would be difficult to know, the paper continues, "just how many drivers, exhausted on all-night trips or tense in rush-hour traffic, have been saved from serious mishap by disc jockeys, but it is logical to assume that the safety messages sandwiched between record tunes on radio have done a great deal of good, and possibly saved a great many lives."

Space Play Alarms Listeners

ALARMED LISTENERS OF CKOV, Kelowna, sought reassurance after station officials followed a newscast on the Russian space satellite with an unannounced replay of Orson Welles' 1938 space satellite *War of the Worlds*. The station received over 60 calls from anxious people who thought the satellite had landed hostile Russians in North America.

FOUR OF THE MANY REASONS WHY CKRC

is the "Voice of the Red River Valley"

PERSONALITIES
 Total of 12 TOP-NOTCH men. All specialists in their respective fields.

NEWS
 CKRC, where the news comes first, features news on the hour, every hour and at other feature times throughout the day, under the direction of Editor, Ev Dutton.

SPECIAL EVENTS
 With two completely Mobile Units, CKRC has facilities to cover special events anywhere.

SPORTS
 Coverage of all major sporting events — local and national —

- World Series • Gillette Fights
- Pro Hockey
- Local Baseball
- Pro Football
- Curling

Plus feature sports programs and three sports casts daily, supervised by Sports Director, Johnny Esaw.

For information regarding availabilities contact:
 REPS: ALL-CANADA RADIO FACILITIES
 WEED & CO. IN U.S.A.

CKRC

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

THIS IS A GROWING MARKET

"More provincial dollars per capita is being spent in Central British Columbia (CKPG's coverage area) than anywhere else in British Columbia."

— Premier W. C. Bennett.

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

CCBA Engineers

TV MANAGER CALLS FOR SPONSORED SERVICE SHOWS

EVERYONE would benefit if advertisers would sponsor public service broadcasts, a London, Ont. TV broadcaster told the CCBA Engineers' Conference in Toronto last week.

Bob Reinhart, general manager of CFPL-TV, London, told delegates to the CCBA Engineers' Convention that "the public service program can and must be sold to sponsors who today are running full page institutional ads in magazines, that probably have an infinitesimal readership."

"Again and again it is impressed on us that we must broadcast more and more educational programs for both grown-ups and children. We must have more civic affairs programs, press conferences and current events shows. If we are to have them, and I agree they are necessary, then somebody must pay for them," he said.

But government broadcasting can't do the whole job, Reinhart said, "for people will always dislike taxes."

His solution: sponsored public service broadcasts. "These advertisers need good public relations and realize that they have a stake in the country and the community, that they too have obligations. How many more people would be conscious of their good intentions, if they institutionally sponsored university or school broadcasts, a Royal visit or other special local or national coverage?"

"And how much money it would save the Canadian people if high costs of these shows were picked up by these potential customers," he said.

RADIO AND TV WILL GROW

Turning to radio-TV competition, TV executive Reinhart foresaw continued growth for both media. "People are going to depend on radio and television more and more for news, music, entertainment, education, direction, and to keep fully informed on everything, for everything can and must constitute our program schedules."

But radio must live up to its potentialities. "Radio is too important, too flexible and too available to remain a wireless jukebox with news thrown in," he said.

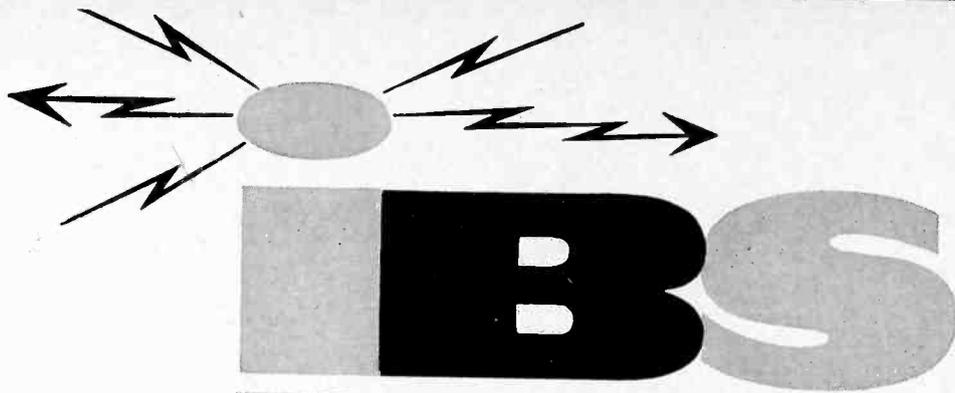
Directors elected at the convention for the 1957-58 term were: Bill Onn, CHLO, St. Thomas; Ed Victor, CHML, Hamilton; and Frank Lehman, CFRB, Toronto. Officers will be chosen from among the directors later.

Retiring Chairman is Bill Nunn, CFPL-TV, London.

Did you know that . . .

CKEC New Glasgow reaches a total of 33,289th adult listeners every day

***ELLIOTT-HAYNES**
CIRCULATION REPORTS



Insures Better Sales in French Canada

Through IBS radio stations
you reach 1,879,476* French radio homes
with a buying potential of \$5,021,032,000

Call your IBS man for better results in
any of these 14 rich markets

- | | |
|-------------|-------------------------|
| CKAC | Montreal |
| CKCV | Quebec |
| CKGH | Hull |
| CHLN | Trois-Rivières |
| CJBR | Rimouski |
| CJMT | Chicoutimi |
| CKRB | St-Georges
de Beauce |
| CJEM | Edmundston |
| CFCL | Timmins |
| CFBR | Sudbury |
| CKSB | St-Boniface |
| CFRG | Gravelbourg |
| CFNS | Saskatoon |
| CHFA | Edmonton |

INTERPROVINCIAL BROADCAST SALES LTD.

TORONTO: Ken Davis, Gen. Mgr.
199 Bay Street, EM 4-1197-8

MONTREAL: Lionel Marin, Mgr.
1411 Stanley Street, AV 8-7533

*Elliott-Haynes Radio Circulation Report - Nov., 1956

WE GET LETTERS—

LONDON,
ONTARIO.

Radio Station CKSL,
LONDON, Ontario.

Gentlemen:

I would like to tell you how much we have enjoyed your programme "Adventure in Music". For quite some months my husband and I had hardly used our radio set, except for News Bulletins, for we were so sick and tired of hearing the rock and roll, jazz and such like. It was such a refreshing relief to idly tune in one evening and find such pleasant music being relayed. We haven't missed it since we discovered it, so please keep up the good work; our television doesn't get used very much while we can sit and relax with such pleasant music as you play on the "Adventure in Music" programme.

Many thanks.

Yours very truly,
(Name on request)

Fit the letters

CKSL

into your sales picture

CKSL

Still leading the way

in LONDON and WESTERN ONTARIO

FOSTER HEWITT SPLITS HOCKEY CHORE AS SON BILL TAKES OVER NHL RADIO



HERE ARE THE HEWITTS - - Bill (left) and Foster.

FOSTER HEWITT, top Canadian sports commentator, will not cover NHL hockey games over the radio network this season, but will continue to describe the games over the TV network. On radio, his son Bill will do the play-by-play, and Scott Young, TORONTO GLOBE & MAIL columnist, will conduct intermission interviews with the players and others. Besides his telecasts, Foster

will continue to run CKFH, the Toronto radio station he started six years ago. Sundays, he will follow the Toronto Maple Leafs and do his play-by-plays from there for broadcast over CKFH.

Last year the Maple Leaf Gardens games were simulcast. This year the between periods Hot Stove League sessions have been dropped, and the simulcast is no longer practical. This is the reason for dividing the play-by-plays between the two Hewitts.

Besides dropping the Hot Stove League, the CBC now plans to alternate telecasts of Montreal and Toronto home games each Saturday night in all provinces except Ontario, where Leaf games will continue to be an every Saturday night feature.

In Toronto they plan to use cameras at three widely separated vantage points in the Gardens instead of shooting three cameras from one central position.

"CANADIAN ADVERTISING expenditures will reach \$1.4 billion by 1965", predicts James A. Daly, president of Hugh C. MacLean publications, Toronto.

Daly went on to say that this will represent 2.5 per cent of the nation's gross national product at the time, compared with the estimated 1.8 per cent which advertising represents this year.

THESE MEN KNOW THE KINGSTON MARKET!

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

ANSWER	July %	Feb. %	July %
CKLC	28	33	37
CKWS	14	18	25
Both Stations	12	15	11
Would not use radio	8	7	—
No opinion	38	27	27

(Elliott-Haynes Surveys)

BUY CKLC

CHOICE
THE VOICE OF KINGSTON
and EASTERN ONTARIO

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



A

\$33,000,000

Captive Audience

which can only be effectively reached one way

with

C J D C

DAWSON CREEK, B. C.

RADIO REPS in Toronto and Montreal

JOHN N. HUNT in Vancouver

A. J. MESSNER in Winnipeg

FORJOE in USA

Say You Saw It
In
C. B. & T.

Did you know that . . .

CHGB Ste. Anne, Que.
reaches a total of 52,423*
adult listeners every day

***ELLIOTT-HAYNES**
CIRCULATION REPORTS

Van Grant's

Technicolumnn

AUTOMATION IS taking its place in this modern world in many industries and one of these is broadcasting.

Canadian General Electric are now producing an automatic control system which provides television stations with all switching necessary for the complete control of film, slide, audio tape and network sources. It can also be applied to AM and FM radio for the control of tape, turntable operation and switching network in or out.

The system automatically controls these program sources by means of an inch wide paper tape. When it is prepared for programming the tape appears to be a mass of small holes. After preparation it may be one inch in length, for the control of a ten second film spot or sixty feet for a full 24 hour schedule.

To prepare the tape for programming an operator places the tape in what is called an editor, noting the clock timer. He then holds down the audio tape and slide projector buttons simultaneously and hits the operating key. This perforates the tape with three holes, one small and two larger ones. He then advances the tape twenty steps (20 seconds). As the tape advances a single line of small holes shows in it. These are index holes, spaced ten to the inch, sixty to the minute.

The next step is to hold down the two buttons marked ID and audio tape and press the operating key. Three more holes appear in the tape, one in the index line, one in the audio line and one in the ID line. Next he advances the tape ten more steps and then presses the button marked network which punches the hole required to return to network.

This is the operation necessary to bring in a 20 slide commercial after a network show, followed by an ID and then return to network.

The operator doing the above switching has a lot to do in a short time and he can make mistakes, and although the programmer does not eliminate errors it limits the possibility of them taking place.

This might be illustrated by comparing the programmer to movie making. All the dropped lines, missed cues, etc., take place long before the show is actually shown. So it is with the programmer. Cues are transferred to tape, and switching is done like clockwork.

Stations interested in this automation angle might check with CJFB-TV, Swift Current, Saskatchewan who will be using this system when they go on the air about the end of November.

FILMLINE CORPORATION recently developed a junior sized 16 mm negative-positive processor weighing just 95 pounds.

Called the Model K Filmline, it can dry positive film at the rate of 600 feet an hour, negative film at 180 feet and sound track at 215 feet.

Suggested uses for the Model K, which sells for \$1,275, are production work for labs, television stations and film producers. It is distributed in Canada by the Caldwell A-V Equipment Co.



rocketing to a

NEW HIGH IN COVERAGE

"OB" is BIG in ManitOBa! We've launched into "outer space" with GREAT NEW POWER! . . . power of signal, power of personalities. That means P-U-L-L POWER! It's the most important thing to happen to ManitOBa in a long time. OBVIOUSLY, before you finalize any campaign for the ManitOBa market you will want to check our new, wider coverage. Call Radio Reps in Toronto, Montreal, Winnipeg and Vancouver.

RADIO WINNIPEG

CJOB

NOW 5000 WATTS!

"OB" is BIG in ...

MANIT

"OB" A

680 ON THE DIAL



Board of Governors

CBC WARNS — STOP GIVEAWAY OR WE'LL TAKEAWAY

UNLESS CERTAIN minimum standards are met on giveaway programs broadcast in Canada, formal regulations and perhaps disciplinary action may follow, was the warning served by the CBC Board of Governors at their meeting in Ottawa this month.

CBC Board chairman, A. D. Dunton, stated that, in essence, these minimum standards are:

(1) Contest participants should not be required to send in boxtops, labels, or other proof they have bought a sponsor's product, or show they know some information broadcast by the station.

(2) Participants should be in the studio and take part in the program, or if written entries are involved there should be arrangements for their consideration on merit.

CARTB support has been given to the establishment of these standards, said Dunton, who added that he hoped they "will result in a correction of the situation that has developed in regard to giveaway broadcasting and thus obviate the necessity of formal regulation."

The Board, said Dunton, will arrange for a study of any contest broadcasts in future "and will consider any broadcasting not meeting these minimum standards as an unfavorable factor in its review of the activities of the station." He did not elaborate on what corrective steps would be taken by the Board. However, broadcast licenses are reviewed periodically and the Board can recommend to the Transport Department their continuation or cancellation. The CBC can withhold its programs from a station.

Dunton went on to say: "The concern of the Board is whether such schemes constitute good use of broadcasting channels. It does not consider that it is in the interest of good broadcasting, or in the public interest in the long run, that some types of contests or schemes are transmitted when they are framed for the purpose of attracting listeners solely by offering chances of winning prizes - - where broadcasting is used to promote the sale of goods chiefly by offering chances at prizes. The board has noted the views of a large

number of broadcasters who are opposed to such practices. It has also noted that in some cases those who are opposed find they are forced by competition to adopt similar schemes."

He added that the Board expressed concern about such schemes three years ago, and that their number and extent fell off considerably but recently in some areas tended to spring up again. Recalling that in April 1954 the Board announced it would hold public hearings unless the number of radio giveaways was reduced, Dunton said that, at the time, the Board questioned whether many participants realize the odds against skill being considered in their entry. The Board doubted whether many contestants "fully realize they are listening to a program that has been recorded elsewhere at least several days before."

Later in 1954, the CBC conducted a survey of giveaway programs but did not make its findings public.

Though Dunton pointed out that the CBC's stand against giveaways was shared by the CARTB, the Association's own views on the subject, as stated in a recent release, were as follows:

"Other than the opinion that such things are 'not good broadcasting' we have never been able to discover the reason for this (the CBC's) strong

concern." The release went on to say that the CARTB has, in the past, devoted its efforts to preventing regulations on giveaways which the CBC has attempted to impose.

CARTB ASKS ITS MEMBERS

The CARTB statement emphasized that "the directive issued by the CBC Board of Governors does not prohibit the ordinary type of quiz programs or contests - - that is, instances in which a contestant appears in the studio personally or by mail to answer questions or the like and receive a prize. The Board does frown upon telephone contests or giveaways and any such where proof of purchase or other valuable consideration is required as a condition of entry."

The CARTB statement pointed out that, though the CBC release constituted not a regulation but merely a directive, "it is implied, of course, that if the standards are not met, a regulation may be passed. Many stations have already pointed out that existing contracts with advertisers must in any event be honored and it appears unlikely that there will be any immediate wholesale changes."

In order to take action only in accord with the wishes of its membership, the CARTB sent out to its members the following questionnaire, asking whether the Association should: (a) Encourage all stations to live within the present directive; (b) Try for a situation in which there is no directive or regulation at all about contests or giveaways; (c) Eliminate straight giveaways, but permit contests even where these require proof of purchase.

MISUSE BY MINORITY

Jack Davidson, general manager of Northern Broadcasting Limited and a past president of the CARTB, said: "The CBC's warning probably stems from the misuse of contests by a small minority of stations. These stations prefer buying an affirmative rating reply to programming the station in such a manner as to attract and hold the listener."

Davidson went on to say that "Certain agencies and advertisers place so much stress on mail count and ratings that a small number of stations are spending their budgets on 'goosing' their survey replies rather than on better production.

"Many contests have strong audience appeal and popularity so it would be most unfortunate if any sweeping regulation should be introduced."

For complete coverage of the local and national sport scene, highlighted by actuality broadcasts, interviews and commentaries, Saskatchewan sport fans tune in CKCK's Ken Milton and his audience winning sport specials.

271,045* listeners to CKCK (all over 16 years of age)

* Elliott-Haynes Circulation, Nov. 1956.

CKCK-REGINA
Representatives: All Canada Radio Facilities

The latest BBM Radio Station Report (Spring, 1957) gives CHNS a total Station Coverage of 69,200 households - Station B a total coverage of 45,790. This means 50% more households, more people to hear your sales message. Couple this with the fact that CHNS provides fullest news coverage, the best in programming and expert handling of your sales message—then, no other station but CHNS will do!

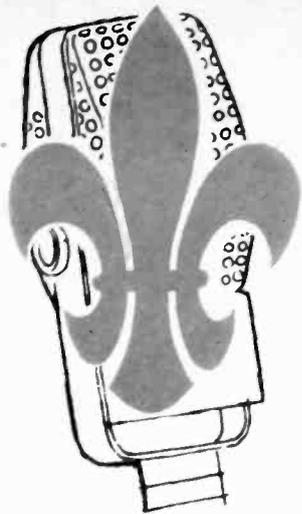
NO MATTER WHAT
YARDSTICK YOU
USE . . .

CHNS
A "GOOD RULE" FOR YOU!
is the station to
buy in Metropolitan
HALIFAX

Did you know that . . .

CKBW Bridgewater
reaches a total of 30,190*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS



Get the Hardy Story to cover Quebec....



... Population 4,686,500



... Families 1,034,600



... Radio Homes 1,009,640



... Retail Sales 3¼ Billion dollars



... 96.9% of Householders own **RADIOS**

You need these

HARDY Radio Stations

CJSO, Sorel

CHRL, Roberval

CHLT, Sherbrooke

CKLD, Thetford Mines

CHAD, Amos

CKLS, La Sarre

CHRC, Quebec City

CKTS, Sherbrooke (E)

CKRN, Rouyn

CKVD, Val D'Or

CKVM, Ville-Marie

CKNB, Campbellton (E)

CKBL, Matane

CKRS, Jonquiere

CHNC, New Carlisle

CKSM, Shawinigan Falls

Jos. A.

HARDY

Co. Ltd.

RADIO DIVISION

TORONTO

MONTREAL



An announcement
 in time for '58 scheduling
CHEX-RADIO
Peterborough
 will soon have a new frequency
 it will change from
1430 to 980
 operating on 5000 watts
 day and night

REPS:

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

NOW 10,000 WATTS ON
1220 KILOCYCLES
CKDA
"VICTORIA'S MOST LISTENED TO STATION"

C K B W

BRIDGEWATER **NOVA SCOTIA**

A Plus that's a Must
 to cover the
 Nova Scotia Market

Serving the Wealthy South Shore

RADIO REPS in CANADA
 DONALD COOKE in the USA

LIFE IS COMING IN SMALLER DOSES

A Wee Bit of Satire

By HUGH McCONKEY

EVER SINCE we slipped past the Gay Nineties and the Rip Roaring Twenties, historians have been rather stuck when it came to fastening an equal epithet on our own times. (Mind you, I don't want to point any fingers, but I suspect that some of my readers may remember the Roaring Twenties as something more personal than "the tales Grandfather used to tell". Fie on them; jealousy is an ugly trait at best.)

So much for the introduction, which was merely written to fill space, and to get us off to a Good Start.

My own nomination, though, is that we are undergoing the Digest Days. Everyone of us is working ceaselessly to help the rest of us find ways to take life in smaller and smaller doses . . . each dose quicker than the last.

Take vitamin pills, for instance. Millions of us now gulp a single pill and get the nerve quietening, health building and teeth straightening benefits of a steak, two and one-half Prince Edward Island potatoes, eight ounces of butter, a loaf of home-baked bread, a lettuce salad with romaine dressing, six eggs, and one martini with an onion, please.

Literature, too, has developed those tidy little capsule characteristics, as witness the pocket magazines which render all the fatty material out of articles and serve them up in lean, small bites for quick digestion. These in turn have given way to the Quicks, Tabs, and sundry cousinly oddments called Vest-Pocket items, wherein one sentence gives you the forecast for the next ninety days, a summary of the world to date, and comment by Steve Allen.

RADIO AND TELEVISION achieve similar ends by whipping you all over the world in thirteen minutes, thus allowing two minutes (give or take a CBC regulation) in

which to whip you back for a fire-side chat on the hazards of athlete's foot. Even classical music, not to be caught off base, is being hewed down to juke box size by the networks, and then scored for musical glasses.

Of course, radio has to share part of the blame, as being the pioneer of the grisly thought that if you do anything for fifteen minutes every day for thirteen weeks you will soon be able to do/speak/play it fluently/well.

Of course, most of us (even the Roaring Twenties people) know that there is nothing new in this. The Boston folk pioneered it with their Harvard Classics. All you had to do was read for fifteen minutes a day, receive a college education in the process and as a result be able to bandy badinage with all the Einsteins in your own neighborhood, painlessly. Self-consciousness vanishes, poise and aplomb set in, and presto! you are making change in a neighborhood bank, and the Envy of your Friends.

But bless you, simple listener, that isn't all a quarter hour will do. I've been told that fifteen minutes a day will turn me into a muscle man, the equal of any. I know that I can learn to speak Spanish fluently. I can begin to dance like a combination of Astaire and Valentino. These hopefuls obviously haven't seen what I have to start with. Even so, it's an idea.

MIND YOU, these are no mean feats - - here I can become a beautiful-bodied super-brain whose seductive partners will whisper "What's next . . . my darling" . . . and I can become this enviable rake all in the time I now fritter away in gloomy brooding over the state of our plumbing. Here I am, thinking about whether or not the station break about the wondrous way an electric snake will free my drain of gurgling sounds symptomatic of Future Trouble, and I might better switch stations and learn to speak Italian, better my social position, enjoy travel, and be accepted like a native (which presumably means like one who wonders how he can free his drain of gurgling sounds, backup, and cellar floods.)

Where it will all lead I do not profess to know . . . but I have a good clue as to what it will lead to - - Smaller people. With all this digest of literature, music, news coverage, we won't have to be as big. Advertisers will have forgotten to tell us about the modern transistor mantel radios and extol the virtues of the Footstool models. Long, low, thin, smooth console TV's will yield to the rug-series for eye level viewing.

AND IT'S GOING to be a simple little world, too. All you'll have to do is put aside sixty minutes a day to become the most accomplished person of your time. From six until seven would be a good hour to begin, because there are very few things you could do then that would be any fun anyway.

Use this time to become Anybody.

For the first quarter hour turn off your kitchen radio, read quickly, and get your college education, "Leading, in many instances to a Ph.D., or higher!". From a quarter after until half-past do setting up exercises while the announcer counts vigorously and exhorts you to "up, down, out, in," for that gloriously vibrantly glowing healthy body that looks so good in a grey flannel suit. From six-thirty until six forty-five listen to the sage, sly counsel offered by your friendly finance company on *Millions for Me* learn to multiply dollars, invest them wisely and become a tycoon. Then, for the last fifteen minutes switch stations so that you can work on your plan to learn to dance the cha-cha with adorable young creatures, to whom you will inevitably explain the Einstein theory, in French.

IT DOESN'T seem so long ago, at that, since I was toddling around with a copy of the *POLICE GAZETTE* clasped in my hand, staring avidly at the back page advertisement signed personally by a gentleman known as Atlas, who for some reason had developed a burning itch to Help me. No longer, he promised, need I be a 90 lb. weakling. He was right, too. Eventually, with the aid of all the Wheaties I could stand, I became a 120 lb. weakling. During the intervening time I had faithfully tuned in every morning at 7:45, flung off my covers, raced over to open the window and done my exercises while the announcer kept cheering me on, presumably from his kitchen chair beside the mike in a warm studio.

THEN, I REMEMBER the time I subscribed to a course in home improvement and set about the long process. Certain parts came easily, like ripping out the old cellar stairs, and stripping the loose paper from the dining room walls. Putting up the new items wasn't as represented in the instructions, but then nothing comes easily. It gives the family a pioneering spirit to use the rope ladder into the fruit cellar, and it is more educational to take our meals in the living room, because of the lessons in puppetry and cereal salesmanship offered free on television. Believe me, there's no end to this sort of thing once you start.

The other night, for instance. I had invited some guests in to dinner around the groaning board. (The board was groaning because one end was supported by a chair until I could replace the missing leg.) We had just nicely started when we became aware of a low, gurgling sound, much as though some unfortunate soul was being strangled down in the cellar. The more pitiful sounds degenerated into sort of a "Bloop, bleep" effect, and I looked up brightly, then raised my voice to try to drown it out, but I could see that I had failed to hold the attention of my audience.

At first I suspected my wife, who will resort to any subterfuge to advance her crusade of Let's-Not-Do - It - Ourselves - Shall - We. I was about to tell them that it was a special hi-fi effect particularly appropriate with veal and lamb pie, when I couldn't help noticing that the sound was increasing and now sounded frighteningly like water running rather freely. "You did," my wife asked as sweetly as she could

under the circumstances, "really change that washer, didn't you?" I told her that of course I had, reminding one and all that in this wonderful age you didn't have to worry about old fashioned plumbing. These new devices could be dropped into a tap's bowels in a second, and the handle replaced without fuss or bother. "Used to take hours," I said, laughing at the sounds from below. "Still might," my wife parried, offering me an old curtain so that I could slink off into the cellar and plug the hole. The plumber who came in the morning was most reasonable about the episode, except when it came to being paid.

ONCE I was in danger of actually making money from these lessons, although it came about in the oddest way. The subject was electricity, and after I had purchased a screw driver with an insulated handle I was able to plunge the whole county into instant darkness. The neighbors started to identify me as the village electronic expert, and other terms which were shorter. There was an ill-founded rumor that the Hydro was about to offer me a

life annuity to give up my career, but I was never quite able to catch up with the money. These, however, were in the leisurely days when lessons came in slow installments, by mail or over the air. The times when announcers could promise very little at the beginning of the soap opera, the episode offered even less, and he then followed with a vague promise that "maybe Daniel really will drop in on Dora, tomorrow".

Nowadays, poor Dora has to suffer through a broken leg, an unfortunate marriage, loss of the mortgage money and a rip in her dress, all within 28 minutes. She's lucky she doesn't have to endure a round-the-world flight, too, by jet.

Less of the sponsor's product will make us feel better, faster, or grow taller, sooner. If we don't like it, we don't have to be content with a refund, we're entitled to seventeen or eighteen times our money back. If we want that sensational petticoat which expands when we put it in water, we don't need to save up eleven box tops. One will do - - with only \$3.98.

We're not only moving faster, we're

all living on each other's doorsteps, too, and now even interplanetary space has been invaded. But as you would have expected, by the little men from Mars. "We're not going to mention any names, but you know who has been runnings rings around us, with radio ever alert to bring us faithfully every little ping, transcribed."

There might be lots of listeners who like this pre-packaged entertainment and information offered in smaller and smaller units covering bigger and bigger ground. Still, there may be a few who won't be content with just learning who killed cock robin. They may want to find out why he did it, and what were the special circumstances, and who the victim was, all leading to a moral.

The moral might be that all these fast impressions are not enough, by themselves - - a little bit of food for thought which a person can mull over by himself in the privacy of his own study might raise the entertainment level of the radio industry. And the opportunities thus provided might encourage sponsors to offer to Do-it-For-You - - thus making the profit which keeps the tubes burning.

When it comes to statistics . . .

Check your

Radio Rep's

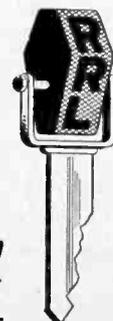
"File Box"



Now at your fingertips . . .

Complete up to date market and station information covering KEY radio markets across Canada.

Another agency and advertiser service from . . .



Radio Representatives Limited

KEY RADIO STATIONS — COAST TO COAST

MONTREAL WINNIPEG
VANCOUVER
HEAD OFFICE:
76 ST. CLAIR AVENUE WEST
TORONTO



H. N. STOVIN
Chairman of the Board


HORACE N. STOVIN
 & COMPANY
Radio and Television Station Representatives



W. D. "BILL" BYLES
President

Announces

THE NAME OF THIS LONG-ESTABLISHED FIRM OF
Radio & Television Station Representatives

IS NOW CHANGED TO

STOVIN-BYLES
 LIMITED

Our new name recognizes changes which have already taken place within our organization, rather than anticipation of changes still to be made. W. D. "Bill" Byles brought more than 25 years of experience in the broadcasting field with him when he joined us in 1956. Together, we have constructively and effectively streamlined our entire Sales Force & Services. The new name "STOVIN - BYLES" signifies our mutual concept of creative Service to Stations and Clients alike.

WE ARE PROUD TO REPRESENT
THESE IMPORTANT RADIO and TELEVISION STATIONS

Radio Stations:

CJOR	Vancouver	CJBQ	Belleville
CFPR	Prince Rupert	CKLC	Kingston
CKLN	Nelson	CFJR	Brockville
CKXL	Calgary	CKSF	Cornwall
CJNB	North Battleford	CHOV	Pembroke
CKOM	Saskatoon	CJMS	Montreal
CJGX	Yorkton	CKCW	Moncton
CKY	Winnipeg	CJON	St. John's Nfld.
CJRL	Kenora	ZBM	Bermuda
CJBC	Toronto	ZNS	Nassau
CFOS	Owen Sound	CMQ	Cuba

Television Stations:

KVOS-TV	Serving Vancouver-Victoria
CHAT-TV	Medicine Hat
CJBR-TV	Rimouski
CKMI-TV	Quebec City
CKCW-TV	Moncton
CJON-TV	St. John's Nfld.
CJOX-TV	Argentina
ZBM-TV	Bermuda
CMQ	Television Network Cuba

Pepys

PRESENTS:

A STREAMLINED & MODERN STATION REPRESENTATION HOUSE

*Devoted to the Creative Selling
of
Radio & Television Facilities*



MRS. BRICKEE STOVIN
Vice-President



MRS. DOROTHY CHAPMAN
Office Manager

TORONTO SALES STAFF (RADIO)



A. C. HARRISON—Sales Mgr.



GEORGE M. HELLMAN



KEN C. COOPER



GEORGE TAYLOR



W. E. "BILL" TODD

MONTREAL SALES STAFF



T. C. MAGUIRE — Mgr.



FORBES E. CALDER (Radio)

TORONTO SALES STAFF (TV)



J. L. RAEBURN — Sales Mgr.



ALEX R. FINDLAY



JAMES W. PEARCE

WINNIPEG



J. R. "DICK" GENIN (TV)

VANCOUVER



C. E. MONTGOMERY — Mgr.



J. W. STOVIN — Mgr.

STOVIN-BYLES LIMITED

*Radio & Television Station
Representatives*

MONTREAL • TORONTO • WINNIPEG
VANCOUVER



tailored
for Swift's

by G. N. MACKENZIE

'THE SWIFT MONEY MAN' is one of the largest selective radio campaigns ever! Designed specifically for Swift Canadian Co. Limited.

G. N. MACKENZIE LIMITED

has the shows

TORONTO

WINNIPEG

VANCOUVER



GOODBYES CAN BE sad or glad but this one is a bit of both, because Jack Davidson isn't leaving town (Radioville that is), but just moving a few doors west on Radio Row.

Lloyd Moffat's official announcement says that as president of Broadcasting Station CKY Ltd., Winnipeg,

the coals when occasion demands. His is a rare combination of a warm personality and a cold-blooded business man. "If they don't pay off, they have to go", he says quietly. But what he doesn't say is that after a spell in the doghouse, he'll as likely as not hire them back for another chance.

He'll be as missed in the part of Radioville that lies in Toronto as he will be welcomed in the Winnipeg precinct, where he will be responsible for the administration of CKY and have a hand in the workings of some of the other interests of Lloyd Moffat.

LIFE BEGINS AT 51

FORTY-FIVE thousand lumberjacks, miners, farmers and others, living between Sudbury and the Soo, are going to have their first taste of Canadian radio by Christmas. They are, that is, if the Department of Transport sees eye to eye with the CBC governors' recommendation for the Blind River license applied for the other day by Tom Nash, fifty-one year old electrical contractor. There is another proviso too, and that is if the weather holds out in what Tom likes to call his snug little banana belt.

Incidentally, we described the station as a satellite last issue and admit we were wrong.

The station, as planned, will operate with a thousand watt General Electric transmitter and the studios will be equipped with George McCurdy's new pre-fab consoles.

Nash says the new station will cover around 240 square miles of the Algoma District, including the new Elliott Lake development, not now served by radio from either Sudbury or the Soo. He says the area is thick with musical people from every country in the world and looks forward to some interesting talent to keep the recordings and commercials apart.

Tom is a ham from way back. He was trained as a wireless operator by Marconi in England way back in 1923. He came to Canada in 1925, and thinks he will stay. Actually he owns a healthy electrical contracting business besides a record department which people tell him is the most extensive north of Toronto.

Presumably with an eye to the future, he has incorporated his new company as Nash Radio and Broadcasting Co. Ltd. (If you want to sell



JACK DAVIDSON

he is appointing Jack Davidson his executive vice-president.

Jack, as you know, has been the general manager of Roy Thomson's Northern Broadcasting Ltd and associated radio and television stations and also executive assistant to the president in his other activities. He started in the broadcasting business nineteen years ago with Roy Thomson as announcer-salesman-writer-operator on his then new CJKL, Kirkland Lake. The terms of his employment were thirty dollars for a seven day week.

As a boss, Jack prides himself on his ability to be on good terms with "the boys", and still haul them over

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

Did you know that . . .

CKCK Regina reaches a total of 271,045* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

him a clean towel service or something, it is P.O. Box 75, Blind River, Ont. Phone EL. 6-7404.)

If you have no interest in things like uranium, don't ask Tom about his market. I did and found out that eleven minesful of the stuff have been developed from prospects to production in the area in the past four years. These are notably Algom, Pronto and Consolidated Denison. The present output is about 10,000 tons of ore a day.

Around thirty thousand people live, directly and indirectly, off their avails.

MARITIMERS SEE SERIES

TELEVISION SETS WERE installed in offices, drug stores and barbershops in every principle centre in the Maritimes to see the first live World Series to be telecast in Canada on the Atlantic coast.

Retailers in Halifax, Saint John, Moncton and Charlottetown capitalized on the series by offering special World Series bargains. One merchant with a TV set in his window advertised, "Watch the World Series on TV as you shop."

Milwaukee games were telecast in black and white. New York telecasts were in color which somewhat obscured picture clarity in transmission.

The series was relayed from Portland to Saint John on the microwave facilities of the Transatlantic Telephone Company. From there it went to Halifax for distribution over the CBC's Maritime network.

JAPAN GETS 'EM TOO

THE WORLD SERIES games were seen by TV viewers in Japan only one day after play.

Each telecast was kinescoped on the US West Coast and flown to Tokyo stations for replay 24 hours later.

FOCUS ON THE QUEEN

TV CAMERAS WERE permitted inside the Commons Chamber for the first time on October 14th during the live broadcast of the opening of parliament by the Queen.

The last time the CBC covered the opening of the House, only the Senate portions of the proceedings were televised. This time the cameras followed the usher of the black rod into the Green Commons Chamber after he had summoned its members to the Senate Chamber to hear the Queen read her speech.

It was expected by the CBC that the net cost of radio and TV coverage of the visit would be about \$275,000. Total cost, including overhead items and salaries of the 300-odd personnel engaged, was estimated at more than \$400,000. More than half this cost, said Ouimet, would go for special circuit. Ten TV stations in BC, Alberta and the Maritimes joined the microwave network for the broadcast, with only St. John's, Newfoundland left out.

Coverage of the visit totalled 20 hours on radio and TV each. CBC

General Manager Ouimet said the broadcasts were offered with the specific provision that US networks do not carry sponsorship with the telecasts. However, he said there would be no guarantee that private US stations carrying the telecasts would not sell advertising.

COFFEE BREAK

VENICE CAFE, popularly known as "Coffee Row", in Swift Current, Saskatchewan was the scene of one of those wacky stunts characteristic of radio station promotion. As part of a gag which required him to call on his customers aboard a



CKSW MANAGER BILL FRIEST rides down the main street of Swift Current, Saskatchewan, aboard a burro as part of the station's contribution to the city's annual Frontier Days celebrations. When the burro got fractious and refused to move, traffic was blocked and a call to the city's Chief of Police elicited the reply: "If it's Bill Friest, leave him alone and maybe he'll break his darn-fool neck."

burro, commercial manager Bill Friest of CKSW, Swift Current volunteered to ride his steed through the café.

Because the beast took a dim view of the notion, it took the help of several by-standers to get Friest and mount through the door. Word had spread about the stunt beforehand

and Friest found the place jammed with people.

The stunt was part of Swift Current's annual Rodeo and Exhibition, for which CKSW along with the rest of the city goes completely "western".

SPEAKING OF WHICH

BY THE TIME this comes out, a Swift Current will have wafted me out Vancouver way, but I'm taking a plane just to make sure. So buzz me if you hear anything, won't you?



POINTS OF SALE

YOU Can't Do A Complete Selling Job

in WESTERN ONTARIO

without

CHOK Sarnia

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

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



NOW— A NEW SERVICE

For Music Lovers and Hi-Fidelity Enthusiasts.

CKLB-FM

is on the air at 93.5 mgs. with a power of 14,000 watts.

Hear good music, programmed for the connoisseur each evening from 7 p.m. to 11 p.m. and Sundays from 1 to 11 p.m.

CKLB

Serving South-Central Ontario

With AM and FM programming

REPRESENTATIVES

- Lorrie Potts & Co. -- Toronto, Montreal
- John N. Hunt -- Vancouver
- Jos. H. McGillvra -- U.S.A.

WE'RE NOT

HORNBLOWERS

BY NATURE . . .



But we would like to say that CFNB can do a cracker jack job of selling for you because it gets to more people in all directions in a shorter time than any other medium in New Brunswick.

In short . . . Its coverage is unique!!!

The Maritime's progressive station

CFNB

Our Reps will tell you the story

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

Did you know that . . .

CHWK Chilliwack reaches a total of 90,006* adult listeners every day

***ELLIOTT-HAYNES CIRCULATION REPORTS**

S-O-U-N-D-I-N-G B-O-A-R-D

TAPES ARE FREE FOR C of C DELEGATES

ON PAGE 24 OF CB&T for October 3, there is an article in which Meridian Films claim they are producing the first completely Canadian film pilot entitled *Main Street Jamboree*.

Two films produced by Apollo Productions, with whom we are associated, *Rhythm Roundup* and *Autour du Feu*, were the first Canadian films produced with a Canadian cast, crew

and finances. At the present time, I am still engaged in negotiations for both English and French, although the French series has been by far the most active.

I would appreciate your correction on this point in your next issue.

DICK ROSENBERG,
Telefilm of Canada,
Toronto.

BUY THE AUDIENCE that buys the merchandise



It takes results to make local advertisers renew year after year. In fact CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly, some for more than 20 years.

Local accounts buy on logic. They know CHRC's family programs serve fathers and mothers best and give their advertising the greatest sales drive.

Your national advertising on CHRC is certain to pay off in French Quebec — and do a really effective selling job — at the lowest possible cost.



5,000 watts

800 kcs.

SOON 10,000 WATTS

to get still better sales impact in the Quebec district.

THE RADIO SELLING POWER OF QUEBEC CITY

REPS — Jos. A. Hardy & Co. Ltd. — Young Canadian Ltd.



RALPH CARR PYBUS, NEWLY ELECTED PRESIDENT of the Canadian Chamber of Commerce, is shown (left) turning over to Hugh Curtis, of CJVI, a recorded talk, to be sent back to his home town, Vancouver, for release on radio there. The Victoria station set up a free taping service for delegates at the 28th annual convention of the Canadian Chamber of Commerce, which was held September 29 to October 3 in the Empress Hotel. Active in both Chamber of Commerce and community work, Mr. Pybus is among other things a past president of the Vancouver Board of Trade, the Building and Construction Industries Exchange of B.C. and past chairman of the Vancouver Branch of the Engineering Institute of Canada.

CKSO-TV
SUDBURY

CKSO
RADIO

TWIN AIRPOWERS of **THE NORTH**

Sixth Anniversary

TEENAGE BOOK PARADE is celebrating its sixth anniversary.

The program, distributed by the CARTB, has been aired over Canadian stations since 1951.

The program which is available to any CARTB station, is scripted by Charles Clay, well-known author of books for teenagers. Scripts are distributed by CARTB, and read by announcers of subscribing stations. Most stations air the program as a public service, but it is sponsored on several stations.

Did you know that . . .

CKRC Winnipeg reaches a total of 269,981* adult listeners every day



Appointments

Heads Red Deer Sales

G. S. HENRY, general manager of the Central Alberta Broadcasting Company has announced the appointment of W. R. "Bill" Scott as commercial manager of CKRD, Red Deer.

Bill is well-known in Central Alberta having received all his schooling there. Shortly after leaving school he went into sales work and had eight years of retail and direct sales experience before joining CKRD's commercial department three years ago.



Bill Scott

During the past three years Scott has done much to build up and maintain CKRD's district sales.

An ardent athlete, he has played virtually all sports, and has developed into one of Central Alberta's finest curlers. Last spring, the rink skipped by Mr. Scott set a record by sweeping the Red Deer Annual Bonspiel without a single defeat.

He is married and has two children.

Ballon Joins Shirriffs

E. M. BALLON has been appointed marketing manager for the Shirriff Division of Salada-Shirriff-Horseley Ltd.

Ballon is a native of Montreal and a graduate of McGill University and Harvard Business School. Following his graduation from Harvard, he joined the Institute of Business Administration at the University of Toronto as professor of marketing. Prior to his present appointment, he was with Colgate-Palmolive Limited in charge of the marketing operations of that company from coast to coast in Canada.

Ballon commences his duties immediately, succeeding Donald F. Philp who was recently named director of marketing for the Salada Division.

P & G Names GSM

A. P. CLARK has been appointed general sales manager of Procter and Gamble Co. of Canada Ltd. Mr. Clark succeeds Mr. W. W. Brown, who has been named director of sales for the company in Venezuela.

Before his appointment to the Toronto post, Mr. Clark was sales manager for Procter & Gamble in Montreal. He joined the company as a salesman in 1940.

Succeeding Mr. Clark in Montreal will be R. G. Clarkson.

Want A Man Or A Job?

Try
A Small Ad
in
C B & T

THE NEW CHUM

Has appointed WES ARMSTRONG

as
COMMERCIAL MANAGER



As an additional service to:

ADVERTISING AGENCIES
NATIONAL ADVERTISERS
LOCAL ADVERTISERS

Toronto's Modern Radio Station —

THE NEW CHUM

dial 1050 — 24 Hours Daily

Joins Caldwell

A NEW ADDITION to the staff of the S. W. Caldwell Ltd. is Bob Wilson who will be special assistant to president Spence Caldwell.

Before coming to Caldwell's, Bob worked in the U.S. as a sales representative for the Armstrong Cork Co. manufacturers of insulating material and floor coverings.

Among other things he will be directly concerned with Caldwell's plans for the national production of closed circuit telecasts.



Bob Wilson

Cousens Come To Canada

LAN CULLIMORE, not too long since radio and TV director of the Toronto office of McCann-Erickson, has returned from New York as president of Cousens Productions of Canada Ltd., TV commercial producers, offspring of Cousens Productions Inc., New York.

Canadian offices have been established at 38 King Street West, Toronto, but under a working arrangement with Shelly Films, shooting will be at their studios. Key technical people will commute from New York.

Cullimore, 35, came to Canada from England in 1951. There he spent seven years with the Rank organization as cameraman, and screenwriter for the TV division.

The new company started its life in Canada with a series of sixteen (eight English and eight French) live and animated commercials for Colgate - Palmolive through Foster Advertising. With this initial job in the can - - three weeks after the company opened its doors, Cullimore feels that the future is rosy.

Career Corner

SO YOU WANT TO BE AN ANNOUNCER

By Jeff Massey

SO YOU WANT to be a radio announcer? The answer to that question appears to be decidedly in the affirmative in the Montreal area, where a group of determined people are wrestling with pronunciation, enunciation, and inflection in the hope that it may pay off in a career in radio work.

The guiding light of this band of neophytes is Bob Crabb, personable



Bob Crabb

young news announcer for CFCF. "The Bob Crabb School of Radio Announcing" is the official title of this new venture, duly blessed by the Quebec Government.

At present are two classes meeting at Victoria Hall in Montreal. The original group, which has now been in session for three months meets on Wednesday nights. The second class which commenced September 3, gather on Tuesday evenings. Progress is very satisfactory in the first class, and there is marked improvement in the second group in the few short weeks since it was formed.

ALL SHAPES AND SIZES

The type of people interested in the announcing course cannot be classified by any criterion other than the fact that they are all interested in a radio career. They are all ages and are drawn from all professions. Indeed one of the students is a practising Minister wanting to put a professional polish on his own theological program!

On the distaff side there are two young ladies attending the course. Although the lectures provide a broad outline of the whole field of announcing each individual has his or her own pet subject.

Of the forty members attending both classes, fifteen are interested mainly in sports as against eight for straight news; sixteen are more inclined towards the deejay field and one is interested in management. As in any group there are those whose interest is not of the sustaining type. These people are given honest appraisal of their efforts and talent and either put a little more work into the course or drop out.

The classes are an eye-opener for some of the interested individuals. They are finding out that there is more to this business than appears to

the average listener. This fact is brought home in the first lecture when the syllabus is distributed and discussed.

ALL PHASES ARE COVERED

The course consists of twenty-six, one hour lectures covering sports, news, interviewing, deejay, sales, management, commercial writing, and a variety of voice training subjects such as inflection, pronunciation, articulation, correct breathing, vocabulary, style and skills.

Of course, the proof of the training is in the announcing so the course provides for fifty-two hours of reading. This is broken down into roughly one-third news copy reading with the rest commercial copy. The reading is done to the group at the start of the course and is put on tape in the latter stages of training. Group criticism is encouraged and this soon "breaks the ice". Homework, that bane of school days, is also an integral part of the course; breathing exercises and jaw gymnastics are distributed to be practised at home and it is soon apparent who is working and who is just putting in time.

Most of the instruction is given by Bob Crabb. However, guest lecturers will be on hand to give the group the benefits of their experience. Such station people as Gord Sinclair in sports, and Dean Kaye, in production and programming plus others in various fields of announcing and management are expected to give the students the broadcasting situation from all viewpoints.

The main theme throughout the training is enthusiasm and accuracy. The classes are encouraged to develop a real interest in people, and to broaden their outlook on life.

Although it was not too extensively advertised, a maximum of twenty persons per course had to be imposed to keep the instruction on a personal basis.

Bob Crabb, hopes to place the most promising of his students if the situations exist, and will send out air check tapes on request with his personal assessment of each individual.

Need for the classes was pointed up by the complaints of people unable to get into the business through lack of experience, which nobody in a position of authority is willing to give them. Station managers are not given to greeting enthusiastically every young tyro who wanders into the station with a yen to be a deejay. Yet most of them realize that new talent must be encouraged and that the opportunity for instruction and improvement has to be made available.

RADIO TIME SALESMAN REQUIRED

Mature, experienced man for responsible position requiring sound judgment. Starting income \$6,000 - \$8,000. Reply, stating age and qualifications to:

BOX A342

Canadian Broadcaster & Telescreen
54 Wellington W., Toronto, Ont.

TOP NOTCH SPORTSCASTER AVAILABLE

Young aggressive, handle all sports will re-locate anywhere if co-operation and good salary are assured.

BOX A343

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54 Wellington W., Toronto, Ont.

SEE YOU
at the
CCBA CONVENTION
OCT. 20 - 22

Did you know that . . .

CHVC Niagara Falls reaches a total of 37,019* adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

★ OPPORTUNITY ★

Western Metropolitan Radio Station has opening for a personality with proven audience appeal for daytime schedule. Top salary. Final selection by personal interview. Our staff advised. Send tape, photo and full particulars to—

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Canadian Broadcaster & Telescreen
54 Wellington Street West Toronto, Ontario

Stephens  *Towndrow Ltd.*

TORONTO & MONTREAL

Selling RADIO Exclusively

Welcome the delegates to Toronto and the 7th C.C.B.A. Convention



ADAGE DEPT.

Nothing is impossible for the man who doesn't have to do it himself.

. . .

AUTUMN IS THE TIME . . .

. . . when the actors come out of the barns and the cows move in.

. . .

OR ALTERNATIVELY . . .

. . . when the girls who missed out on a summer romance start looking for a Fall Guy.

. . .

PAN MAIL

Sir: I can think of absolutely no justification for the inclusion of Lewisite in each issue of CB & T unless it is that Tiny Elphicke flatly refuses to buy all four columns of the page.

Kandid Kid.

. . .

BUSMAN'S HOLIDAY

Karl Steeves has announced that agencies and others wanting advice or information from the TV Division of the Bureau of Broadcast Advertising can phone him at any time except between 11.30 pm and 1 am, when he watches the late show.

. . .

EAVESDRIPPINGS

Did you see Ernest in the cafeteria? terribly affected no beard.

. . .

LIGHT LITTLE SATELLITE

We are reliably informed that the Russian satellite which has been flying round and round the world is really nothing but a TV repeater, denied by the CBC, which is looking for a place to light.

. . .

ONWARD AND UPWARD

CB & T's new Fac-totem Poll, Bob Miller, swears that the next car he gets will be a new one - - a '63 Chev.

. . .

THIS IS THE MOST

Wouldn't it be awful if half the staff of an advertising agency went down with Asiatic Flu, and everything ran along as smoothly as usual?

ONLY
CKWX
WITH
50,000 WATTS
REACHES



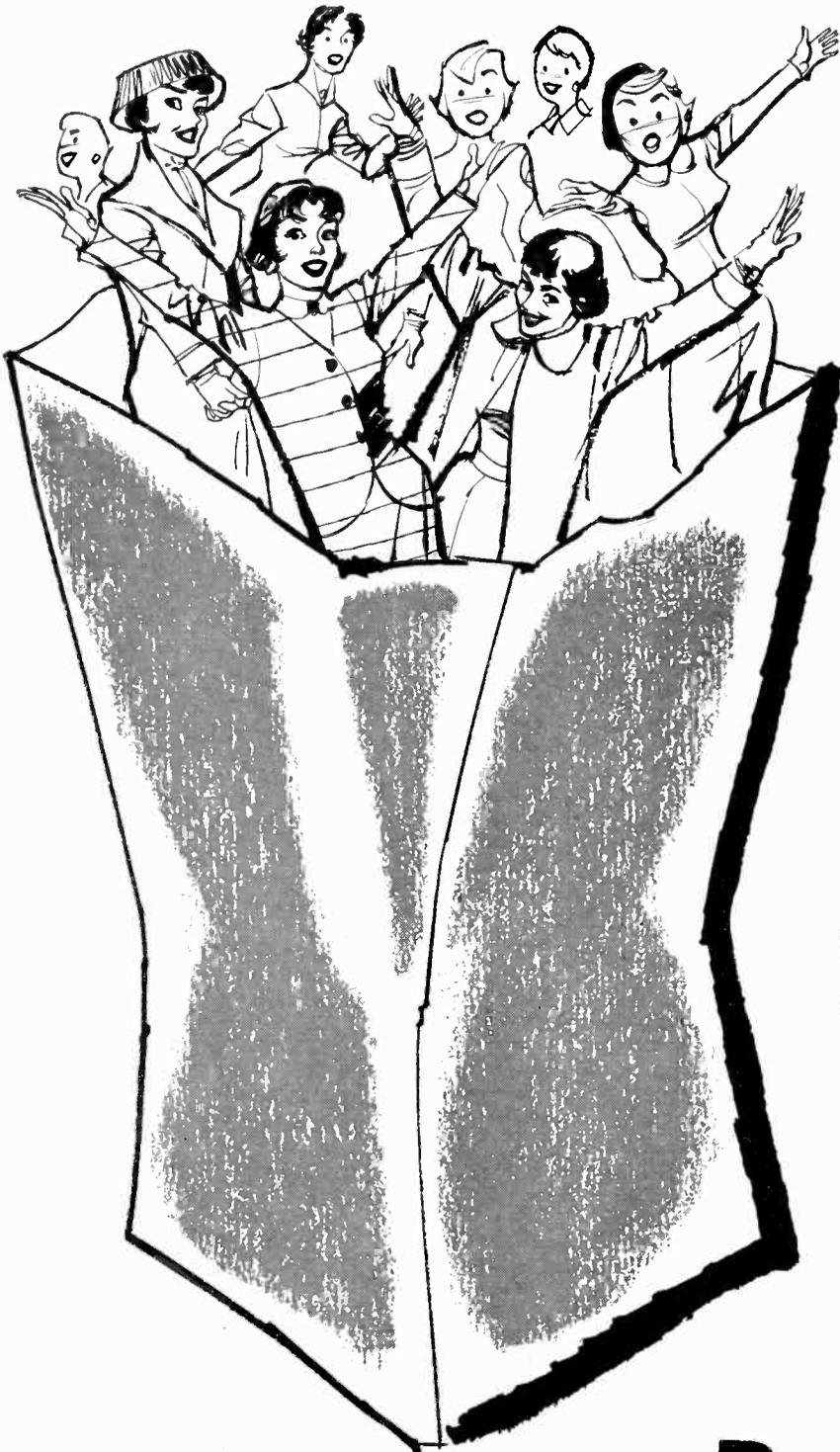
8101-2

Radio British Columbia

CKWX

Vancouver

Reps: Canada - All-Canada Radio Facilities Ltd. Reps: United States - Weed and Company



**you bag
more
shoppers
with B.C. RADIO!**

Complete Coverage — Radio's your best buy to get maximum coverage in the booming, \$1¼ billion B.C. market.

No other medium gives you such hard-hitting impact all day, every day . . . such outstanding value for your advertising dollars.

To get real coverage in B.C. — schedule B.C. radio.

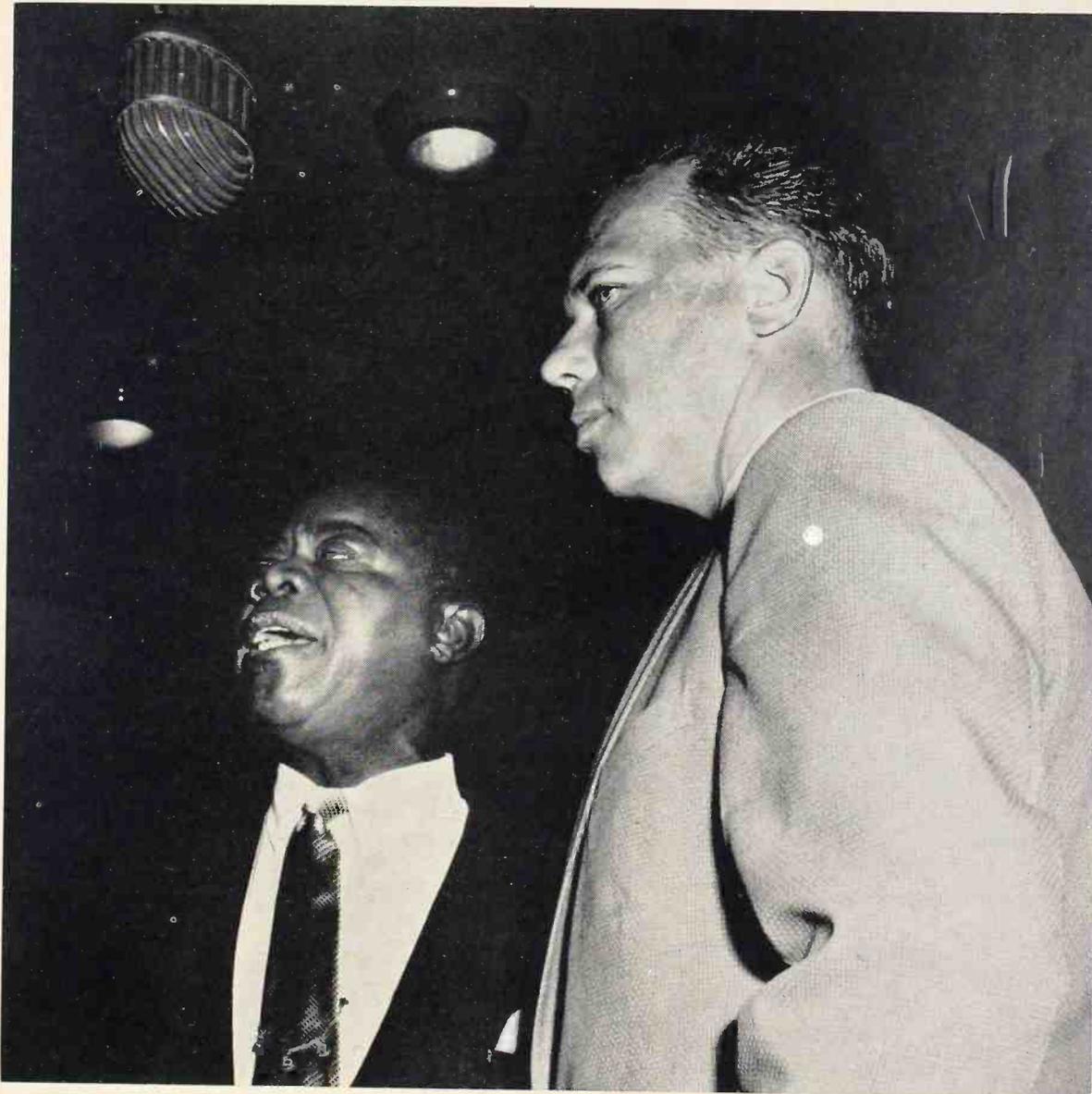
Over half a million radios in daily use.

"WHEREVER YOU GO THERE'S RADIO"

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Canadian TV Week

STATIONS INVITE THE NEIGHBORS IN



LOUIS "SATCHMO" ARMSTRONG was opening day guest of honor at HBC-TV, the closed-circuit TV station set up by CHCT-TV on the main floor of Calgary's Hudson's Bay Store. Jamming the Bay's main floor to catch a glimpse of Satchmo being interviewed by announcer Bob Charman were 3,500 fans.

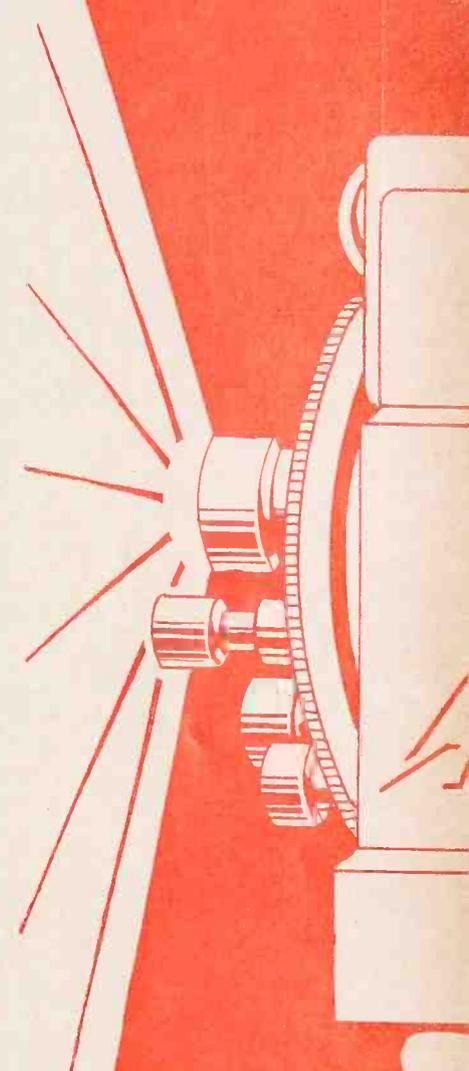
GIVING THEIR VIEWERS a glimpse behind the scenes at what goes on in TV studios, seemed to be the prevailing strategy adopted by most TV stations across Canada in promoting Canadian Television Week, held September 8 to 14.

CFQC-TV, Saskatoon, for example, presented a 25-minute documentary film outlining the essential work behind the production of a local, live TV program, on TV stations generally and at CFQC in particular. Phone calls from viewers flooded the station switch board to such an extent that the film was shown again.

At CHEX-TV Peterborough, at 6.25 every night during TV Week, immediately before the major newscast, the station aired a program titled *Behind The Scenes*, which took viewers to the master control unit, to the art department, and the set-design department. On the final night, a complete tour of the station, including the offices and parking lot was conducted on the air.

But CHEX's biggest effort was an all-day long TV Week *Spectacular* which signed on at 8 am on Thursday (Peterborough's late-night shopping day) and ran through to 4.30

pm, when the regular program schedule took over. During the *Spectacular*, five top-rate Hollywood movies were shown, with periodic reports on news, weather and sports. At noon time, a special TV Week *Show* was put on in which local dignitaries commended the work of the station, and the station's entire staff was introduced to the viewers. For the *Spectacular*, the station was able to sell participations to 20 local advertisers, and CHEX now plans to pull the same stunt off once every week, by signing on at 8 am every Thursday. (Continued on page 26)



"Over 1,200 cups of coffee and several cases of cookies..."



VIEWERS SEEING THEMSELVES on closed-circuit TV mill around camera (top) during the open house held by CKNX-TV Wingham during Canadian Television Week. CHEX-TV newsman Don Alexander (centre) explains procedure to "newscaster" 10-year-old Derek Lawrie, following the station's stunt of having some "young Peterborough citizen" take over the newsdesk each night during TV Week. (Bottom) The "Hobby Hunt" set was one of the sets shown to visitors by CFCY-TV Charlottetown during the TV Week tour of the studios. "Hobby Hunt" is a year-old, live program which has presented a long list of hobbyists from stamp collectors to model ship builders.

(Continued from page 25)

BEHIND THE SCENES

CKRS-TV, Jonquière put on two behind-the-scenes programs for its viewers. The first, *Open House* was not televised but featured a visit made by some 2,868 CKRS viewers throughout the week. The second, *Tele-Visit*, featured the station's chief engineer, who conducted viewers, via television, on a tour through studios, transmitter, control and tele-cine rooms between 5 and 6 pm on Saturday.

CKNX-TV Wingham, throughout TV Week, produced a series of station identifications depicting the various operations at the studio. A closed-circuit *Open House* was also staged which approximately 5,000 people attended (nearly double the population of Wingham) to see themselves on the screen as they paraded past the live studio camera. Over 1,200 cups of coffee and several cases of cookies were devoured.

Special programs offered for the Week by CJIC-TV, Sault Ste. Marie included a televised introduction of the complete station staff and a tour by slides of the station. There were also programs devoted to the alumni and history of CJIC.

CFCY-Charlottetown, PEI turned its cameras on its studios and staff, as emcee Loman McAulay, production supervisor, guided viewers from one phase of the station's operations to the next.

Lasting a half-hour, the behind-the-scenes program was titled *Let's Look at CFCY-TV* and showed viewers the complete sets for locally produced programs along with the lighting facilities needed for their production. Staff members usually unseen by viewers were introduced — so was the camera itself, which was shown by means of a mirror-shot face on. Telops of the exterior of the building as well as of the 580-foot tower concluded the tour of the downstairs section of the station.

Back in the studio, they turned the camera on Gordon Tait, senior video operator, who explained how the TV picture travels from the station to the viewers' homes. He also explained telops and slides which were first shown on camera, then actually telecast.

As a climax to the novel half-hour, the camera was focussed on the projector in tele-cine, and viewers saw it start the next program, *Grand Old Oprey*.

MAMMOTH STORECAST

For six days during the Week, CHCT-TV Calgary operated a complete TV station on closed circuit on the main floor of the Hudson's Bay Company store, aimed at shopper-viewers in the store.

Assuming call letters HBC-TV, the closed-circuit station drew a week-long crowd estimated at more than 125,000 by broadcasting seven hours daily. Majority of shows were duplicates of regular shows telecast by CHCT-TV over its regular

channel. News and sports, weather, fashion show, kitchen show and interviews were staged live and relayed by wired closed circuit to a number of TV sets set up in various sections of the main floor.

Equipment for the HBC station, which was provided by Canadian General Electric, included a new studio camera, tripod, portable sync generator, CCU, power packs and a complete industrial vidicon chain.

Louis "Satchmo" Armstrong, "the Ambassador of Jazz" was opening-day guest at HBC-TV and 3,500 fans jammed the Bay's main floor to catch a glimpse of him.

Promotion for the stunt was fed out in the store's regular newspaper ads, including daily program schedules. Larger ads highlighted the official sign-on of the station and the visit of Louis Armstrong. More than 80 on-the-air promotions over CHCT-TV publicized the opening of HBC-TV.

Canadian Western Natural Gas Company installed a complete gas kitchen and provided two home economists for the daily kitchen show. Two press wire teletypes and telephones were also installed through the courtesy of Alberta Government Telephones.

Even the RCAF Auxiliary transport squadron based in Calgary got into the act. When the CGE equipment being freighted from Toronto was side-tracked due to a wheel collapse, the Air Force allocated two aircraft to airlift the equipment in.

At the front of the store large crowds of passerbys gathered to see themselves monitored over an industrial vidicon which had been set up in a display window. A program called *The Bay Window* was produced twice daily. On it they interviewed people passing the store.

ROUND THE WORLD IN FORTY MINUTES

CKCO-TV Kitchener, instead of giving viewers a glimpse at TV behind the scenes at its own studios, conducted a tour of television around the world. Trans-Atlantic telephone calls were made to four different countries, Germany, England, Japan and Scotland. In all instances the overseas conversations were heard by the viewers.

Starting at 7 pm the last telephone call was put through and heard by viewers at 7.40 pm. During each call CKCO announcers were televised as they talked over the phone with foreign TV people who discussed the characteristics of TV in their own countries.

Poyntz Advertising Fails

ALFORD R. POYNTZ Advertising Ltd., Toronto, has made an assignment in bankruptcy under date of October 7, 1957. The trustee is Charles Lee C. P. A., 67 Yonge Street, Toronto 1. The extent of liability has not yet been disclosed. The agency also had branches in Montreal and Winnipeg.

Broadcast-Advertising Bureau

TV OFFICE WILL KEEP AGENCIES POSTED

THE AIM BEHIND the formation of the Broadcast Advertising Bureau's new TV sales office is to help the CARTB keep agencies and advertisers informed of initial developments as they occur in the TV sales picture."

Karl Steeves, director of the new office, who was introduced to local and visiting members of the industry at a cocktail party earlier this month, said that other tasks of the sales office would be the compilation of all existing data, development of new research and the dissemination of all this material to agencies and advertisers. "All these activities", said Steeves, "will be aimed at one purpose - - the promotion of the use and sale of television as an advertising medium."

Karl is currently at work finalizing a basic TV presentation carrying out the theme, "TV - - Canada's No. 1 Salesman". This presentation will point up the flexibility and other characteristics of spot-TV. It will contain all available data on the medium, net audience factors, cumulative audience figures, as well as those on audience composition, all of which will be based on the findings of BBM, McDonald Research and all other available studies.

CONSULTATION ON SALES

The new BAB TV sales office will also offer consultation on TV sales problems. "In this consultation", said Steeves, "we can be very non-partisan. At the present time there are only single-station markets which means that, in addition to giving our pitch for TV in general, we shall not need to push specific association stations. We plan, however, to do all we can to promote the advertising potentialities of individual markets with added emphasis on the non-metropolitan areas. Many advertisers who consider TV favorably nevertheless confine their advertising to the big markets. The point we're going to make is that, if a market is big enough for advertisers to buy newspaper and radio, it's important enough for them to buy TV in it as well."

Steeves pointed out that the new sales office would also like to publicize the fact that, though often the town that constitutes a station's immediate market is small, its overall sphere of influence can be very large.

He gave CKNX Wingham as the classic example of this. Though viewers in Wingham itself number only two or three thousand, viewers in the station's overall coverage area figure well over a hundred thousand.

In addition to his major TV presentation, he said that the sales office would also be bringing out a series of pocket-sized TV presentations and four - page brochures highlighting facts obtained from CARTB research.

"For our member stations specifically", he said, "we will supply marketing information about various account groups. For instance in helping a member station interest a local department store in taking on some TV advertising, we shall attempt to arm that station with as much data on department-store marketing as the store manager knows himself. In this way the station can make its sales presentation in language that the store understands."

On the whole, said Steeves, "the sales office will act as a central clearing house for TV sales data drawn from the CARTB's individual members and redistributed for the use of the whole association."

Protect films WITH **ECCO #1500** ANTI-STATIC FILM CLEANER

ECCO #1500 is the only anti-static film cleaner. It's recommended by leading labs throughout the continent. ECCO cleans, conditions, lubricates and stops dust-attracting static - electricity - quickly! There is no carbon tet in ECCO... it's the safest film cleaner known! Price per U.S. gal. \$14.00

Use ECCO #1500 with the Speedrol Applicator. Get the most modern film cleaning combination ever. SPEEDROL cleans and inspects in one operation! Complete \$38.00

CALDWELL EQUIPMENT CO. LTD.
447 JARVIS ST. TORONTO

SASKATCHEWAN

SASKATOON TV

REGINA TV

Coming SOON

WATCH THIS SPACE FOR AN ANNOUNCEMENT OF A NEW STATION COVERING SASKATCHEWAN'S THIRD MAJOR MARKET

225,000

Since January 1, 1957, **225,000 NEW TELEVISION HOMES** have joined the already vast audience.

Now 2,734,700 TV owners daily enjoy the entertaining - informative programs delivered into their homes by their community stations.

Each day 1,000 new salesmen join ready to sell your product.

Why not put this sales force to work NOW?

TELEVISION CANADA'S NUMBER ONE SALESMAN

CARTB Member Stations

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

BROADCAST ADVERTISING BUREAU

TV Division

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

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



THEY HOLD THE BOOK for the Radio and TV course at Ryerson. Left to right, they are Eric L. Palin, director; Syd Perlmutter, chief instructor; Wally Ford, Andy Kuflik, Christine Macbeth, Maurice Desourdy and George Hayward.

RYERSON STUDENTS RUN THEIR OWN SHOW

By BART GARDINER

STUDENTS AT the School of Radio and Television Arts at the Ryerson Institute of Technology are not just taught to be announcers, writers, actors and operators. They are instructed in these and all other broadcasting operations and principles, on the built-in FM radio station and closed circuit TV hookup, which are part of the institute's equipment. But other essential fields the would-be broadcasters have to explore are the social sciences and humanities, which lay a basis for a broader comprehension of the problems they will encounter in their professional lives.

Eric Palin, known now as RTA director, but actually the man who conceived and built up the whole project starting back when it was the DVA school in 1944 says: "We are not interested in producing people proficient in their crafts only. We feel they must also be trained in

character and personality. In the broadcasting industry especially", he said, "self-expression, good speech habits, poise and good grooming are often of special importance". And speaking of good grooming, Principal Howard Kerr's maxim is: "Sloppy dressing fosters sloppy thinking". He likes to feel that Ryerson is the best-dressed campus in Canada.

ALL KINDS OF COURSES

The Ryerson Institute is part of the educational system of the Province of Ontario. Its status is that of Junior College and the equivalent of Junior Matriculation is demanded for entrance.

Besides Radio and Television Arts, there are 24 industrial courses covering such subjects as Furniture Arts, Home Economics and Metallurgical Technology.

The teaching staff numbers 110 and student enrolment this year has hit

a record 2,300. RTA has a teaching staff of six, under Syd Perlmutter, one-time Winnipeg broadcaster, who is chief instructor. There are 200 students.

There is no accurate figure denoting the number of Ryerson graduates now working in broadcasting stations across the country, but there is an active and enthusiastic Alumni Association, which is developing into an extremely vocal steering committee, running closely parallel to the industry advisory council which is the official pilot.

There is a great deal of school spirit about the place, from the members of the faculty, the student body and the graduates. One of their particular prides is that Ryerson has Canada's only educational FM station, and, with its closed-circuit TV system, is the only school in Canada which trains students in all phases of broadcasting.

Both the radio station - - CJRT - - and the closed-circuit TV station are run by the students themselves. This year the Institute plans applying for a UHF TV license, and is already making preliminary approaches to the Department of Transport, so that it will be able to offer actual on the air TV experience on what it will call CJR-TV, just as it does on CJRT in the case of radio.

Basically there is not much difference between actual broadcasting and closed circuit, but, as Eric Palin puts it, it is hard, in the case of the closed circuit system, to avoid a sort of "no-one is watching so what does it matter" attitude.

Maybe it sounds like a lot of fun, but actually the life of an RTA student is mostly work. Another Winnipeg radio man, Maurice Desourdy, who is the speech instructor, is quite sure that "no other course in Canada exposes its students to such a gruelling schedule."

BROADCASTING FUNDAMENTALS

In Radio and Television Arts, the first year student is taught announcing and speech. He learns the fundamentals of voice and diction, the use of mikes and tape recorders. This is when his speech faults are corrected.

In a course called "Technical Radio", he studies the principles of station and network operating, the correct use of station equipment, acoustics and so forth.

From the angle of pronunciation, they are taught how to speak the words and names commonly used on the air in French, German, Italian and Spanish.

In their course in English, first-year students also learn the effective com-

munication of ideas in speech and in writing; the organization of ideas; grammar and composition with emphasis on sentence and paragraph structure; and business English.

In music they study a general history of the subject, the basic elements of texture and form, and the instruments of the orchestra and the human voice.

They also learn the fundamentals of acting for radio, TV and stage; the principles of movement and pantomime; vocal projection and the reading of lines; interpretation of roles; make-up; rehearsal procedures and practice.

In the writing course, they are taught the four aspects of radio writing - - continuity, news, commercials, and radio drama. Winding up the first year course are Economics, Typing and Physical Education.

INTO THE STUDIO

Second-year students spend much less time in the classroom and much more gaining actual working knowledge and experience in the school's radio and TV stations. This year the announcing course takes them further into a study of the responsibilities of a radio announcer. It instructs them in various forms of speech presentation, commercials, news, interviews, ad lib, music continuity, panel discussion and actualities. Technical Radio, in the second year, is a continuation of topics covered in the first year's course, but moves on to instruction in control consoles; sound recording and reproduction on disc and tape; microphone and accessory equipment; routine maintenance of studio equipment; and the principles of radio and TV transmission; and practice in announce-operating.

Modern languages for the second-year student is a review course of the sounds in French, Italian, German and Spanish. It includes poetry and prose reading in these languages; a study of the language families; names in the news; voice recording and criticism. The English course offers a study of dramatic literature as well as of contemporary methods of production. The music course provides further study in the history and national attributes of music as well as identification of instrumental groups on records and musical programming.

In acting, second-year students learn the principles of play direction; introduction to set designing; TV and theatre personnel; basic speech for the stage; characterization; advanced make-up; and experience in rehearsal procedures. The writing course deals with the psychology of radio advertising; writing commer-

CKWS-TV Kingston

is the

only Canadian TV station

reaching the wealthy market

between Brighton and Brockville—

over 30,000 sets in the area.

REPS:

All-Canada TV in Canada

Weed & Co. in U.S.A.

cial copy; critical evaluation of practical assignments and radio dramatic writing.

THE CREATIVE SIDE

Directing and Production is another course. It covers the major types of radio programs, teaches creation of program ideas; station programming policies; techniques and methods used by directors; recorded and live music; and dramatic and audience participation shows. The Radio Practice course teaches management operation and programming on station CJRT-FM, broadcasting five days weekly. The course in Television Practice provides projects in TV production, video and audio operation, sets, lighting for closed circuit production. Studies in programming offer experience in direction and performance in radio and TV productions, rehearsal procedures, continuity and special writing projects as well as performance in various types of shows.

In his third year at Ryerson the student begins to specialize and is given even more thorough actual experience in the various aspects of broadcasting in the Ryerson TV and radio studios.

The Technical TV course for the senior deals with the theory of operation of TV studio equipment and actual practice in its operation. For this year too, there is a course in Business Correspondence, and a course in 20th century music as it applies to radio and TV, as a background for drama, in themes, and in bridges.

The third-year course in Filming for TV is new on the Ryerson curriculum and keeps pace with the increasing trend towards the use of film in the industry. The Writing course for this senior year deals with script formats for TV; the technical limitations of the medium; continuity, news and commercial writing for TV; dramatic writing for TV and specialized programs. The final year's course in Directing and Production involves instruction in the elements of TV production in all phases as well as a great deal of actual practice. The Station Management course provides training in selling for radio and TV; station administration; traffic procedures; the record library; public relations; types of program surveys; publicity and promotion; CBC and Department of Transport regulations and the CARTB's Code of Ethics.

THEY RUN THEIR OWN SHOW

Laboratory practice in radio and TV for the third year, reaches its peak in that students in this year conduct all aspects of running a station themselves, to all intents and purposes as though it were a professional station.

Prior to graduation each student is required to submit a thesis on a topic approved by the faculty.

Summing up this whole three-year curriculum, director Palin says: "I feel that for the first time in Ryerson's history, we have a Radio and TV Arts course that has gained the full confidence of the industry."

Because broadcasting is one of the least static of industries, much of Ryerson's training is directed at some point in the future, in anticipation of changes to come. When a student is hired by a station, he will



RTA INSTRUCTOR WALLY FORD stands by while the students conduct a script conference.

be equipped with a knowledge of all that's new in the business.

"For example," Palin said, "though color TV has not arrived in Canada yet, Ryerson students have been studying it for the past five years."

"However," he cautioned, "we don't send our students out to revolutionize the industry, and we thoroughly discourage what we call 'Ryersonitis' - - the 'we did-it-this-way at Ryerson' attitude of many students at their first jobs. We tell our grads that although at Ryerson we've tried to teach them the 'why' of things, it's on the station that they'll learn the 'how'."

MORE HELP FROM STATIONS

Though Ryerson's faculty feels that the school is developing closer ties with the industry, it believes Ryerson can do more than merely supply trained personnel to broadcasters. As Chief Instructor Perlmutter puts it: "The relationship between the school and the industry should be a two-way street. The school can help broadcasters only as much as they can help us."

For example, Perlmutter said, the school has valuable research facilities, of which the industry could make great use. What's more, Ryerson extension courses are designed to serve established broadcasters who may require "refresher" courses. "Many radio people are coming to us to learn more about their competitor, TV, in order to be better able to compete with it," he said.

What does Ryerson want from broadcasters? "For one thing," Palin said, "we want the industry to be more interested in our courses of study, and to offer constructive criticism. We would like more stations to hire students during the summer months; and we hope to send more of our faculty members to individual stations to meet the managers, and discuss mutual problems."

Ryerson also wants the industry to better appreciate the investment a student makes in taking the three-year course. "A boy coming out of high school can earn a great deal of money these days, just doing joe jobs," Palin said. Ryerson students, on the other hand, give up the money they could be earning during these three years, plus having to supply about \$1,000 per year for tuition and living expenses. "Over the whole three years," he said, "students invest about \$12,000 in the industry - - strictly on spec."

Today, Ryerson grads are starting at anywhere from \$45 to \$80 per week. Commented Palin: "Their comprehensive broadcasting training gives them the same advantage, from the station's point of view, that a musician has in knowing all the instruments in the orchestra."

ONTARIO PAYS THE SHOT

More and more broadcasters are climbing on the band wagon and already eighteen stations and others have given scholarships and bursaries which are awarded for deserving students. Tuition fees are \$160 a year for Ontario residents and \$285 for others. Apart from this, the cost of running the Radio and TV Arts course is borne by the Ontario government - - to the tune of an investment of \$150,000 in equipment alone. Besides subsidizing many students individually, paying the school's operating expenses and thus reducing the amount students have to pay, Palin figures the Province of Ontario supplies about \$1,500 per student.

To cope with rising enrolment, construction has already started on an ambitious new building project to house additional classrooms and the expanded Radio-TV plant. Occupying 18,000 square feet (compared with the present 2,000), the new facilities, Palin hopes, "may even serve as a model for broadcasting stations across Canada."



STRONG ENOUGH TO BLANKET THE MARITIMES

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STOVIN IN CANADA
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MONCTON NEW BRUNSWICK

G. N. MACKENZIE LIMITED HAS the SHOWS

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CHANNEL CROSSINGS

Compiled by IAN GRANT

NOMA LITES CANADA Ltd. are going into TV for the first time November 17, with a pre-Christmas spot campaign on 18 private stations and 7 CBC stations.

The private stations are: KVOS-TV, Bellingham; CFRN-TV, Edmonton; CHCT-TV, Calgary; CFQC-TV, Saskatoon; CKCK-TV, Regina; CFCL-TV, Timmins; CKGN-TV, North Bay; CKVR-TV, Barrie; CKCO-TV, Kitchener; CFPL-TV, London; CHCH-TV, Hamilton; CKWS-TV, Kingston; CHEX-TV, Peterborough; CFCM-TV, Quebec; CKMI-TV, Quebec; CJCB-TV, Sydney; KKCW-TV, Moncton; and WGR-TV, Buffalo. The agency is Paul-Phelan Advertising Ltd.

GOODYEAR TIRE AND RUBBER will sponsor *Turn of Fate*, produced by the Five Star Co., under Dick Powell, over six TV stations starting during the last week in October and running for one year on alternate weeks.

The stations are: KVOS-TV, Bellingham; CKX-TV, Brandon; CFPL-TV, London; CKSO-TV, Sudbury; CKWS-TV, Kingston; and CHSJ-TV, Saint John. The agency is Young & Rubicam Ltd.

VICKERS & BENSON Ltd. have taken over the account of American - Standard Products (Canada) Ltd. as of October 1, it was previously handled by Thompson-

Peterson agency.

During the last two months Vickers & Benson have also taken over two other accounts; Canadian Oil Company, formerly handled by Crombie Advertising Co. Ltd., and F. H. Hayhurst Co. Ltd., Montreal, and Jergens Woodbury, which was handled in the U.S. and Canada by Robert W. Orr & Assoc. Inc., New York. The new American agency is Cunningham & Walsh.

DOW BREWERY Ltd., through Vickers & Benson, will soon be bringing wrestling from Buffalo to Canadian border cities.

The match is shot in Buffalo on the Friday night, processed, edited and shipped out before Monday to WICU-TV, Erie and WCNY-TV, Watertown for showing on Monday and Tuesday nights respectively. The film shown on Monday in Erie is then shipped to WROC-TV, Rochester for showing on Thursday. This series is scheduled to start on November 4.

TWENTY-SIX HALF-HOUR episodes of the CBS-TV film series, *The Whistler*, have been sold to the CBC French Network.

The show was specially dubbed for French by the CBS in Paris and will be shown under the title, *Le Siffleur*. Proposed starting date is March 1958. It is distributed in Canada by Caldwell Television Film Sales.

TWO NEW TV shows for English and French Canadian speaking people are now available from Telefilm of Canada.

The English version is called *Rhythm Roundup* and stars RCA recording star Earl Heywood. Heywood is supported by *The Travellers*, a folk song group and Slim Boucher and his *Golden Prairie Cowboys*.

The French show is called *Autour De Feu* and stars Willie Lamothe also supported by Slim Boucher and his group.

AS A FOLLOW UP on their closed circuit telecast September 18, introducing BA Velvet 98 gasoline, British American Oil are running a national spot and flash campaign on a total of 126 radio and TV stations.

The agency for British American is James Lovick & Co. Ltd.

PRODUCTION OF TV commercials in Canada rose in 1956 to 2,153 from 1,334 the previous year and newsreel stories for TV to 562 from 385, reports the Dominion Bureau of Statistics.

Output of motion pictures for TV, of five minutes or longer by private companies and by government agencies rose from 338 in 1955 to 378 last year.

BOB GOULET is the star in this year's *Showtime* which returns to the regular network on Sunday, October 20. Featured with Goulet will be Gloria Lambert, a regular member of last seasons *Barris Beat*.

AMERICAN HOME Products, through Young & Rubicam Ltd., have just bought a feature film package from NTA Telefilm (Canada) Ltd. for their Whitehall Pharmacal Division.

The program, *Premiere Performance*, which is a select group of 20th Century Fox films being televised in 17 Canadian markets, started Thursday, October 10. The stations are as follows: CHCT-TV, Calgary; CHEX-TV, Peterborough; CKCO-TV, Kitchener; these three will carry the program on Thursday evenings. Set for Friday nights are CBMT, Montreal; CBOT, Ottawa; CBLT, Toronto; CBWT, Winnipeg; CBUT, Vancouver, CHWS-TV, Kingston; CFPL-TV, London; CKCK-TV, Regina; and CKVR-TV, Barrie. Saturday playdates have been scheduled on CBHT, Halifax, and CHSJ-TV, Saint John. CJCB-TV, Sydney and KKCW-TV, Moncton, will televise the features Sunday afternoon, and CFRN-TV, Edmonton will carry the program on Thursday starting October 17.

The show which runs for fifty-two weeks will be introduced on alternate weeks by two young Hollywood stars, Jeffrey Hunter as host and Debra Paget as hostess.

Among the films to be seen on *Premiere Performance* are *Guadalupe Canal Diary*, *Forever Amber*, *Gentleman's Agreement* and others, all with top flight stars.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

POINTS OF SALE

CKGN-TV North Bay offers A BONUS AUDIENCE of 500 TV HOMES in the RCAF BASE

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CKVR-TV Channel 3

CKGN-TV North Bay

CFCL-TV Timmins

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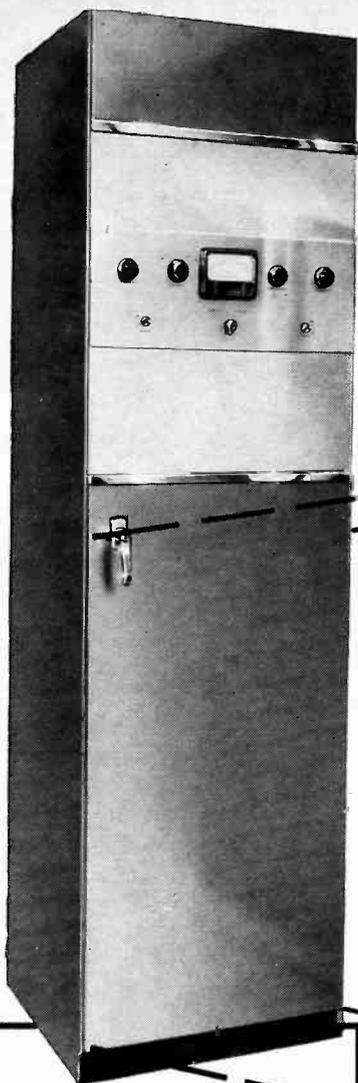
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Our **BIG MOVE** Soon... **5000** WATTS



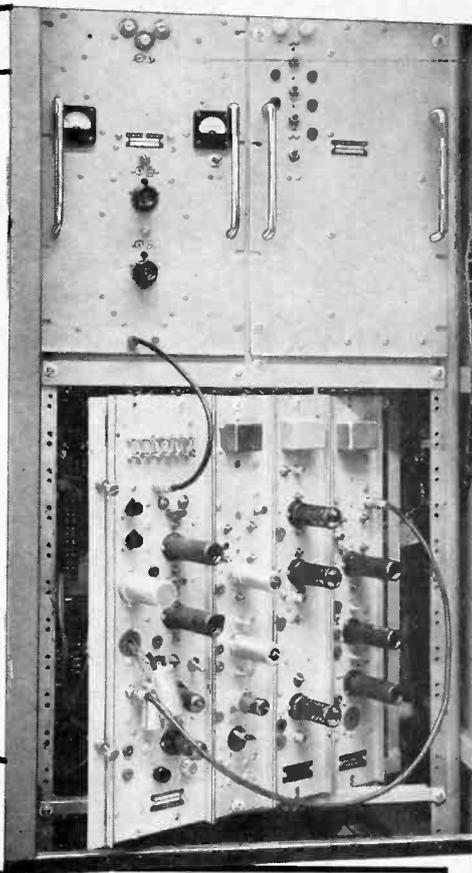
New General Electric Modular Television



**costs less to buy,
less to expand...
saves up to 50% in space,
and cuts tube inventory
in half**

Here is the new General Electric 1500-watt Modular Television Transmitter, Type TTC-92-A. Visual and aural transmitters are complete in one cabinet. Speedy bench servicing of transmitter sub-assemblies is made possible with the plug-in unified harness assemblies.

The latest in the "new look" line of lower cost television equipment from the Canadian General Electric Company is the revolutionary all-Canadian G-E Modular TV Transmitter — the only complete line which can be built up from 15 watts to maximum power on all channels — for main station or satellite operation.



To provide easy service access there is a hinged exciter panel (at the bottom of cabinet) on the new G-E 1500-watt Modular TV Transmitter — shown above during prototype testing. Aural and visual modulators are also shown. The sub-assemblies above are 15-watt aural/visual amplifier and left, a germanium rectifier plate and bias power supply.

CHECK THE SEVEN UNIQUE ECONOMY FEATURES . . .

- ✓ In power and range expansion G-E Modular Television really pays off. The modular method of construction of these new TV Transmitters lets you build up a complete transmitter from low power to maximum power for both high and low channels, with no obsolescence of any unit.
- ✓ Up to 50% less floor space than conventional space-saving equipment reduces your initial investment and housing costs . . . simplifies and saves on installation.
- ✓ Up to 50% less tubes and fewer tube types than conventional equipment cuts your tube inventory in half . . . lowers maintenance and operational costs . . . as well as substantially reducing sources of transmission failure.
- ✓ Better pictures . . . improved, constant coverage . . . no more maintenance of regulated power

supplies . . . because r.f. carrier output is maintained at a pre-set, pre-determined level automatically. These transmitters can be operated unattended for satellite operation.

- ✓ You get faster servicing with plug-in unified harness assemblies, as well as provision for extra standby facilities due to interchangeability of aural and visual transmitters sub-units.
- ✓ A built-in, reliable, specially designed sweep generator is included with each transmitter.
- ✓ G-E Modular Television costs less, dollar for dollar, model for model, both in original cost and operation.

Be sure to contact your local C-G-E broadcast representative today, or write for specification bulletin to: Canadian General Electric Co. Ltd., Electronic Equipment and Tube Department, 830 Lansdowne Ave., Toronto 4, Ont.

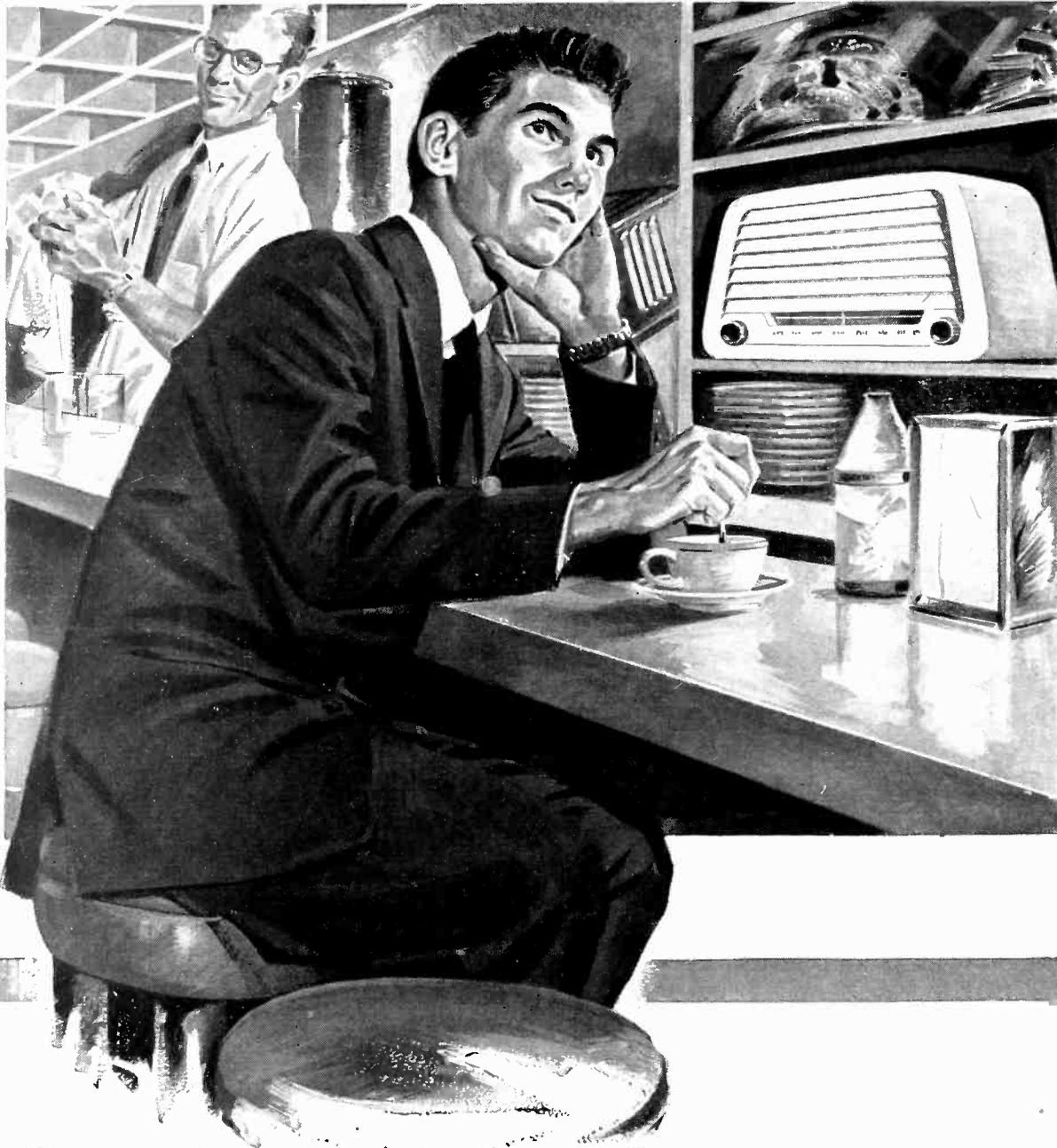


**GENERAL ELECTRIC
BROADCAST
EQUIPMENT**

Electronic Equipment and Tube Department

Progress is our most important product

CANADIAN GENERAL ELECTRIC COMPANY LIMITED



Picture of a young man becoming engaged

A SNATCH OF ROMANTIC TUNE . . . the friendly voice of his favourite radio announcer . . . and all the wait-and-see caution can fall away from a fellow—make him decide to get that ring for her *now!*

Radio isn't Cupid, but *radio does sell goods*. Listening in their homes and offices . . . in cars . . . in restaurants . . . people are in a receptive mood for a message. They listen—and take action!

CFRB, Canada's most powerful independent radio station, reaches Canada's No. 1 market, composed of 1,156,000* households, with total retail purchases in 1955 of more than 4 billion dollars. That was 84%* of Ontario's total turnover!

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

Selling diamond rings? Or cars? Or dog biscuits? Then remember: the "buying third" of Canada's population is concentrated in the rich CFRB market, waiting to hear from you. Why not call in a CFRB representative today to outline how you can get *your* share of sales?

RADIO REACHES YOU EVERYWHERE

REPRESENTATIVES:

CANADA:
All-Canada Radio Facilities Limited
UNITED STATES:
Young Canadian Ltd.

CFRB
TORONTO

50,000 watts 1010 on your dial