



Canadian
BROADCASTER

19, No. 24 TORONTO December 15th, 1960

THE OPENING of London's new shopping centre, Westown Plaza, saw two independent stations — CKSL-Radio London and CKCO-TV Kitchener — combining to promote one another. CKCO's mobile unit broadcast on closed circuit, and CKSL's deejays worked their remote shows from the station's remote units. Thousands flocked to the Plaza to see themselves on television.

● 1960 In Review

*“Look what
radio
sold me!”*

*(and I don't even
like music)*



Alas. In our desire to communicate our own enthusiasm for the selling power of radio, we have, once more, exaggerated. But, chew this over: radio gives you the warmth and persuasiveness of the human voice. The skilled announcer describes your product not merely in words, but in tone, enthusiasm, and inflection.

If you haven't yet hitched your sales curve to the voice of radio, you may be missing a good bet. C.A.B. represents 162 radio stations, located in prime markets throughout Canada.

We'd be pleased to chat with you or send you information on the ones that can help you best, in the way best suited to your budget.

THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

Head Office: 108 Sparks Street, Ottawa 4, Canada • Toronto Office: 200 St. Clair Ave. W., Toronto 7, Canada



Canadian BROADCASTER

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December 15th, 1960

The BBG Needs Entertainment Know-How

THE QUESTION OF the proposed new Radio Regulations is the most talked-about subject to come out of the recent BBG hearings, yet we are inclined to believe that there are two points which have to be cleared up before the regulations problem can be disposed of.

First of all, the question of programing seems to be the crux of the matter, and this boils down to a sort of duel between proponents of programs for the educated and programs for, if they will excuse the expression, the common herd.

An analysis of the members of the Board of Broadcast Governors will disclose that every single member leans to the former type. So many of them are in one manner or another educators themselves, and the rest of them are, without exception, well educated people. Not one single one of them is representative of that great mass of the population which gets a big charge out of popular music, and believes that the "better things" are strictly for the birds. Yet not one of them would deny that those who favor the kind of programs the BBG considers "trash" have a right to their choice.

If the Board of Broadcast Governors is to go into detail in the regulation of programs, we believe that there should be at least one member of that board who has an understanding of, if not sympathy with, what is usually called "mass entertainment." We do not believe this should be an actual broadcaster. Rather we think that a successful and mature band leader, with a knowledge and understanding of the business of entertaining people without undermining their morale, would be able to counter to some degree the necessarily one-sided outlook of the board as it now exists.

We realize that the appointment of BBG

members does not rest with the board or its chairman, but we strongly urge that this suggestion be brought to the attention of those who are charged with this responsibility.

.

Our second point on this question of programs revolves around our theory that the betterment of radio does not lie in the destruction of what has already been well established and accepted by the majority of the people. It lies, as we see it, in examining the present structure for cracks and holes — things that are missing — and filling them in.

We believe that more than ever before the last meeting of the BBG brought to light an avenue which has yet to be explored. This is the logical medium for the dispensation of "educated entertainment" — Frequency Modulation.

FM is technically a better vehicle from a quality standpoint for the dispensation of good music. AM stations have many of them displayed a willingness to invest in FM equipment and operate it without hope of any more than modest profit in order to satisfy the more discriminating people in their areas.

Here surely is a ready-made antidote for the kind of programs which some people regard as poison. By making the better programs available on FM, and leaving the choice to the people, the broadcasters and the BBG would, we suggest, be fulfilling their obligations to society.

What more could be done, short of appointing a BLG — a Board of Listener Governors — charged with regulating the listening habits of the public under pain of losing their licences to operate a receiving set.

Third Column

RADIO STATION CFCH, North Bay recently threw the switch that turned on its new 10,000 watt transmitter.

Several contests were initiated to herald the power increase. A woman in Cochrane, Ontario was awarded a portable transistor radio for being the listener who lived farthest away from CFCH.

A layette was given to the baby born closest to the CFCH sign on the new transmitter.

Three portable radios were the prizes for listeners who sent in letters stating the most unusual place they had tuned in to the station. One young man received CFCH loud and clear while plummeting through space. He parachuted from a plane and listened to his portable on the way to earth.

Unfortunately, he broke his radio in the fall, and was happy to receive a new one as a prize for his feat.

Another listener, a woman, heard CFCH at the bottom of a well. It seems they were digging a well on her farm and the radio was kept up top so that "working music" could be heard while the digging was going on.

Hundreds of slogans were also sent in, in form of station breaks advertising the power boost. The writers of each of these slogans that were used, were awarded large shopping hampers filled with merchandise and products from the national advertisers.

A special 100 minute show was aired by CFCH personnel. Entitled *Requiem For Radio*, the program featured bits from old radio shows with many of the performers who helped to make the medium famous.

With the emergence of the new fast paced modern type of programing, this show must have brought back many memories of the old days.



1960 In Review

SECOND TV STATIONS WERE TOP NEWS IN PAST YEAR

by RALPH HICKLİN
Staff Writer



JANUARY: Firemen battle a \$250,000 blaze from the roof of the studios of CKOK-Radio Penticton. The station was off the air for 45 minutes, and though damage to the studio was small, normal service did not resume for two days.

THE BIRTH OF TELEVISION stations, the birth pangs of others, the first rumblings of a second Canadian television network — these are a few of the events that marked 1960 in the broadcasting industry.

It was a busy year, a promising year — one that presages great things in the year to come.

Here, month by month, are some of the events which stood out in 1960, as reported in the BROADCASTER.

JANUARY

A. C. Nielsen Company of Canada offers substantial reductions in cost of services to advertisers and agencies, in the hope of attracting enough clients for the Nielsen Broadcast Index to create "a volume of business equal to 60 per cent of the amount needed for a successful operation."

Two new members are appointed



FEBRUARY: Harold Crittenden, CKCK-Regina, becomes Chief Mighty Voice and Big Eye of the Sioux tribe.

to the Board of Broadcast Governors. They are R. Louis Burge of St. Peters, P.E.I., and Leslie M. Marshall of St. John's, Nfld.

Kitchener's CKCO-TV, CKKW-Radio, and CKCR-Radio, give saturation coverage to a \$1,500,000 fire which destroys a downtown business block.

A code of ethics for the broadcasting industry, together with provision for a code committee of five members, is completed and distributed by the Canadian Association of Broadcasters. It places on station management program responsibility; recognizes the need for programs of information, education, and entertainment; and sets forth that advertising revenue makes private broadcasting possible. The code is discussed by the consultative committee on private broadcasting, comprising members of the BBG and CAB.

Bushnell Broadcasting Associates Ltd., headed by Ernest L. Bushnell, former vice-president of the CBC, opens offices in Ottawa.

Air-Time Sales Representatives Ltd., opens, as a rep house catering to stations located in a one-station market. It will represent in Toronto 15 monopoly stations from coast to coast, and four West Indian outlets. President and general manager is Michael J. Callaghan.

The Board of Broadcast Governors holds hearings in Winnipeg of applications for the franchise of the city's second TV station. Three applicants appear: Ralph Misener & Associates; Perimeter Television Broadcasters Ltd.; and Red River Television Association. The board hears 13 other applications, including a three-way bid to expand operations on the Quebec-New Brunswick border.

FEBRUARY

The BBG recommends the franchise for Winnipeg's second TV station be given to Ralph S. Misener & Associates. In Vancouver the recommendation of the board goes to

Vantel Broadcasting Co., of which Arthur Jones is president. Five Vancouver applications were heard.

CFPL-TV London installs an RCA Television Tape machine — first of its kind in Canada.

A CBC survey shows that in Canada it's the horses, not the cowboys, that win the fans to oat operas. Also, TV producers love dancing girls — but the viewers don't.

W. E. S. Briggs, director of the CBC's Maritime region, is named first vice-president of the corporation, to succeed Ernest L. Bushnell. Briggs joined the CBC in 1937.

Alphonse Ouimet, president of the CBC, says the corporation will not oppose the licensing of private TV stations, although the new outlets will mean a drop in CBC revenue.

The Canadian Association of Broadcasters announces the establishment of a memorial research project, dedicated to the memory of four broadcast pioneers who died in 1959 — Harry Sedgwick (CFRB Toronto), Harold Carson (Taylor, Pearson & Carson Ltd.), F. H. "Tiny" Elphicke (CKWX Vancouver, and A. A. Murphy (CFQC Saskatoon). Announced at the Vancouver convention of the British Columbia Association of Broadcasters, the project gets a BCAB grant of \$5,000, in addition to CAB backing. The memorial

shows to the point where professional performers are faced with unemployment, and the Canadian film industry with collapse.

Gerald Kedey, of the Motion Picture Centre Ltd., succeeds Spence Caldwell, of S. W. Caldwell Ltd., as president of the Association of Motion Picture Producers and Laboratories of Canada, at the 12th annual convention.

The Spectacular Sixties, Canada's first coast-to-coast private radio network show, is aired from Toronto for 90 minutes. It stars Bob Goulet, Pierre Berton, John Drainie, and a wide range of other talent. Sponsor is Miles Laboratories through Robert Otto & Co. (Canada) Ltd.

MARCH

The Board of Broadcast Governors holds public hearings in Montreal to make recommendations on granting licences for second TV stations. In Montreal there are four applications for the franchise of the second French-language station, and two for the second English-language station. In Toronto, nine applicants bid for the city's second TV station.

CFRN-TV Edmonton runs a series of ten educational programs for Grade 8 students, under the name *Window to Learning*.

The Federal Cabinet approves



FEBRUARY: CKTR-Radio Trios Rivières sets up a mobile station on the ice of the St. Anne's River for the Carnival of Les Petits Poissons. In the broadcasting cabin, Marcel Beaudoin, CKTR's announcer, shows off his catch

project is designed to extend communication research beyond existing systems.

The CBC will bid for a licence to operate a television station in Edmonton, says President Alphonse Ouimet. The BBG will hear the application at a May sitting in Edmonton.

Alexander Maxwell Henderson, chief financial officer of the CBC, is appointed auditor-general of Canada.

Nova Scotia radio and TV stations provide a vital lifeline of communications during a severe blizzard in the Halifax area.

The Association of Canadian Radio and Television Artists accuses the CBC of reducing its Canadian-produced English-language TV

BBG recommendations for the granting of second-station TV licenses in Winnipeg and Vancouver.

Eugene Hallman, director of the CBC's English-language programming is named vice-president in charge of programming. As such, he will advise the president on the formulation and interpretation of standards and policies in the areas of programming and sales.

The Canadian Association of Broadcasters holds a "strictly business" convention in Quebec City — all business, that is, except for the final dinner, at which Hildegard makes an appearance. In closed sessions they heard and discussed the findings of the Woods Gordon Report on the effectiveness of broadcastings sales effort.

Toronto Plum Goes To Baton Aldred Rogers

CKSO-Radio and TV Sudbury sends a team of four staffers to Europe for two and a half weeks, to record and film fashions, news, and sports.

The Manitoba Government is pressing to have a television transmitter set up on Mount Baldy, to provide service for the northern part of the province.

Personnel of the Radio Representatives Ltd. group of stations meet in Winnipeg for their fifth annual sales and program clinic.

A thousand subscribers in Etobicoke get their first taste of pay-as-you-view TV, as Trans Canada Telemeter begins operations — the first pay TV in Canada.

APRIL

The Board of Broadcast Governors recommends the Canadian Marconi Company for Montreal's second English-language TV station and Paul L'Anglais Inc. for the French-language franchise. From nine applicants in Toronto, the board picks Baton Aldred Rogers Broadcasting for recommendation.

CJGX-Radio Yorkton, Sask., opens a second studio in Melville, 20 miles away, and broadcasts from there two hours daily.

McDonald Research completes tabulation of a self-imposed validity check on the method of conducting the Time Period Rating survey. Conducted in the Metropolitan Toronto area, the check involved 1,998 personal interviews.

CKY-Radio Winnipeg boosts its power to 50,000 watts to become the most powerful private radio station in the Prairie Provinces.

The British Columbia Association of Broadcasters and the University of British Columbia embark on a project to set up "living archives," covering the history of radio with tape recordings and photostats of documents.

Four hundred representatives of advertising agencies, national advertisers, and the broadcasting industry

gather in Toronto for the fifth annual Television Seminar staged by the TV division of the Canadian Association of Broadcasters.

Guest stars on a show from CJLH-TV Lethbridge are a swarm of bees. Brought by a Brooks, Alta., apiarist, they serve to illustrate a program on the life of the bee and the uses of honey.

Byng Whitteker is elected president of the Association of Canadian Radio and Television Artists for a third term.

MAY

CKSL-Radio London sponsors a "Be Kind to Dogs and Women Week" as promotion for a movie, *Dog of Flanders*.

Ross McLean, a former head of the National Film Board, is appointed to the BBG as program research director.

The Board of Broadcast Governors resumes hearings of applications for second television station licenses. In Edmonton, five applications are heard, and in Calgary two. Alphonse Ouimet, CBC president, tells the board that the corporation needs an Edmonton outlet in order to carry on a national broadcasting service.

Allan Waters, owner of CHUM-Radio Toronto, and Ralph Snelgrove, president of CKBB-Radio and CKVR-TV Barrie, appear before the board with a proposal to buy CKPT-Radio Peterborough.

The CBC wins 18 of the 32 awards and honorable mentions presented by the Institution for Education by Radio-Television of Ohio State University.

Fred Davis, Toronto actor-emcee, is signed by Westinghouse Electric Corporation to present part of the company's commercials during the U.S. political conventions.

JUNE

Professor Alan Thomas of the University of British Columbia calls radio and television the best means of communication, and describes the
(Continued on page 8)



MARCH: Steve Emery, CFBC-Radio Saint John, ponders an album of Russian music he received from Moscow. The gift came after Emery received a Moscow radio signal, and sent the Russians a reception report. CFBC plans a similar gift.

Merry Christmas from OKANAGAN Radioland



SKAHA LAKE, PENTICTON

Photo by Stocks, Penticton

Served by

CJIB CKOV CKOK

Call ALL-CANADA RADIO, CANADA

Call WEED & COMPANY, U.S.A.

CBC Announces Unexpected Surplus

(Continued from page 7)

printed word as "the greatest form of anaesthetic."

CKGM-Radio Montreal conducts a telephone interview with Oliver Powers, father of Francis Powers, the U-2 pilot shot down in Russia. The station offers use of the interview free to all news media.

The Board of Broadcast Governors recommends that the CBC be given

the Timmins-Mountjoy district give full coverage to floods in the area, and serve as clearing houses for donations to the flood victims. In addition, CKCO-TV Kitchener flies a planeload of toys to children left homeless by the flood.

Arthur Chetwynd, president of Chetwynd Films, Toronto, receives a special Canadian Film Award for "dedicated service in the interests of

TV station licences to the CBC in Edmonton, and to Baton Aldred Rogers in Toronto.

CFTO-TV Toronto—the recently-approved station which will be operated by Baton Aldred Rogers—signs a contract with RCA Victor Canada Ltd. for equipment and installation amounting to almost \$3,000,000. Included in the deal is full color equipment.

SEPTEMBER

CFWH-Radio Whitehorse, a member of the CBC Northern Service, helps two families whose shared home was destroyed by fire while they were on a fishing trip.

North Bay's CKGN-TV begins broadcasting *News In Uniform*, a program devoted to news of the RCAF station located there.

CKSL-Radio London establishes a fund to support six refugee children for one year. It is the station's contribution to World Refugee Year.

The CBC plans to build low-power relay transmitters to increase coverage in rural areas, President Alphonse Ouimet announces.

The BBG holds a public hearing in Ottawa to set up the "ground rules" for the operation of a private television network in Canada.

The Liquor Control Board of Ontario monitors U.S. television stations broadcasting into Ontario, for infractions by Canadian breweries of the province's liquor advertising code.

RCA Victor begins transmitting a closed-circuit TV show of the construction of the CIL building in Montreal. The 90-minute lunchtime show is for the benefit of sidewalk superintendents who cannot get a good view of work now progressing at the 14th storey.

The BBG meets in Vancouver to investigate the broadcasting practices of CHEK-TV.

E. W. Reynolds Ltd. and the Ronalds Advertising Agency merge, to form a new company which will be called Ronalds-Reynolds & Co.

The British Columbia Association

AUGUST

The CBC announces that unanticipated television revenues in 1959 produced a surplus of \$6,103,722—the first surplus in five years.

CFAC-Radio Calgary celebrates 38 years on the air with a party for local sponsors, national advertisers, and local advertising agencies.

A TV camera presents a surgeon's-eye view of three different types of operation to 70 gynaecologists from Canada and the U.S. attending the clinical program of the Continental Gynaecological Society in Montreal.

The CBC plans complete coverage of the Olympic Games in Rome. Ward Cornell and Thom Benson are to present a 15-minute report every night.

CJSP-Leamington produces a rock 'n' roll show at Windsor's International Freedom Festival.

Four companies have banded together under one roof in Toronto, as Canadian Film Industries, The four are Dominion Motion Pictures, Taylor Video Corporation, Caravan Television Productions, and Affiliated Television Productions.

Spencer Moore is appointed London representative of the CBC.

Don Hartford, manager of CFAC-



APRIL: Ryerson students use the videotape four programs. Working Faces of Music", are (l to r) Bruce Bresnehan, Ken MacKay, and Frank McArthur.

the license for a television station in Edmonton. For Calgary, the board recommends that the licence go to CFCN Television Limited.

The BBG will study the licence of CKEY-Radio Toronto, held by Jack Kent Cooke, in view of Cooke's application for U.S. citizenship.

The CBC carries the Ingemar Johansson-Floyd Patterson fight for the heavyweight championship of the world on its Trans-Canada radio network.

The Western Association of Broadcasters meets in Banff, with Dr. Andrew Stewart, chairman of the BBG, delivering the keynote address.

Radio and television stations in

Canadian film-makers as an executive officer of the Association of Motion Picture Producers and Laboratories of Canada."

The Board of Broadcast Governors hears two applications in Halifax and five in Ottawa for licences to establish second television stations.

Northern Broadcasting Company Ltd., operator of CFCH-Radio North Bay, makes an offer to Tel-Ad Company Ltd. for the outright purchase of CKGN-TV North Bay. The offer is accepted, subject to BBG approval.

JULY

CJCH-TV Halifax wins the nod from the BBG for the city's second TV station. In Ottawa, the successful one of five applicants is E. L. Bushnell Associates Ltd. The board also approves the sale of CKGN-TV, and approves establishment of a TV station by CHOV-Radio Pembroke.

The House of Commons committee on elections and privileges recommends continuation of the ban on election campaigning in the 48-hour period before a vote; and proposes an outright embargo on Canadian election campaigning through U.S. radio and television.

Liberal and CCF Members of Parliament criticize the award of



AUGUST: CFRN, Edmonton, sets up its Patio Theatre at the 1960 Edmonton Exhibition, for presentation of The Gay 90's Variety Theatre. The nightly stage show, which runs for a week, features 20 acts of variety.

Radio Calgary, presents the station's eight \$1,000 scholarships to students of the Banff School of Fine Arts.

The first TV programs sponsored by a brewery are seen on the CBC eastern network in Ontario. Molson and Labatt are the first of the brewery sponsors.

of Broadcasters, meeting in Kelowna, supports initiation of studies by the CAB to find a solution to the problem of TV receivers interfering with radio reception.

OCTOBER

Alphonse Ouimet, CBC president, says in a special statement to the BROADCASTER that the CBC is keeping in close touch with the color TV situation in the U.S., in order to be ready for development of a Canadian color service when the proper time arrives.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

G. N. MACKENZIE LIMITED HAS the SHOWS

like the NEW Daytime Serials

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott	1131 Richards St.

CJSS-Radio and TV Cornwall are sold to a quartet of purchasers — Bushnell Broadcasting Associates Ltd., Ottawa; Granada TV Network Ltd. of England; Beaver Film Productions, Toronto; and Canadian Marconi Ltd., Montreal. The sale is subject to BBG approval.

Two hundred members of the Radio and Television News Directors' Association meet in Montreal. The delegates declared they would continue to oppose any governmental move to try to dictate methods of news coverage.

Two Montreal TV stations — one English, one French — announce plans to begin transmitting in January 1961. They are CFCF-TV and CFTM-TV.

The Canadian Advertising Research Foundation announces plans for a study in depth of the four "in-home" media — television, radio, newspapers and magazines. The \$150,000 study will be conducted by the Institute for Motivational Research.

The Central Canada Broadcasters' Association, convening in Montreal, announces plans for a series of pamphlets for students interested in entering the broadcasting field. At this convention the CAB announced a one-month seminar "crash course in the basic elements of broadcasting."

The BBG announces amendments to the television regulations contained in the Broadcasting Act. They will affect the CBC and any private network which may be formed among private TV stations.

The Canadian Association of Advertising Agencies establishes a professional education program, to

be conducted in Toronto, for purposes of raising the level of achievement in the advertising business.

NOVEMBER

Steve Douglas, CBC sportscaster, celebrates 30 years in the radio and television business.

CHUB-Radio Nanaimo becomes a Civil Defence centre in a fire which destroyed the community's Chinatown, and left 200 people homeless.

led to the board's cancellation of a Liberal Party commercial—designated "dramatized", in contravention of a federal regulation — which was to be aired on CHEX-TV Peterborough.

The Montreal section of the Institute of Radio Engineers holds a two-day symposium in Montreal.

The Canadian Association of Broadcasters, with CBC support, is facing up to pay-as-you view TV

Etobicoke, in one week of October, spent an average of 80 cents per home for pay-as-you-view TV.

The Ontario Teachers' Federation gives its annual Broadcasting Awards to CJIC-TV Sault Ste. Marie and CFOR-Radio Orillia.

The BBG issues a statement of its general thinking on changes in radio broadcasting regulations. The board will examine such subjects as station promotion, spot advertising announcements, and variety in broadcasting services.

CFRB-Radio wins a Columbia Broadcasting System gold microphone, for completing 30 years' affiliation with the network.

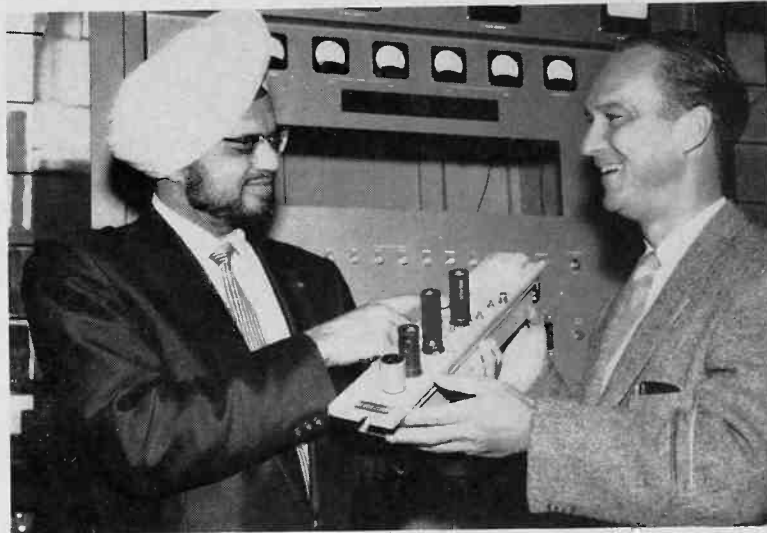
DECEMBER

The Board of Broadcast Governors holds hearings in Ottawa, to consider, among other things, the application of S. W. Caldwell of Toronto to operate a second television network in Canada; CFRB's purchase of CJAD, Montreal; and a power boost to 200,000 watts for CFRB's FM Station in Toronto.

Mother Goose, the 90-minute Christmas show written by, and starring, Johnny Wayne and Frank Shuster, is sold to England's Granada Television and the Australian Broadcasting Commission for holiday viewing.

Harvey Clark, promotion manager of CFPL-Radio London, is elected second vice-president of the Broadcasters' Promotion Association.

Alphonse Ouimet, CBC president, attacks those who make "false and dangerous" statements which threaten the future of the corporation.



OCTOBER: Kirpal Singh Gill, chief engineer of Radio Malaya, looks over equipment with J. R. Warren, manager of manufacturing for Canadian General Electric. He also toured the CBC in Toronto.

Executors of the estate of Tom Foley, Ottawa sportscaster seek \$260,000 damages from those involved in the accident in which Foley died.

Dr. Andrew Stewart, BBG chairman, denies that political pressure

and community antenna systems, neither of which will be affected by the BBG's Canadian-content rulings, a situation which the broadcasters consider unfair.

An Elliott-Haynes Ltd. survey shows that Telemeter subscribers in

SEVEN EXCITED* MEN...!



Don Hamilton General Manager **Bill Robinson** Asst. Manager **Al Snider** Sales Manager **Vaughn Bjerre** Program Director **Pat Dorey** Promotion Manager **Ed Blake** News Director **Bill Post** Engineer

... EXCITED — that's an understatement! As part of the team that's doing BIG things in Western Ontario... they're proud of the job that they're doing right now — this very moment — for 47 agencies and 127 national accounts. A list that's growing ** every day.

If you've got a big job you want done right — ask one of these SEVEN EXCITED MEN!

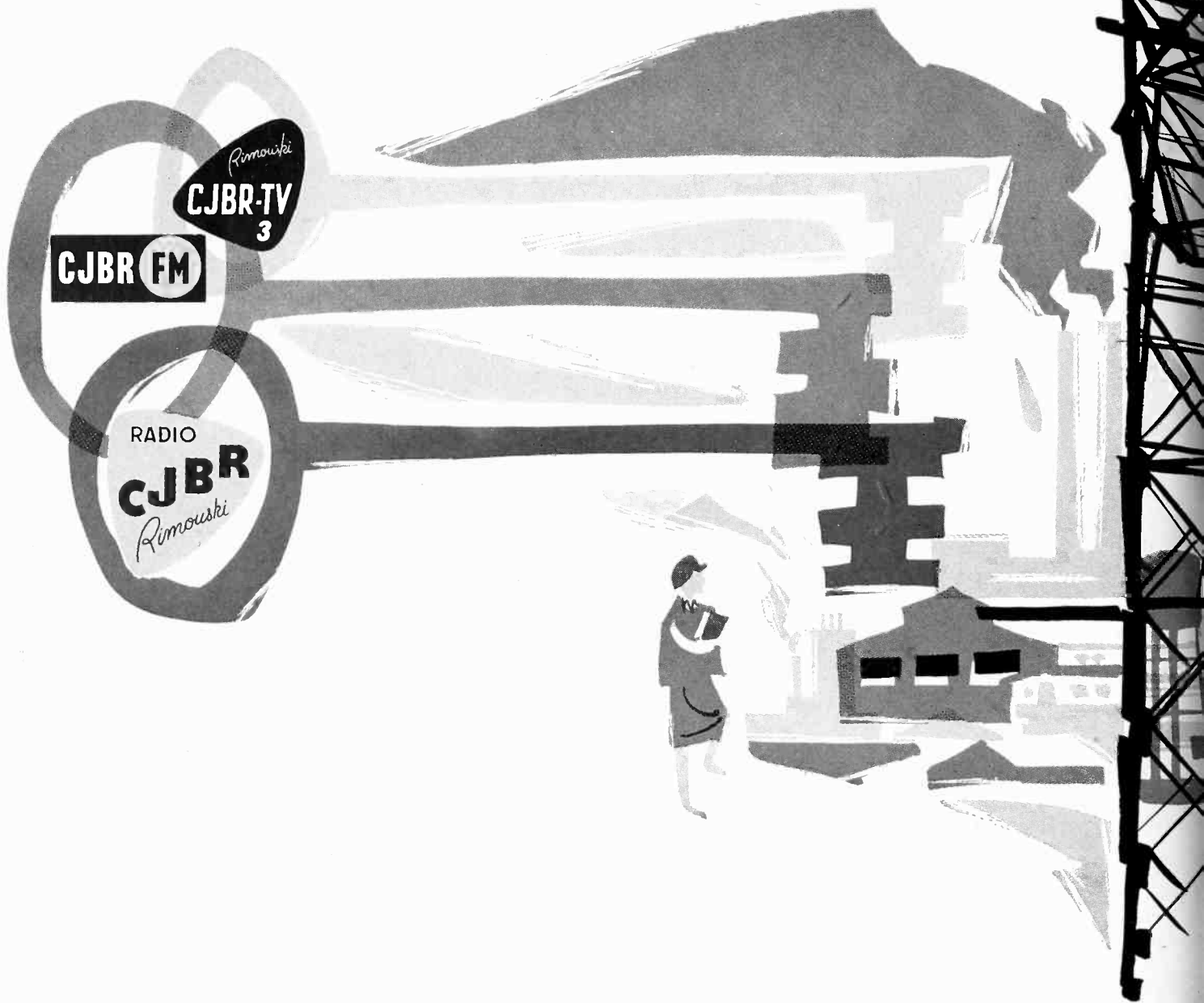
Advertisers now know that when they want a big job done — they get excited people to do it.



LONDON FAMILY RADIO

* Really excited!

** Really growing!

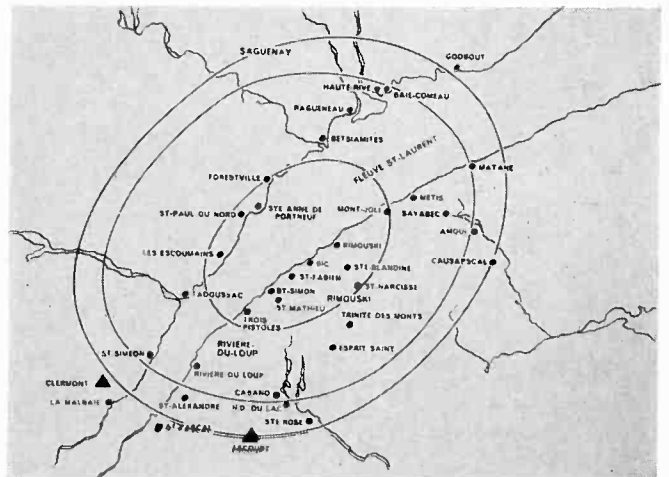


the modern 3-way key to the broad

CJBR radio and television facilities are your answer if you're selling soap or sealing-wax . . . paint or pins . . . cars or cameras.

Whatever your goods or services the very isolation of this market makes it a must in your sales plan. A growing economy with diversified industries, LE BAS ST. LAURENT area through wages to workers pours a steady stream of dollars into the hands of purchasers who have fewer distractions, fewer places in which to put their cash.

From La Malbaie to Godbout, from the Saguenay to the Gaspé — this is a busy and prosperous market with rail and distribution centres, vacation resorts, and education centres. There is a good source of electrical power, high per-capita incomes and an active construction program. And look at the persons per household figure, a whopping 5.6. In "LE BAS ST. LAURENT" market they watch, they listen and they spend. You can't afford to miss out on CJBR radio and television coverage, the modern 3-way key to this business bonanza.





Le BAS ST LAURENT" *market...*

Rimouski
CJBR-TV
3

100,000 WATTS
 CHANNEL 3

RADIO
CJBR
Rimouski

10,000 WATTS
 900 KCS.

CJBR **FM**

101.5 Megacycles/sec. 20,000 WATTS

Can. rep. RADIO: INTERPROVINCIAL BROADCAST SALES
 Can. rep. TV: STOVIN-BYLES LTD.
 U.S.A. Radio and TV rep.: WEED & CO.

Promotion Men Convene

Audience Promotion is the Prime Target

TOP TELEVISION and radio promotion executives from the United States and Canada took a long, close look at their industry during a three-day seminar of the Broadcasters' Promotion Association in New Orleans last month.

The matter of selling the station, radio or television, to the audience was prominent in the panel discussions.

Harvey Clarke, promotion manager of CFPL-Radio, London, told the promotion men it might be a good idea to get first a complete understanding of their program of exploitation and evaluate their personnel talent before offering a product to listeners.

"There's a lot being written and said these days about image and local flavor and community involvement," Clarke said. "You should be up on this field, and be considering how it affects your audience promotion planning.

"As the agency for your client, you should be helping to build not just next month's ratings, but the station's future as well.

"Talk it over with housewives, with drug store clerks, and the average radio listeners you meet from all walks of life," he said.

Charles H. Cash Jr., promotion

manager for WSM-TV, Nashville, Tenn., reviewed the programing plans of his station.

"When it comes to eye appeal, don't pass up the chance of selling your station to the viewing audience," Cash said. "We at our station use novelties, jingles, display and color to keep our audience with us.

"For instance, we gave considerable time to a picture display showing the crowds that turned out recently for a political event, and this proved successful since it showed our mobile units operating right there in the gathering," he said.

"Whatever the gimmick you have in mind, try it. It might be the novelty needed to get bigger and bigger viewing audiences. We employ gimmick exploitation with a great degree of success."

IN THE CRYSTAL BALL

Edward H. Armsby, director of sales promotion and presentation for the Television Bureau of Advertising of New York, predicted that U.S. advertisers will spend \$22 billion in 1970 for advertising exploitation.

"This year, they will spend half that much, against a population of 180,000,000 people, which runs about

\$61 per person," Armsby said.

"Ten years from now, the population will be 12 per cent greater, but the advertising dollars spent to sell the 200,000,000 people will be 79 per cent more — or \$110 per person.

"We will be able to justify \$179,000,000 through no effort of our own," he said. "TVB predicts that in ten years television penetration will be at 90 per cent level as compared with today's 88 per cent — a small increase in penetration plus the 12 per cent increase in total homes in the United States."

Armsby said a contributing factor to the anticipated growth of the industry is the plan of many television companies to offer a longer broadcast day, from the present average of 18 hours to virtually the full 24 hours.

"The changes that have been discussed and the plans that have been put on the drawing boards will add some 30 per cent more viewers to TV audiences," he said.

"All these changes in programing, in sets, in people's time and people's age will contribute to the expanding legions viewing TV.

"We have justified \$506,000,000 more revenue for our medium, and we still have over \$180,000,000 to account by 1970."

Armsby said that by 1970 the average family will have about 45 per cent more disposable income to spend on everything — necessities like food and clothing.

"And these same families will enjoy 69 per cent more discretionary income — money for luxuries of life like travel, cigarettes, beer, and entertainment," he said.

"We feel that every station should have a really great basic presentation and basic approach to sell retailers. Research into the effectiveness of TV can become a standard sales promotion device. Once an advertiser is on the air, some basis should be established for determining his success."

DON'T OUTSHOUT — OUTSMART

An advertising executive, Joseph Epstein Sr., cautioned the seminar that promotion should be designed to outsmart competition, and not shout it.

"Brag a little if you have anything to brag about, so long as you stick to the truth," he said.

Epstein, executive vice-president of the Fitzgerald Advertising Agency in New Orleans, warned against lip service without performance in giving merchandising assistance.

"Don't be a me-too-er in your advertising," he said. "Don't follow your competitor to match him line for line in newspaper building promotion or page one in trade papers."

The speaker urged the promotion group to take full advantage of everything the networks supply to help build audiences, and not merely use this form of exploitation by resorting to the mention of call letters.

"Add a dash of your own personality to any promotion job you do,"

he said. "That's the way to beat the law of averages — better known as national ratings."

NEWS PROMO

The greatest thing which radio stations have to promote is their own facilities, a Storer Broadcasting Company vice-president said at a session on promoting radio news.

Lionel F. Baxter of Miami, Storer vice-president in charge of radio operations, said: "Too often we use our facilities to promote our advertisers more than we promote ourselves."

He played three radio tapes — each a series of vignettes — to show examples of promoting radio news shows at different stations.

Use of a "hot line" to WIBG Philadelphia by citizens, as a *Tipster News Service*, heightened the radio news programs there, Baxter explained.

Other examples of promotion for WIBG's news programs were heard on the tape. They included such public service features as *Philadelphia Speaks Out*, in which citizens and officials expressed views on important issues.

Baxter noted that WIBG also offered rewards to citizens who provided information leading to the arrest of hit-and-run drivers.

"These tapes show that excitement can be generated on the air to get listeners," he said. "It merely takes know-how and imagination."

Bill McKibben, assistant to the vice-president of the Balaban Stations, St. Louis, stated that to promote radio news "you must have the facilities, the know-how, and — above all — good and experienced people."

HOW TO PROMOTE SALES

Promotion expert Bob Hutton told the seminar that sellers of time and displays should put out their hands, palms up, whenever successful agencies pass out an idea designed to increase accounts.

Hutton urged the trade to be sure it is on the list to receive everything the promotion sources funnel to exploitation firms.

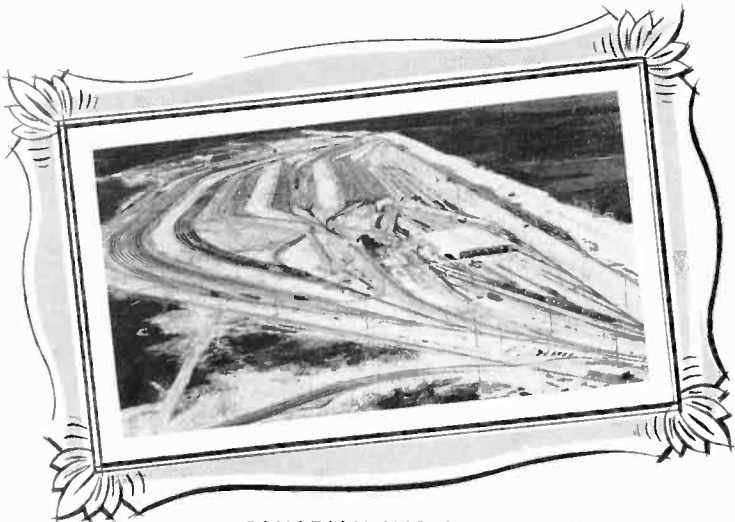
"It's a good idea," he said, "to become thoroughly acquainted with the materials which your representative currently turns out." Some representatives are inclined to send a copy of a particularly good sales letter, or survey, a presentation or other selling aid. So I suggest that you stay with your rep till he covers you with whatever selling material aids he prepares, too."

Hutton, director of promotion for Edward Petry and Company, New York, said sales divisions should encourage their sales staffs to show enterprise by offering and submitting ideas to attract attention to products, services and other special services TV and radio make available to clients.

COLOR TV GROWTH

The success of color TV and its acceptance throughout the U.S. was

Moncton.... A SERIES OF Prosperity Portraits.



CANADIAN NATIONAL RAILWAYS NEW HUMP YARD — OPENED NOV. 2nd, 1960

This new \$15 million, 830 acre Moncton Yard — for the speedier sorting of freight cars — is the most modern freight classification yard in the world. It accommodates 5,062 freight cars at once — equal to a train 42 miles long. It can move 3,500 cars daily — an average of a car every 15 seconds. To do so, it uses an electronic brain, closed circuit television, radar, two-way radio, and many more — A "FIRST" IN THE WORLD... FOR MONCTON.

CKCW Radio
MONCTON, N.B.

Represented by

STOVIN-BYLES IN CANADA — YOUNG CANADIAN IN U.S.A.



Why don't we practise what we preach to others - - - advertise

reported by William E. Boss, director of color TV co-ordination for RCA, New York.

"NBC is putting on more and better programs than ever before, and over a far greater range," Boss said in his discussion of the color program.

Boss noted that a winning combination of programs that cover chemistry, comedy, children to housewives, intellectuals and other audience groups is giving color TV the green signal in sales throughout the nation.

"This year's color schedule is packed with countless opportunities for demonstration by dealers throughout the day and throughout the week.

"Each color program is an ideal promotional tag for color, and the totals for color this year tell a powerful story in their own right. Every year, NBC puts on a greater and greater amount of color, going from 68 hours in 1954 to 486 in 1956, to 668 in 1958, to 724 in 1960."

Tracing the history of color TV, John T. Murphy, vice-president in charge of television for the Crosley Broadcasting Corporation, said the progress of the industry rests with the success of color programs.

"The management of Crosley had color TV sets installed in key spots, such as our lobby at Crosley Square, and in the homes of our department executives and department heads," he said.

Colorcasts of night baseball and indoor events have met with tremendous success, and the first indoor sporting event in the history of color TV was fed by WLW-TV to the NBC network, when the station picked up the Cincinnati Royals' basketball game from the Cincinnati Gardens.

The speaker reviewed briefly the many spectacular colorcasts, including a recent Roman Catholic church ceremony in Cincinnati.

"We carried this ceremony in color and received all kinds of wonderful comments from Catholics and non-Catholics alike," he said.

VIDEOTAPE PROMO

Station promotion managers agreed that television should do a little horn-blowing to get viewers to stay with good programing.

Both Robert Guy, program director for WWL-TV, New Orleans and Robert Day, of the Ampex Corporation, Redwood City, Cal., said they are for horn-blowing as long as the noise-making is in keeping with the dignity of the profession.

"As long as we have something to offer our viewers, I sincerely believe we should let them know about it, in order that they can make an appraisal of our calendar of activities," Guy said.

Guy believes in creating an attraction that will appeal to viewers, and referred to many dramatic incidents that were captured by the station cameramen over the years to illustrate his plan of using everything available to improve programs.

"We use videotape to store away some of the drama our cameramen get in many of their assignments, and then go back to the drama to

put over our sales talk covering station attractions," he said.

Day said he has found that the taping of events has been of great aid to his program of promotion.

"On many, many occasions we have gone back to our station library and pulled out a very dramatic scene and used it to augment a program that called for more dramatics," Day said.

The Ampex executive said the utilization of videotape frequently helps overcome some traditional budgetary problems as well as limitations on program coverage.

"We feel videotape should be used to augment programs in the promotion of stations."

CROSS MEDIA PROMOTION

Michael Ruppe, promotion manager of WIL St. Louis, told a panel session that it is time television and radio quit being shy about proclaiming publicly their programs of public service and entertainment.

"You may have the greatest programming in the world, the best dial location, the best signal — but it doesn't mean a thing unless people know about it.

"And since the attitude of the Balaban Stations is that every one must listen to radio, we try to make certain that every one is aware of radio and WIL."

Ruppe joined John Owen, director of promotion for Avery Knodel Representatives, New York, in the discussion of cross-media promotion.

USE OF AUDIENCE SURVEY

The president of a national rating service told the BPA that "the broadcasting industry needs all the positive promotion it can get" — because its promotion has not been good over the past ten years.

Frank Stisser, president of C. E. Hooper Inc., New York, said poor broadcasting promotion "especially has been negative in radio . . . getting in digs at competitors instead of maintaining positive promotion of its own good points."

Both radio and television stations should be positive in the use of all advertising, he said.

"In promotion, many wild claims have been made all over the country by radio stations, and some by TV stations. To restore believability in promotion and in ratings, a positive stand should be taken by the stations themselves, the trade associations, the trade press and the rating service companies. In other words, a joint effort is required to further positive promotion."

He urged the trade press check the survey reports thoroughly and request a full description of the study made, the dates it encompassed and the market involved.

Another panelist in the session on use of audience surveys in broadcast promotion told the audience that "your sales promotion should make the most of your station's virtues."

John Churchill, vice-president of A. C. Nielsen Co., Chicago, noted that "your audience promotion should be designed to bring you more of those virtues."

Churchill said that a competent

research service should be able to give stations the help needed in both areas.

"You should look to your research service for reliable and continuing help in documenting the dimensions of your station performance."

When the "dimensions" provide clues to "your special values," the newly-discovered values should be featured, and not the research company itself, Churchill said.

NEW COMMERCIAL RULING

Compulsory labelling and logging of all commercial material as such is basically a good thing for both promotion managers and for broadcasting as a whole, the promotion director of KPIX San Francisco told the convention.

Chris Christensen said: "This is a good thing because it forced me to find new ways to do things — it forced me to be creative.

"The new regulation was just the needle I needed to make me seek new ways to promote, and I think it has been good for the broadcasting industry."

Christensen cited specific reasons on how it has helped broadcasters:

1. Clients are now buying broadcasting for its primary purpose — and not just for the innumerable "extras" they used to demand and receive.

2. Stations have been forced to stop their own over-commercialism, and "this will make all broadcasters easier to view and listen to. This will help all of us with our

audience."

3. Broadcasters now are more conscious of the value of their own services and of what is commercial and what isn't. Suppliers who were "giving" some broadcasters five-dollar and ten-dollar prizes — in exchange for \$50 radio minutes and \$300 TV minutes — "are now finding it much harder to do business."

John Hurlbut, promotion manager of WFBM stations, Indianapolis, said that the regulation "eliminates the hidden, under-the-table deals and puts the promotion manager in a better position to handle his time — his most precious commodity."

"Let's face it — radio and television are advertising media; so why don't we practise what we preach to others — advertise. Our basic rule in whatever media we use locally is this: make the people aware of WIL radio, its programming, its personalities, its news coverage, its service to the community," he said.

HOW TO BUILD IMAGE

Bruce Wallace, promotion director of WTMJ, Milwaukee, said "So often many of us spend so much time creating the image and talking about it that there is no image at all."

"One telephone call poorly received by your secretary — one contact poorly made by your receptionist — and every bit of good public image you have built up could be undermined, and you'd never know what happened," he said.



**THAT
COULD
BE
YOUR
PRODUCT**

CFQC'S
"LADIES' CHOICE"
Monday through Friday

**for Sampling & Promotion
on "LADIES' CHOICE"**

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



THE RADIO HUB OF SASKATCHEWAN

Recording

Tape Revolutionizes TV Commercials

by RALPH HICKLIN
Staff Writer

ON THE FLOOR of the big sound stage at Meridian Studios, the cameras are focused on a GM station wagon, a man, and a boy. Soundlessly, the man and boy go through the action of a TV commercial, while off camera an announcer reads the voice-over selling pitch.

The shooting ends — and 30 seconds later, the producer, the ad agency representative, the sponsor's watchguards, all are looking at what has been shot.

It can, and does, happen now — thanks to television tape recording.

At Meridian, recording is done with Videotape, the equipment manufactured by Ampex of Canada Ltd.

RCA too has a television tape recorder on the Canadian market.

At present, there are 60 Videotape installations in Canada, 32 of them the property of the CBC. CFPL-TV London is using an RCA machine, as will CFTO-TV Toronto when it goes into operation on January 1.

A TV REVOLUTION

No man is more enthusiastic about the merits of this latest electronic miracle than Ralph Foster, president of Meridian. He plainly has no

doubts that Videotape has begun a TV revolution that cannot be stopped.

"Meridian was the first Videotape house in Canada," he said. "We started about 15 months ago. The chances are that the others were waiting to see if we'd starve to death."

Now, Foster admits, there are others getting into the field — notably Taylor Video Corporation Ltd. — but "we still have the only complete production house in Canada, with studio and mobile installations."

Meridian, says Foster, planned to begin operation on October 1, 1959, but actually started a month earlier because of a demand for its services. "Business was good from the start. We have produced everything from 20-second commercials to 90-minute dramas. Our clients can choose their own terms: we will give them an hourly rate for our facilities, or we will quote for the job."

Videotape, says Foster, is a method of motion picture photography, "the most recent, the most effective—but not the last we shall see of new developments in the motion picture field. I'll lay a safe bet that somewhere



BOB WHITE, CFPL-TV London, mounts tape spools on the station's RCA television tape recorder.

in a locked room in Rochester there are experiments to prove that Eastman isn't taking this electronic development lying down."

For the television industry, tape has immediate advantages, Foster pointed out. A commercial shot on film, for example, cannot be seen

for at least 24 hours; it will be weeks or months before the editing and lab work are complete. With tape, the editing is done in pre-planning, and the complete product emerges in the initial stages of production. With immediate playback, the producer and sponsor know whether what they have done is good.

"And the quality is spectacular," adds Foster.

He compares the results achieved with tape with those of the old precarious days when TV commercials were done live — when anything might happen, and generally did. Plainly, from the point of view of safety if no other, tape is the winner.

NEW SET OF PROBLEMS

However, tape is not all that easy. Bill Campbell, producer-director of Videotape Productions Ltd., says that the production of taped commercials has raised an entire new set of problems.

Videotape, says Campbell, is a new medium, and requires a new approach from creative people. Just as animated commercials need a special approach from the writer, taped commercials—at the opposite end of

Elliott-Haynes says:

C-JAY-TV

is

TOP-RATED STATION IN WINNIPEG

The latest Elliott-Haynes Survey shows that Winnipeg has greeted its new CHANNEL 7 with resounding enthusiasm.

Top Power!

Top Rating!

From 6.00 p.m. to 10.30 p.m.

Sunday through Saturday:

C-JAY-TV	49.8% of viewers
Station B	46.2% of viewers
Station C, French	. . . of viewers
Station D, U.S.A.	. . . of viewers
	<u>100%</u>

C-JAY-TV WINNIPEG

Representatives:—

STOVIN-BYLES LTD. — Toronto • Montreal • Vancouver

WEED & CO. — U.S.A.

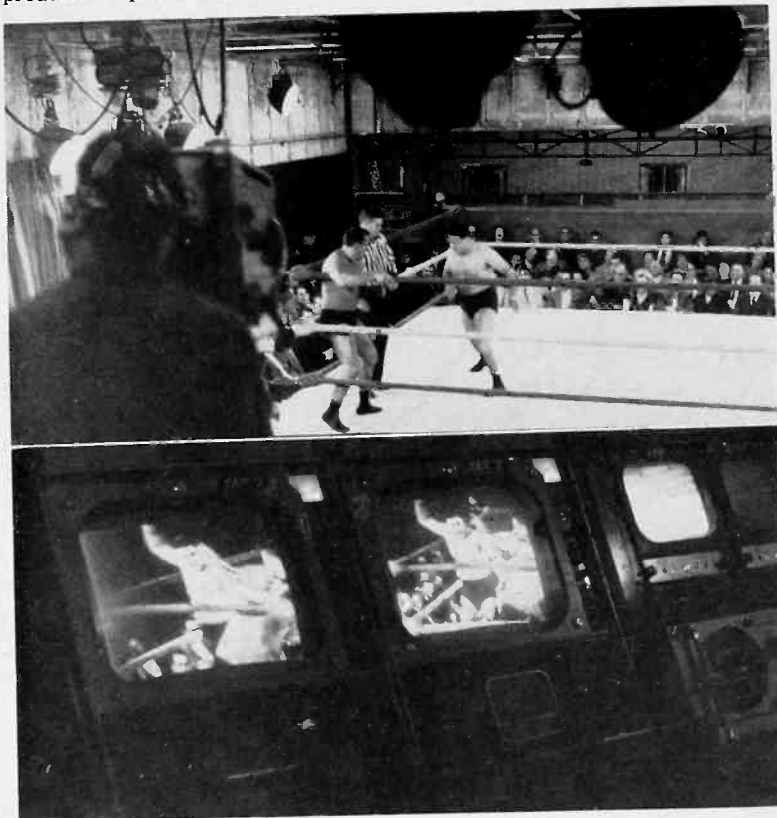
...not susceptible to film treatment

the business — need an equally special approach.

The tendency is to regard Videotape as only another kind of filming, and to write for it accordingly. But, says Campbell, Videotape is not susceptible to film treatment, inasmuch as editing of Videotape is still of the "butchery" kind. Post-production processing of tape is

number of hours the tape room will be needed.

"Tape is a network thing," says Foster. "However, for selective markets, a client may want to spot commercials with stations that have no Videotape equipment. For them, using the Marconi Fast Electronic Film Recorder, we can make Video-Prints — and we're the only com-



CJSS-TV CORNWALL is videotaping hour-long wrestling shows from its studio, for distribution in Canada and the U.S. Above, the camera catches the action, seen by the producer on the monitors below.

crippingly expensive, and even splicing is a difficult process.

As a consequence, a bean manufacturer who wants to open his commercial with a shot of Boston Harbor, then dissolve to a kitchen shot with scores of people enjoying his beans, is posing problems that Videotape cannot properly handle. The dissolve does not exist on tape — not yet — and the costs of splicing together a series of shots of bean-enjoyers are prohibitive.

Therefore, Campbell concludes, the Videotape commercial will become a new form, combining the approaches of the live TV commercial with those of the filmed product. But the editing, he points out, must be like that of the producer in the control room, riding herd on a live show.

TAPES CUT COSTS

Videotape Productions, however, is learning how to handle the new medium. On its books now are such advertisers as General Motors, the Imperial Oil Company, Polaroid Land Cameras, and the Tuckett Tobacco Company.

With such sponsors, Ralph Foster points out, the per-commercial cost of taping can be pared to the bone. With pre-planning, as many as a dozen commercials can be shot in a day — with no alteration in the cost of hiring Meridian facilities. Meridian, he adds, will co-operate in suggesting economies — such as pre-rehearsal to cut down on the

pany in North America that can. The Video-Print is a film record of a commercial, as complete as six weeks of film work would make it. We record on film and tape simultaneously; if the tape is good, the film is good."

But Video-Print, warns Campbell, can never have the subtlety, the artistry of the best TV film. It can be as good as live TV — which in effect it is.

Taping equipment in Canada comes largely from one source, Ampex of Canada Ltd. Tom Pressley, Ampex manager of video products, sees tape as a solution to the riddle of how the BBG's Canadian-content ruling can be observed.

TOWARDS CANADIAN CONTENT

He says that Videotape will allow television stations to present — by an exchange of tapes — live-quality programs which will meet the BBG ruling. Against this eventuality, every second-channel station has already bought at least two tape machines.

Videotape has come a long way, says Pressley, from its original purpose — that of network delay, to overcome the time difference that one encounters on crossing the continent.

Now, he points out, even stations that have a captive audience will not be able to make do with film, since national advertisers may have commercials that are available only on tape.

WHAT MEDIUM
Occupies the greatest
part of Canadians'
leisure time
Provides the largest
national audience
on more occasions

And consequently
Commands the biggest
share of national
advertising dollars

TELEVISION

CANADA'S NUMBER ONE
SALES PRODUCER

The
Canadian Association
 of
Broadcasters



Head Office: 108 Sparks St., Ottawa 4, Canada
 Toronto Office: 200 St. Clair Ave. W., Toronto 7, Canada



THE NEW LOOK IN CAMERAS — RO

- *Less than one minute warm-up time*
- *Stabilized circuitry — requires “set-up” only once per fortnight or longer*
- *Only two controls, operated remotely*
- *Specially designed for automation; one operator can have full control of up to six cameras.*

TK-12 (4½") NOW MADE IN CANADA

The revolutionary new RCA type TK-12 4½ in. Image Orthicon camera, first shown to the broadcasting industry at NAB Chicago last spring, was designed to meet the specifications of the operating TV broadcasters of this continent. Finalization of design was only completed after over twelve months trial of the prototype in the leading network stations and in major black-and-white productions from coast to coast.

Now the TK-12 is being manufactured in quantity at the RCA Victor plant in Montreal to give broadcasters all the economic advantages of Canadian manufacture, plus:

- *fast delivery*
- *proximity of service*
- *Canadian workmanship — equal to the world's best*

For further information, contact your nearest Technical Products representative, or write to the Technical Products Division, 1001 Lenoir St., Montreal 30, P.Q.



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

Advertising and Sales Clubs

BROADCASTERS ARE ACTIVE IN CANADA'S AD CLUBS

DURING THE 1960-61 period, a new pattern of leadership is emerging, developed from among Canadian broadcasting executives who are members of Advertising & Sales Clubs across Canada.

According to an announcement made by Philip S. Conquer, president of the Federation of Canadian Advertising & Sales Clubs — an organization whose purpose is the advancement of sound knowledge and practice in advertising and selling through self-control, education, and co-ordination — there are now 32 broadcasting executives holding leadership jobs.

A recent count showed that elected to office are: eight club presidents; three vice-presidents; 19 directors; and two past presidents. They represent a total of ten television and 17 radio stations, and the CBC, in 20 of the member clubs of the federation, whose 7,600 members are in clubs from Vancouver to Halifax.

The last two clubs to be chartered have as their presidents two executives in the broadcasting field: Gordon W. Burnett of CHOW-Radio, Welland; and E. Clyde Bourassa of CFQC-Radio, Saskatoon.

Vancouver's new TV station, CHAN, hit the air with its president, Art Jones, also holding office as chairman of the 1,800-member

Ad & Sales Bureau of the Vancouver Board of Trade.

BROADCASTERS LEAD

The following roster shows the new leadership pattern in Advertising & Sales Clubs:

Don Laws, CJOR-Radio, Vancouver — regional vice-president, FCASC; Phil Flagler, CJBQ-Radio, Belleville — president, ASC; Dick Tregillus, CKXL, Calgary — vice-chairman, Ad & Sales Bureau, Chamber of Commerce; Wally Arens, CFCN-Radio, Calgary — director, Ad & Sales Bureau; Mrs. Pearl Borgal, CKXL-Radio, Calgary — director, Ad & Sales Bureau; Miss Leslie Jackson, CFAC-Radio, Calgary — director, Ad & Sales Bureau; John Newburry, CKXL-Radio, Calgary — director, Ad & Sales Bureau.

Derek Field, CFRN-TV, Edmonton — vice-president, Ad & Sales Executive; Louis R. Roskin, CHED-Radio, Edmonton — director, Ad & Sales Executive; William G. Hetherington, CJCA-Radio, Edmonton — director, Ad & Sales Executive; Rolf Barnes, CJCA-Radio, Edmonton — director, Ad & Sales Executive; Tom Shandro, Sunwapta Broadcasting, Edmonton — director, Ad & Sales Executive.

Al Jones, CKCO-TV, Kitchener — director, Guelph ASC; Mrs. Ilga Breikss, CKOC-Radio, Hamilton — secretary, Woman's ASC; Joan Pritchard, CKOC-Radio, Hamilton — director, Woman's ASC; Agnes Anderson, CHML-Radio, Hamilton director, Women's ASC; Don Nairn, CKWS-TV, Kingston, director, ASC; Gary Roberts, CKLC-Radio, Kingston — director, ASC.

Lloyd Crittenden, CJLH-TV, Lethbridge — Lethbridge Chamber of Commerce, Ad & Sales; Robert V. Elsdon, CFPL-TV, London — director, ASC; Maurice Valiquette, CBC, Montreal — director, Le Publicité Club de Montréal; Janet Robertson, CFRA-Radio, Ottawa — director, Women's Advertising Club.

Jack Weatherwax, CHEX-Radio, Peterborough — president, ASC; Keith Packer, CHEX-TV, Peterborough — director, ASC; Arthur Jones, CHAN-TV, Vancouver — chairman, Ad & Sales Bureau, Board of Trade; Jack Sayers, CFUN, Vancouver — past chairman,

Ad & Sales Bureau, Board of Trade; Clare Copeland, CKWX-Radio, Vancouver — director, Ad & Sales Bureau, Board of Trade.

Mrs. Audrey Smith, CJOR-Radio, Vancouver — president, Junior Ad Club; Giles McMahon, CKLW-TV, Windsor — vice-president, ASC; Ralph L. Horley, CBC Winnipeg — past president, ASC; Mrs. I. Fowler, CJOB-Radio, Winnipeg — president, Women's Advertising Club; E. Clyde Bourassa, CFQC-Radio, Saskatoon — president, ASC; Gordon W. Burnett, CHOW-Radio, Welland — president, Welland-Port Colborne ASC.

THEY TAKE THEIR LISTENERS FISHING



EVERY SATURDAY, aboard Vancouver's largest private yacht, the Norsal, CKLG North Vancouver, takes 50 of its listeners on a fishing trip.

People who wish to participate, phone to register for the trip during the week. On Friday names are broadcast and fathers are invited to bring their sons along.

The "Men Only" cruise leaves at 9:00 a.m. with breakfast served on board. Free bait is provided for

fishing and an expert is on board to instruct the youngsters in the art of angling.

After lunch, the boat heads back to Vancouver, arriving at 4:00 in the afternoon.

Is this
YOUR OWN
Broadcaster?

CJMS RADIO MONTREAL



Mr. Paul Coucke

The appointment of Mr. Paul Coucke as Chief Editor and Head of the News Department at CJMS radio station, has been announced by Mr. Raymond Crepault, President of CJMS Radio Montreal Ltée. Mr. Coucke, who has been on the editorial staff of "La Patrie" for ten years, is well known throughout Quebec.

THE
TOTAL
RETAIL SALES
IN
CKGN-TV's
Dominant Area
Now Exceed
\$81,000,000
Annually

— SM

Paul Mulvihill
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality television stations

- CKVR-TV, Barrie
- CJCH-TV, Halifax
- CKGN-TV, North Bay
- CFCL-TV, Timmins

ALWAYS A JUMP AHEAD

CHUM

SURVEY-PROVEN NO. 1 IN TORONTO RADIO

London Letter

ROYAL OFFICIALS DELAY QUEEN'S MESSAGE TILL AFTER NOON

by WALTER R. WATKINS
London Correspondent

BBC OFFICIALS who did not want Queen Elizabeth's Christmas message broadcast in Canada and other Commonwealth countries before it is transmitted in Britain had the wind taken out of their sails by Buckingham Palace.

A message from Palace officials reached the corporation, demanding that Her Majesty's broadcast be kept off British screens and radio until after midday.



Object of this pre-lunch embargo is that Her Majesty personally feels that last year's broadcast — put on by the BBC at 9 a.m.—was too early.

It was disclosed that the queen was "distressed", along with other members of the Royal Family, that the Christmas message was delivered "when most people were in bed or having breakfast."

Reason for the breakfast-broadcast was put down to certain members of the BBC who did not want Canada, or any other country, to transmit the broadcast before Britain heard and saw it.

A BBC spokesman told me: "We cannot yet say at what time we will broadcast the queen's message on radio or TV this year."

Last year, the U.K.'s ITV broadcast it at the more reserved hour of 3 p.m. Said an ITV executive: "I see no reason to change it."

Described by ABC-TV — the British ITV contractor which has a high-powdered drama policy — as a "top Canadian actor", John Drainie flew in to star in one of the company's plays, *Rain* by W. Somerset Maugham. His co-star is Diane Cilento.

Biggest back-slapping time of the television year has come round again in the U.K. It was the annual Television Ball, at which the Guild of Television Producers and Directors made known its selections for "Oscars"

The Oscar for top personality of the year went to Eamonn Andrews, the most televised man in Britain.

Among other award winners was Michael Redington, who received cabled congratulations from U.S. television executives on his success. Redington won his prize as best factual program producer. He has lectured in the U.S. on TV production.

Britain is apparently succeeding in her extensive wooing to get

American production to come to Britain.

US producers connected with the production of the established series, *One Step Beyond*, have decided to make a fresh series of shows at the MGM studios in the UK.

They will use all-British artists, who will be working on all-British scripts.

Cardew Young and Larry Marcus, owners of the *One Step Beyond* production company, are finalizing negotiations with Associated-Rediffusion, which says it is prepared to buy the series — subject to British quota restrictions. (ITV in Britain is allowed only 15 per cent foreign content.)

Production of the series in Britain will be solely financed by the Aluminum Corporation of America, which sponsors the show in the States.

Produced by Peter Marriott, who is also associated with Douglas Fairbanks Productions, the shows will be directed by John Newland.

Newland is the director who has completed every one of the 108 episodes of this series in three years — a remarkable feat for any one man.

Taking a look around the MGM studios here, Marcus told me: "An English company, Lancer Films Ltd., has been formed for the series over here."

"Plans? We want to get the top writers on the scripts. We'll give them plenty of time to work on them. This is a high-budget series. Our sponsors have specified that the quality must be at least as good as the series in the US They say: No skimping."

American companies have been lured to Britain before — only to run into union trouble which has sent them scurrying elsewhere.

The big question facing Marcus and Young is: Will it happen again?

The Battle of the Giants still goes on. Hugh Carleton Greene, fiery chief of the BBC, is determined to get the third channel for the corporation — even if it means entering a slanging match with his opposition, Sir Robert Fraser, director-general of the Independent Television Authority.

Speaking recently to the strongly-nationalistic Welsh, Carleton Greene disclosed the BBC's long-term plans for Wales, which included the building of two new transmitters. And he also flung some mud in his opponent's eye.

He said: "The BBC's plan provides the only way in which Wales as a whole can be provided with a genu-

ine national service.

"The plans put forward recently by the ITA which were reported (I quote Sir Robert Fraser) as 'a decisive step forward in the development of television in Wales' appear to consist of two low-power transmitters serving only about 12 per cent of the Welsh population, and not including South Wales.

"The fragment of Welsh coverage would, in fact, be perpetuated. These plans can hardly be said to implement the promise made in Cardiff in November 1953 by one of the leading campaigners for commercial television.

"He — Sir Robert — said at that time that within a short time after the licensing of the first commercial station, Wales would have its own national television service. That was nearly seven years ago.

"The only body willing and able to provide this national service is the BBC, and we would act with speed if we got the go-ahead to use the extra channels in Band 3," he said.

Britain has three bands. One is used by the BBC. The second is used by the police and large organizations who use radio, and the third — partially — by ITV.

Carleton Greene's proposal to use up the uncommitted channels in Band 3 would stifle any plans the ITA had of expanding.

It is highly unlikely that Sir Harry Pilkington, whose Committee of Enquiry is looking into the future

of broadcasting will make such a recommendation to the Government.

Record of the year: A Conservative Party political broadcast shared an equal top place in British ratings with a comedy.

Although British TV film series are not over-enthusiastically received by Canadians, other Commonwealth and non-Commonwealth countries — which have not such ready access to American material — are showing great interest.

Russian viewers are now watching ITV's *Four Just Men*. It is being screened by Finnish TV, too.

According to Val Parnell, managing director of Associated Television, Yugoslavia is screening ATV's *Invisible Man* and *Interpol Calling*.

Thailand has bought 12 ITV's children's programs, Poland has taken *Four Just Men* and *Sir Launcelot*.

Other countries running British-originated shows include: Switzerland, Luxembourg, Nigeria, Austria, Belgium, Germany, Iran, Southern Rhodesia, Norway, Portugal, Sweden and Italy.

Elkan Kaufman, responsible for ATV's international sales, says: "Throughout the world these British programs have been rapturously received."

CALGARY MEDIA APPOINTMENTS



George A. Brown
Retail Sales Manager
CHCT-TV



Clarence F. Mack
Production Manager
CFAC

A. M. Cairns, Manager of CHCT-TV, Calgary Television Ltd., announces the appointment of George A. Brown as Retail Sales Manager, effective January 1, 1961. Mr. Brown was formerly Production Manager of CFAC, Calgary.

D. H. Hartford, Manager of Radio CFAC, Calgary Broadcasting Co. Ltd., announces the appointment of Clarence F. Mack as Production Manager succeeding George A. Brown, effective January 1, 1961. Clarence F. Mack was formerly Assistant Production Manager.

G. N. MACKENZIE LIMITED HAS SHOWS

like Allen Funt's *Candid Microphone*

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott	1131 Richards St.

CFTM-TV, Montreal

CGE Bags Half Million Order

CANADIAN GENERAL Electric Co. Ltd., has received a \$500,000 order to provide broadcast equipment for Montreal's new television station CFTM-TV.

C. E. Spence, manager of broadcast sales for CGE's electronic equipment operation, said the order included items of equipment which would be "entirely new" in Canadian television broadcasting.

The company will supply CFTM-

TV with twelve EMI Type 203 image orthicon camera channels; a continuous motion TV film projector; a recently developed transistorized video switcher; special effects generator; video-tape recorders; and other equipment.

The continuous motion TV film projection system going to the station, Spence said, will be the first of its type in Canada. It is a new system that practically eliminates the effects of scratches and dirt particles on 16mm films and projects a steadier image on the screen.

"Sharp, clear images comparable to those achieved by this projector, previously could be expected only from 35mm films used in major network productions," Spence said.

He said that other items of equipment slated for CFTM-TV have similarly unusual features. The transistorized video switcher will be the largest system of its kind in the country. A recently developed unit, it reduces maintenance and size by using transistors throughout for switching functions. Because of the reduced number of mechanical components in the switcher, it is expected to assure exceptionally long operational life, Spence said.

The special effects Telechrome unit with "Joy Stick" positioner which is being supplied, allows the imposition of any kind of shape — round or rectangular — in any position on the main picture.

The EMI camera channels are equipped with facilities for remote control of the channel, fitting of any type of zoom lens and ready adaptability for mobile use. CGE is also supplying the station with two Ampex videotape recorders.

CFTM-TV will operate initially with two studios and a mobile television vehicle, to be expanded to four studios and two mobile units when in full operation.



LIVE TALENT DRAWS THE CROWDS

WITH TWENTY-FIVE hours of live talent shows every week, CKVL Verdun is drawing the crowds.

For the station's 14th anniversary celebration last month 2,000 people crowded into the studios for four hours of live programming and a chance to have a slice of the 40 pound birthday cake.

On the same day, hundreds of smaller cakes, complete with candles, were delivered to advertisers, agencies, suppliers and civic and government dignitaries across Canada.

Earlier in the week, CKVL held a morning Halloween Party at the Chateau Theatre in Montreal, with a predominantly female audience of 1200 in attendance. Two hundred of the ladies came in costume and the one worn by a Mrs. Lussier (composed of chicken feathers no less!) was judged as the best. Her prize was a new coat.

In the picture, (l to r) Roger Baulu, emcee Leon Lachance and announcer, Roger Gosselin, laugh it up while some of the contestants look on.

Another live feature at the station is the daily morning show with host Jean Coutu, which attracts up to 400 people Monday through Friday. The Saturday hop for the teen set in the Palistre Nationale, draws 1,500 weekly.

Jack Tietolman, president of CKVL, says that the expenditures on live programming in 1960 will run close to \$300,000 excluding staff participation and production.

CKLN Is In The Clear

THE COMMONS was informed last month that the Board of Broadcast Governors is satisfied that CKLN, Nelson, has not run afoul of the Broadcasting and Radio Regulations.

The statement was made by Marcel Lambert, parliamentary secretary to Hon. George Nowlan, minister of revenue, who reports to parliament on broadcasting matters.

"The board", he said, "after reviewing all the correspondence, is satisfied that there has been no breach of the Broadcasting Act or of the Radio Broadcasting Stations Regulations in this case."

The CCF member for Kootenay West, H. W. Herridge, had asked for the investigation November 18. He told the commons at that time that "a local radio station in Kootenay West, owned by a local daily paper, has denied the use of its facilities for advertising to another local paper on the ground that it is a competitor."

He said outside the House November 22 that CKLN had cancelled a contract for spot announcements advertising the KOOTENAY GRAPHIC News, a periodical published at Nelson by Michael Carlton. He said that CKLN was owned by the NELSON DAILY NEWS.

After Lambert's statement, Herridge said that the matter will come before the Commons Broadcasting Committee, "at the request of a number of businessmen."

ANSWER-CANADA
A National Merchandising and Research Service
Through the use of telephone facilities, the following service is offered:
"WHERE-TO-BUY" INFORMATION
You can extend the effectiveness of your national advertising by just adding the line "Call Answer-Canada for the name of your nearest dealer". The trained Answer-Canada operator will supply the information and forward a complete record of calls.
For full details consult the white pages of your telephone book, ask information, or write . . .
ANSWER-CANADA
640 Cathcart St. Montreal
UN 6-2300
Affiliate: Answer America Inc.

HAMILTON'S NEW LOVE
Beautiful CHIQ Music
DIAL 1280

CONSULT LORRIE POTTS & CO., TORONTO — MONTREAL

CUTS & SPLICES



Bob Miller

Canadian Film Awards

CLOSING DATES for entries and categories in which films will be judged have been announced for the Thirteenth Annual Canadian Film Awards by Charles Topshee, chairman of the management committee.

A competition for the best professional and amateur films made in Canada during 1960, Canadian Film Awards for the first time will have four categories of films for television.

Entries will be adjudicated by panels of judges in Montreal, Toronto and Ottawa. Each winning film will receive a certificate of merit. The best amateur film is also awarded the trophy of the Association of Motion Picture Producers and Laboratories of Canada.

Closing dates for entries are: January 16 for professional films; January 31 for amateur films. Deadline for receipt of films is February 15, professional, and February 28, amateur.

Some of the categories in which the films will be judged are:

Theatrical: features (films 60 minutes in length or longer) and shorts (less than an hour).

Non-Theatrical: Arts and experimental, children's (including classroom), general information, public relations, sales and promotion, training and instruction, travel and recreation.

Television: Information films, entertainment films, filmed company or product commercials, public service commercials.

A "best amateur" film will be chosen and a "Canadian film of the year" may be chosen from the winners of the other classes if in the opinion of the judges, one of the films deserves the title.

Canadian Film Awards is jointly sponsored by the Canadian Association for Adult Education, the Canada Foundation and the Canadian Film Institute.

Post-1948 Films

ONE OF THE largest groups of post-1948 motion pictures from a major Hollywood studio to be released to television has been sold by Screen Gems to seven Canadian stations.

The sales were announced by Steve Krantz, vice-president and general manager of Screen Gems (Canada) Ltd.

The group of 209 films includes pictures that were produced by Columbia Pictures after 1948, a period during which Columbia won 15 Academy Awards.

Among the films in the package are *All the King's Men*, *Born Yesterday*, *The Caine Mutiny*, *Death of a Salesman*, *The Solid Gold Cadillac*, *The Last Hurrah*, *3:10 to Yuma*, *Jeanne Eagels* and *Phfffft*.

Also in the group are some of Stanley Kramer's most successful productions such as *The Wild One*, *The Four Poster*, *The Juggler* and *The Happy Time*.

The stations which have purchased the package so far are: CBMT, Montreal, CBOT, Ottawa, CBUT, Vancouver, CFTO-TV, Toronto, CJAY-TV, Winnipeg, CJCH-TV, Halifax and CHCT-TV, Calgary.

Second Feature Film

WESTMINSTER FILMS Ltd., Toronto, which earlier this year produced the feature film, *Nomads of the North*, for Walt Disney Productions, plans to make another theatrical film next year.

The company has purchased the option on *Dusk Over the City* by André Langevin, a French-Canadian writer.

New Films From Crawley's

TWO FILMS recently completed by Crawley Films Ltd. are *Waters of the Whiteshell* and *Harry's in a Hurry*.

Waters is a 27-minute, 16mm sound, color film produced for the Travel and Publicity Branch of the Department of Industry and Commerce of Manitoba. The film tells how a city family from the US visits the Whiteshell Forest Reserve in Southern Manitoba where the encroachments of civilization have been carefully controlled.

Harry's in a Hurry, a 13½-minute film in color and sound, tells the story of the year-round work of the Canadian Red Cross and the people who make it possible. The film points up the tendency of busy, well-intentioned people like Harry to ignore this vital service until the need strikes close to home.

Spartacus Interviews

TO PROMOTE THE \$12 million spectacular, *Spartacus*, Empire-Universal Films Ltd., Canadian distributors of the picture, are now releasing to stations filmed interviews with Peter Ustinov and Jean Simmons.

The interviews, six and four minutes in length respectively, are open-end so that local station personalities may appear to be conducting a personal interview with the stars.

NFB Appointments

H. B. CHANDLER of Montreal has taken up new duties as senior US representative of the National Film Board. J. W. Cosman, senior NFB representative in New York for the past three years, has returned to Montreal to become chief of the board's film sales division.

Both men have had extensive experience in film distribution. Prior to his present appointment, Chandler was assistant chief of NFB's international division. His work in that post included supervising the distribution in the US of 5,000 prints of Canadian travel films designed to attract vacation visitors to Canada.

A native of Charlottetown, P.E.I., Chandler was associated with the NFB in that province for several years before moving to the board's Montreal office in 1957.

J. W. Cosman has been with the board since 1949. He worked as administrative assistant to the director of distribution and as chief of the international division before going to New York in 1957.

STOVIN-BYLES APPOINTMENT



ALEX. STEWART

Mr. W. D. "Bill" Byles, President of Stovin-Byles Limited, announces the appointment of Mr. Alex. Stewart to their organization. Mr. Stewart has had wide experience in both Radio and Television, having been a Partner in Trans-Ocean Radio and TV Representatives, and Manager of J. A. Hardy and Co. Television Division. He was for 2 years President of the Television Representatives Association, and is now a Member of C.A.B.'s TV Sales Advisory Committee.

HARWALD EQUIPMENT

Inspect-o-Film

Is a film editor and automatic film inspector. On this machine you can inspect, clean and view a one hour program in less than 5 minutes.

Rewinds and Rewind Accessories

4 fine models — Economy, Standard, Deluxe and Premier. Among the many fine accessories are: Steady-Rest, Tite-Winder, Film Retaining Bars, Spacers and Clamps.

Moviscop

16mm viewer with speeds up to 450 feet per minute. Steady sharp picture at all speeds. Cannot over heat.

Cement-o-Film

A new splicing fluid which gives a strong instant splice without heat!

Protect-o-Film

Stops scratches, cleans and conditions, anti-static action and kills "greenness".

Canadian Distributors

CALDWELL A-V EQUIPMENT Co. Ltd.

447 JARVIS ST. - TORONTO - WA. 2-2103

CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE

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EVERY TIME
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... that's what Molson's Brewery do with the broadcasting of N.H.L. Hockey. ALL 70 E.P.H.L. games are also locally sponsored by:

Georges Benoit Ltée, 65 Maisonneuve, Hull.
Spic & Span Cleaners, Ottawa.
La Société Gazifère de Hull, 74 Laval, Hull.
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For Results, Ask: Interprovincial Broadcast Sales Ltd., Toronto & Montreal — Weed & Co., U.S.A.

CFCL-Radio

TIMMINS

completely covers

Northern Ontario

and

Northwestern Quebec

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Greater Sales Impact

than any other medium

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these quality radio stations

- CJFX, Antigonish
- CKBB, Barrie
- CFNB, Fredericton
- CJCH, Halifax
- CFOX, Montreal — Pointe Claire
- CFPA, Port Arthur
- CKTB, St. Catharines
- CHOK, Sarnia
- CFCL, Timmins

OVER THE DESK

HHEY HO THE MERRY MERRY with a couple of nonnies thrown in! Our Christmas issue has been out two weeks and it still isn't Christmas.

One happy event of the season was a lunch thrown at the Park Plaza by Ernie Bushnell and those associated with him in the CJOH-TV, Ottawa Hull venture.

As was to be expected, he told us about the wide potentials of the market for his English-language Ottawa station, touched lightly on the company's interest in the Pembroke station, CHOV-TV, and trod gently on the interest they are acquiring in the Cornwall operation — CJSS-AM, FM and TV — which was still in the hands of the BBG, but which they have now recommended for approval.



In the picture an enraptured "Bush" is seen being congratulated or well-wished by Pat Hepburn, who is time buyer with F. H. Hayhurst, but who was associated with Bush throughout her nine years in the commercial department of the CBC, before they saw the light and were converted to private enterprise.

One of my own most treasured anecdotes concerns Bush, way back in 1930, before Sunday sports and movies came onto the scene to disrupt the weekly poker games.

At that time I was doing a weekly show called *Danny and His Dad*. (You wouldn't believe it from my youthful appearance now, but I played Dad.)

The program was aired out of CKOC, Hamilton, and fed to CFPL, London, CKAC Montreal (they didn't find out until later that this was a French station) and CKNC, Toronto, of which he was the manager.

One episode concerned an accident in which a truck hit our 12-year-old Danny's dog. The dog went out like a light, resulting in a good deal of anguish from its young owner.

Next time I saw Bush, he growled and was obviously displeased.

I tried to make conversation — asked him if he had heard the show.

I heard half of it, he barked, and then I turned the damn thing off. I happen to like dogs.

Until he reads this, Bush has never known that the dog recovered before the end of the program.

I have always had a sneaking idea he was related to the damn thing.

OUTSIDE WITH OUTSIDERS

OUR NEW YORK gal, Laurette Kitchen — whose story on WPAT - Radio, Paterson, N.J., will appear in the January 5 issue — writes that the American Broadcasting Corporation broke with tradition and presented on a nation-wide hookup a filmed documentary not produced by the ABC news department.

Result was the resignation of John Charles Daly, network veep in charge of news and public affairs. Everybody knows Daly as the erudite if garrulous moderator of *What's My Line?*

Daly said he quit, not because he objected to the program itself — "which I haven't even seen" — but to the practice of farming out public affairs shows to outsiders.

The controversial show, *Yanqui No*, an hour-long realistic look at anti-Americanism in Latin America, was produced and written by Robert Drew, of TIME.

Daly, of course, is not exactly out of work. He still has his weekly date with Miss Kilgallen, et al.; and he had another date, now fulfilled — to marry Virginia Warren. His replacement is Jim Hagerty, who, as of January 20, will be out of a good p.r. job in Washington.

THEY CATER TO EGG-HEADS

DAVE CATTON, general sales manager of CHQM-Radio, Vancouver, was a visitor in Toronto last week, celebrating his good music station's first birthday (December 10), proclaiming that they are sold out, and waving around Clyde McDonald's "Profile of the Vancouver Market", giving statistics about the stations and audiences based on the February and May TPA reports.

What Dave was particularly stressing was that according to these reports CHQM stands second in the Vancouver market in terms of audience.

What seems rather significant is



the educational break-down of CHQM listeners. It works out like this:

Grade 8	5%
Grades 9-12	52%
Part University	20%
University Graduates	23%

The McDonald profile also breaks down the socio-economic level of the CHQM audience. It works out like this:

Lower	5%
Middle	52%
Higher	43%

The March BBM gave this station a "circulation" of 73,100 homes tuned to the station once or oftener during the seven day period of the survey.

I asked Dave to describe the basic program formula of CHQM. He put it this way:

"We lean towards the sophisticated, featuring show music, good jazz — Vancouver has a Jazz Society with 22,000 members — and we do a full-length opera every Sunday night."

Commercials, he said, are limited to two per 15-minute period and the station retains the right to reject them on the basis of offending or irritating the audience.

And before I offend my audience I'm going to repeat my season's greetings and remind you to buzz me if you hear anything.

Dick Lewis

SATELLITES SHINE ON BBG AGENDA

The first afternoon of the hearings was taken up with applications for satellites and the main bout was the quest of three concerns for the right to take TV to North Battleford, Sask.

The local radio station, CJNB, wanted a licence to establish its own station. CKBI-TV, Prince Albert asked for a North Battleford satellite and CKSA, Lloydminster asked time to submit a similar application.

The recommendation went to CKBI-TV.

Harry S. Hay, president of CJNB, wanted to build a station and pipe in CBC network programs from CFQC - TV, Saskatoon. Revenue would come from one or two hours a day of locally produced programs.

E. A. Rawlinson, president of CKBI-TV, Prince Albert, proposed a lowpower satellite station which

would be fed from Prince Albert through an intermediate relay station.

Finally, Art Shortell, president of CHSA, Lloydminster, accused Hay of breaking a "gentleman's agreement" under which the three stations were to divide the market between them, and sought to delay action until he has time to submit his own application for his own satellite. He said that both CJNB and CKBI had neglected this area until his intention to apply had become known.

Shortell said he was opposing CKNB's application because of what he called their breach of the gentleman's agreement, but that Rawlinson had not broken it and he would not oppose him. If Rawlinson's application went through, he said, he would still apply on his own station's behalf.

"Centre of the Prairie Market"
CHANNEL 3

It's now two for the price of one as we expand into a new and exclusive area with Western Canada's largest satellite.

One buy offers you unlimited opportunities to expand your sales with effective promotion and quality programming.

CANADIAN REPRESENTATIVE

STOVIN-BYLES LIMITED

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STATION CALLS



Ron Martin

CJMS, MONTREAL



NINE YEAR old Manon Trudeau, winner of the CJMS contest to find a name for the Granby Zoo's new giraffe, gets a big kick out of the miniature animal she won as a prize.

She was also presented with the keys of the zoo by Montreal mayor Boisvert and met "Valentine", the giraffe she had named.

CFCF-TV, MONTREAL

CHRISTINE DONAGHY, blonde, blue eyed and 23, has been chosen as Pajama Pattie, hostess of CFCF-TV's late night show *Pajama Playhouse*.

Her background of show business experience includes leading roles with the Montreal Repertory Theatre and the New York Savoy Dra-



Association, playing and singing selections by Canadian composers.

In addition, two full length programs were presented, one with the Militia Band and another by the young musicians from the TRMTA.

On three evenings CJAT aired programs of Canadian recorded talent. During the day, the disc jockeys concentrated on Canadian artists or those with Canadian backgrounds.

On Sunday, the last day of Canadian Music Week, four half hour programs with local young people originated from the station and in the evening, direct and live from the Mine Mill Hall, was an hour long concert with choirs, pianists, vocalists and instrumentalists performing a variety of numbers.

CHEX, PETERBOROUGH

THE NATIONAL Home Builders' Association has awarded CHEX-Radio three top honors in the annual National Home Week media competition.

Entering the competition for the first time, the station was selected for the best presentation by a radio station, the best sustained publicity campaign, and the best in the show — open to all media. Awards were presented December 5, in the Terrace Room of the King Edward Hotel in Toronto.

CHEX has organized a deer hunt.

All woodsmen who bagged a deer were invited to take their prize to a Lands and Forests checking station, have it weighed and certified by one of the officers and send the weight in to CHEX. The hunter producing the heaviest deer will win a Winchester 30-30 rifle.

Two big bucks were reported killed by cars, but unfortunately these marksmen were not eligible for the contest.

CHLO, ST. THOMAS

A LONG-PLAYING record, featuring the winners of the annual Rotary Music Festival, will be produced by CHLO.

Last month, hundreds of young people from southwestern Ontario came to St. Thomas to take part in the week long festival. After ad-

judication, in the various classes of vocal and instrumental music, many of the winners took part in the "Keystone Concert", highlights of which will be incorporated in the CHLO record.

Copies will be presented to winning contestants, and will be made available to teachers, relatives and friends at a nominal cost.

Selected performances of these young musicians will also be aired on the station's nightly program, *Hour of Good Music*.

CKCO-TV, KITCHENER

THE KIDS OF Kitchener last month enjoyed a three hour visit with Santa Claus at the Hi Way Market. The festivities were televised by CKCO-TV starting at 10:15 on Saturday morning, and the children were interviewed on camera.

The main purpose of the store's promotion was to bring in new people. Sales for the day increased four per cent over last year's show.

The children were given 50 pounds of candy, 50 pounds of suckers, 1,500 packages of caramel corn and 40 gallons of Double Cola.

Wally Walrus, seen on CKCO-TV Monday through Friday at 4:00 p.m., also appeared with Santa.

CKSL, LONDON



MORNING MAN at CKSL Bill Brady, acknowledges plaudits from crowds during the London Junior Chamber of Commerce Santa Claus Parade. The brass bed gimmick was a plug for Bill's regular show, *Breakfast With Brady*. He had a two way transmitter along to describe the parade.

Over 1,000 people took part, in-

cluding twelve floats, twelve bands, eleven majorette groups and six groups of cheerleaders. Personalities from the world of sport and entertainment, such as Gordy Tapp, Tommy Hunter, and Al Bruno, coach of the London Lords, were on hand.

Staffers Mike McMahon and Jack Stephens rode in the parade in an open convertible.

matic Group. She has appeared in summer stock productions and had a lead this year in Montreal's satirical revue *Up-Tempo '60*.

In the picture, she models *Tex-Made* nightwear, manufactured by Dominion Textiles who are sponsoring the program.

CJAT, TRAIL

DURING CANADIAN Music Week, November 20 to 27, CJAT presented over a hundred local artists on the air.

Seven short programs were put on each day, featuring 40 students of the Trail Registered Music Teachers

NEED HELP
WITH YOUR
HOME
MOVIES

8-16 MM
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MOVIE TITLES
STOCK &
MADE TO ORDER
EDITING • SPLICING
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Our SERVICE will put your films in top presentation form.
BROCHURE UPON REQUEST

G. N. MACKENZIE LIMITED HAS the SHOWS

like the Bob & Ray Show

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott	1131 Richards St.

CKCW, MONCTON



MRS. AMITA MALIK of New Delhi, India recently spent a week in the employ of Moncton Broadcasting Limited. She appeared on CKCW-TV, CKAM-TV and was interviewed on CKCW-Radio.

Amita was selected from over thirty foreign journalists to live and work in Canada for a year. UNESCO gave a grant of \$1,500 to bring her to Canada and as she travels, she will work on salary for individual radio and television stations.

The purpose of her trip is to make Canada better known to people in India. She will observe Canadian women at work in their homes and

during their social activities, and will send dispatches to Indian newspapers, magazines and radio stations reporting on the Canadian way of life.

In the picture, she cooks an Indian dish on the *At Home With Helen Crocker* program.

CHEC, LETHBRIDGE

E. D. CONVILLE, formerly production manager at CHEC, has been named manager of the station. J. C. Waddell has been named production manager.

**Will Call House Committee
BBG Expected To Appear**

THE GOVERNMENT will ask the Commons to set up a special committee on broadcasting. It was one of the four special committees mentioned in notices tabled for last month's Commons order paper.

The resolution for establishment of a broadcasting committee would give it sweeping powers to examine the general field of radio and television broadcasting. It is expected the committee will concentrate this session on the work of the Board of Broadcast Governors.

**CHOV
SELLS
SELLS
SELLS
SELLS**

U.S. BY
7-27-60
MUN

**The UPPER OTTAWA
VALLEY MARKET**

(\$111,540,000 Buying \$\$\$)

RADIO . . . PEMBROKE

PRINCE GEORGE

The Growing Market

shows

a

20% Increase

in

Public & Private School

Enrolment

Over 1959

CKPG

PRINCE GEORGE, B.C.

All-Canada in Canada
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CKCK Radio REGINA

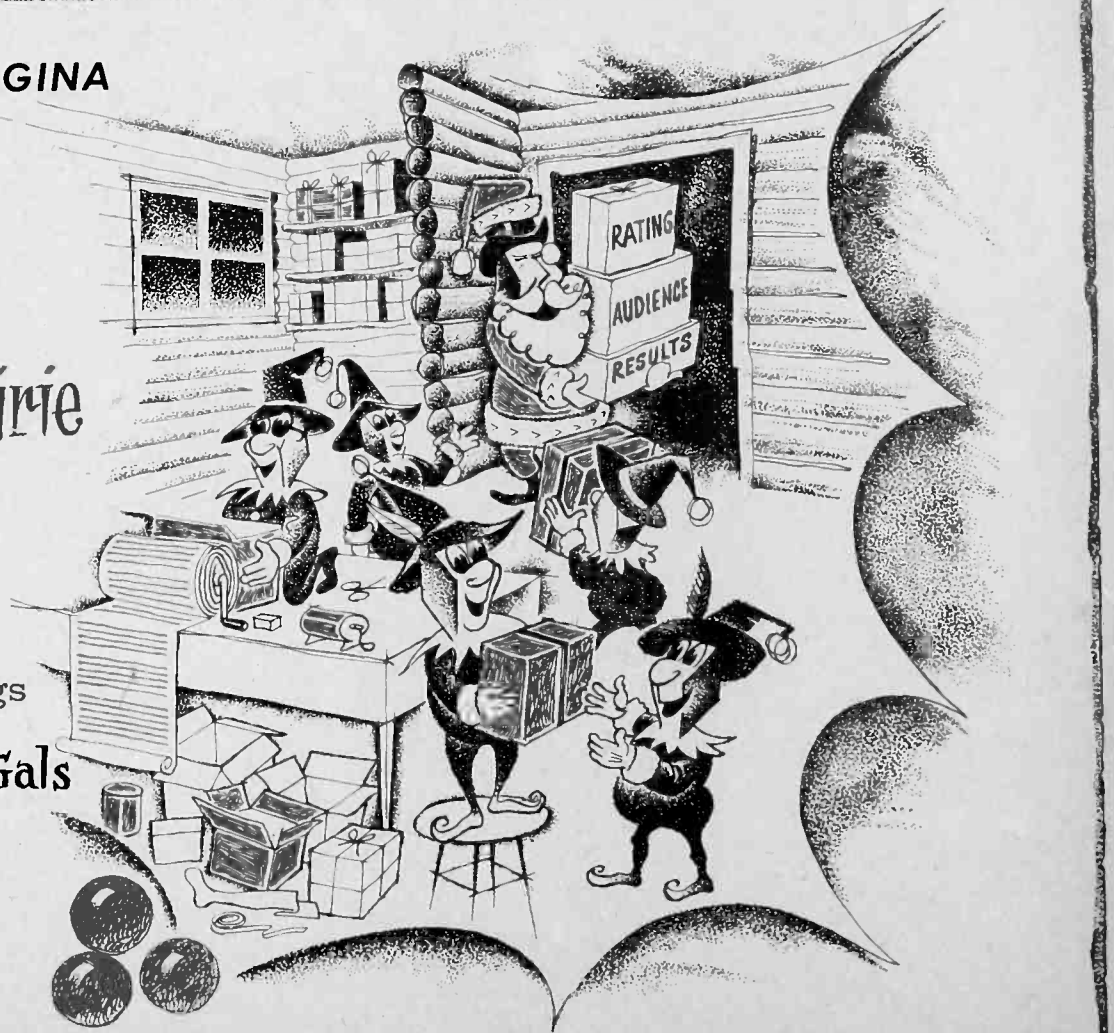
*Workshop
of the
great prairie
west*

**Broadcasting
24 Hours a day**

Season's Greetings
from the
CK Guys'n Gals



Representatives: All Canada Radio & TV Ltd.



116,100*

Montreal Housewives



That is the average number of "accumulative housewives" each hour period who join in the fun and games with Bob Washington and his Housewives' Club, heard daily on CKGM from 9 to 11 a.m. This represents the largest registered membership of any club in English Montreal. Why not find out how your product can be included in the daily housewives' hampers and in the supermarkets merchandising carried on by CKGM Housewives' Club throughout Greater Montreal.



* Semi-annual Personal Interview Circulation Survey by Elliott-Haynes Limited.

In Toronto: STEPHENS & TOWNDRON
 In Montreal: CKGM sales manager DON WALL



THE BANK OF NOVA SCOTIA

ESTABLISHED 1832 • MORE THAN 600 OFFICES ACROSS CANADA AND ABROAD

CONDENSED STATEMENT, OCTOBER 31, 1960

ASSETS	1960	1959
Cash, clearings and due from banks	\$ 294,164,221	\$ 260,975,131
Securities - - - - -	464,395,087	373,792,340
Call loans - - - - -	221,945,075	106,328,450
Total quick assets - - - - -	\$ 980,504,383	\$ 741,095,921
Other loans and discounts - - - - -	1,047,377,904	1,044,339,895
Acceptances & letters of credit - - - - -	58,693,696	29,962,403
Bank premises - - - - -	27,561,355	22,913,240
Controlled companies - - - - -	10,072,118	8,248,521
Other assets - - - - -	1,113,944	935,963
	<u>\$2,125,323,400</u>	<u>\$1,847,495,943</u>

LIABILITIES

Deposits - - - - -	\$1,942,006,822	\$1,721,044,455
Acceptances & letters of credit - - - - -	58,693,696	29,962,403
Other liabilities - - - - -	9,286,129	7,147,249
Total liabilities to the public - - - - -	\$2,009,986,647	\$1,758,154,107
Capital paid up - - - - -	26,835,789	21,579,880
Rest account - - - - -	87,474,647	66,439,640
Undivided profits - - - - -	1,026,317	1,322,316
	<u>\$2,125,323,400</u>	<u>\$1,847,495,943</u>

STATEMENT OF UNDIVIDED PROFITS FISCAL YEAR ENDED OCTOBER 31

Profits after reserves for depreciation & contingencies - - - - -	\$ 14,749,811	\$ 12,247,713
Income taxes - - - - -	7,825,000	6,345,000
Net profit - - - - -	\$ 6,924,811	\$ 5,902,713
Dividends declared - - - - -	5,500,810	4,665,964
Undivided profits - - - - -	\$ 1,424,001	\$ 1,236,749
Undivided profits brought forward - - - - -	1,322,316	885,567
	<u>\$ 2,746,317</u>	<u>\$ 2,122,316</u>
Transferred to rest account - - - - -	1,720,000	800,000
Balance of undivided profits - - - - -	\$ 1,026,317	\$ 1,322,316

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CBC President

Partial Competition Is Corporation's New Role

THE CBC WILL not be competing — in a businessman's sense of the word — with private television in cities where both operate, J. Alphonse Ouimet, CBC president, said in a recent address to the Toronto Rotary Club.

There will be some competition between public and private stations in the eight Canadian cities where both will operate next year, he said; but they will be complementary far more often than they are competitive.

Private TV will be in operation opposite the CBC by next year in Toronto, Vancouver, Winnipeg, Ottawa, Montreal, Halifax and Edmonton.

Ouimet contrasted the corporation's Toronto station, CBLT, with CFTO, the private station which will open January 1 in Toronto.

He described CBLT as a "flagship station," with programs seen from Victoria to St. John's, and added: "Because of CBC, Toronto has become one of the world's greatest and largest broadcasting production centres."

Of CFTO, he said: "As a privately-owned station, it will be an asset to the city. I do not know exactly how it will operate, but I would expect it to concentrate on the local aspects of broadcasting. There is ample room in Toronto for this kind of broadcasting — and for additional good Canadian broadcasting of all kinds. The CBC wishes CFTO well indeed."

However, Ouimet pointed out that there would be competition between the two — in the area where CBLT, in non-network shows, presented broadcasts aimed specifically at the Toronto public.

To say that the private stations will generally compete with the

CBC is unfair to the private broadcasters, he said.

"No private broadcaster or group of private stations on earth could provide the quality and quantity of CBC programs, and program distribution on the basis of a straight commercial operation. It is an economic impossibility. Yet there are people who would unthinkingly commit private broadcasters to an impossibility."

The CBC's job of providing service for all Canadians prevents it from engaging in true business competition, Ouimet said. However, in areas where competition for advertising is possible, "the second station will find that our commercial activities are conducted with vigor and competence."

He indicated that he hopes the new stations will compete vigorously with Canadian productions and serious programming, and only a limited number of light entertainment programs.

"The CBC does not intend to enter into canned-program competition wherein Western is matched by Western and quiz by quiz. The CBC has seen the results of such competition in other countries and even in Canadian radio. It has left broadcasting much the poorer."

He concluded: "When we speak of competition in television, let's first make certain it is not a competition designed to use us as decimal points in audience ratings."

Twenty Percent Have FM In English Montreal

TWENTY PER CENT of English-speaking Montrealers who live in what is considered the better residential areas now own FM sets. Elliott-Haynes Ltd. arrived at this figure after a November survey of more than 1,100 upper-income families in Westmount, Outremount, and Hampstead.

The survey also showed that these upper-income FM homes were almost equally divided in their listening between CBC-FM and the separately programed CKVL-FM, Verdun. Ninety-five per cent of those interviewed paid special attention to what station they listened to.

In 42.5 per cent of the homes, the FM set is in use from two to four hours daily. Nearly 17 per cent of the sample tune in from four to seven hours. The average listening on any evening is three hours per home, the E-H survey showed.

Among motorists in the higher-income class, one in ten has an FM radio set in his car.

Radio & Television Sales Inc., sales representatives for the only three separately-programed FM stations in Montreal, Ottawa, and Toronto, estimate that more than 350,000 FM sets are now in use in these areas. More than 125,000 are in the Montreal district.

CKVL-FM is now using bilingual announcements, since previous station surveys have shown that its listening audience is about equally divided, English and French.

JOS. A. HARDY & CO. LTD.
APPOINTMENT

Mr. Gilles Dussault

Mr. A. C. Harrison, General Manager of Jos. A. Hardy & Co. Ltd., announces the appointment of Mr. Gilles Dussault to their Montreal TV Division.

Mr. Dussault is a graduate of the St. Charles Borromée Seminary School of Business, in Sherbrooke, P.Q. His wide background includes sales experience with the Yellow Pages Division of the Bell Telephone Co. of Canada, and as sales representative for various industrial publications. This appointment became effective December 5th.

WANTED

An experienced technician to be assistant to the chief engineer. Must be conversant with both radio and television and willing to supervise and train junior technicians.

Contact:—

Conrad Lavigne,
CFCL-Radio-TV,
Box 620,
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CFRB, TORONTO

has opening for outstanding radio personality. Send audition tape and photo to
Program Director, CFRB
37 Bloor St. West, Toronto

WANTED

TV COMMERCIAL PHOTOGRAPHER

Commercial expansion requires addition of photographer with minimum of 3 years in commercial television station. 16 mm cine, 35 mm, editing, dark room and processing.

Send sample commercial with application. Film will be returned promptly. All applications confidential.

Please write Don Nairn, commercial co-ordinator, C-JAY TV, Polo Park, Winnipeg, Manitoba.

Obituary

ARCHIE CUNNINGHAM

RAGTIME PIANO player Archie Cunningham, known to thousands of radio listeners during the thirties and forties, died early this month.

His program, *Archie's Morning Melodies*, ran from 1930 to 1943 on CKCL, forerunner of station CKEY, Toronto. He was described by close friends as a man who never turned down a request to play for benefits and charities. His repertory of songs was estimated at 25,000 — words and music.

He is survived by his wife, two daughters and two sons.

Leading Ontario 5,000 Watt Radio Station

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Accountant-Bookkeeper with at least three years' experience (radio if possible) — girl preferred.

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Copy Chief experienced, mature woman 25-40.

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Studio Engineer at least 2 years' experience to maintain equipment and handle production. Ticket preferred, but not essential.

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