

Canadian
BROADCASTER

Vol. 19, No. 5

TORONTO

March 3rd, 1960

FRANK SCHNEIDER, principal of St. Gabriel's School in Edmonton, demonstrates the power of static electricity on "Windows to Learning", the ten-part educational television series now being broadcast by CFRN-TV. Story on page 4.

- BBG GOES TO MONTREAL AND TORONTO 6
- CBC FORMS FM NETWORK 7
- PRIVATE RADIO FROM COAST-TO-COAST 10

NO OTHER MEDIUM CAN MAKE THIS CLAIM

Floods and blizzards, calling for prompt action on the part of victims and other citizens, and split second dissemination of information to prevent further disaster, bring Radio onto the scene to spread whatever information is needed to avert further mishaps. No other medium can make this claim.

Advertisers have learned that, through Radio, they can deliver their sales messages, not just to one, but to all members of a family, in their homes, in their cars, in public places -- wherever they happen to be. No other medium can make this claim.

Canadians bought over 1,250,000 Radio sets in 1959. An estimated 9,000,000 receivers are in service across the country -- 6,000,000 in homes; 2,000,000 in cars and 1,000,000 in public places. No other medium can make this claim.



Radio Division

SUITE 404 - 200 ST. CLAIR AVE. WEST, TORONTO 7, CANADA - TELEPHONE WA. 2-0502

ACA-CAA

URGE MEDIA JOIN ADVERTISERS IN SELF-REGULATION

THE ADVERTISING business — advertisers, advertising agencies and media together — are planning to introduce measures of self control and self policing on a basis of "recommending" rather than "ordering", instead of having regulation imposed on it by some outside authority.

J. J. McGill, who is advertising manager of Imperial Tobacco Co. of Canada Ltd., but was speaking as president of the Association of Canadian Advertisers, told a meeting of the Class "A" Weekly Newspapers last month that: "So many people speak against advertising, that I think it is of tremendous importance to all of us to realize that abuses, particularly at the national level, are few and far between. Advertising in Canada is a wholesome business, making a sizable contribution to Canadian development."

McGill flayed the "glib books that have been written by clever people painting a distorted picture of advertising."

Pointing out that "it is the nature of man to pay unwarranted attention to scandal, so-called glamor and the like", he said that "books and articles of this nature have a wide audience, and, what is worse, a wide acceptance."

The speaker then listed two sources from which advertising has been hurt.

"First", he said, "there is that small, minute parcel of wise guys in both companies and agencies who think of the public as a gullible mass of adolescents who will forever believe whatever they are told, and who forget long-growth market development for a short-lived quick profit — then move on."

"Secondly", he said, "advertising has been adversely affected by those people who echo the snide and generally unsubstantiated half-truths they pick up in general conversation."

Dishonest advertising not only harms the one who commits the act, but also all people who spend money advertising their goods and services, McGill continued.

"As the believability of advertising declines, so will the return on dollars invested in advertising diminish", he went on, "and that is the danger that faces businessmen today."

He mentioned instances in Canada where "publications have refused to accept advertising which they felt was not strictly ethical. Advertising agencies have resigned accounts", he said, "rather than produce advertising to which they felt opposed, and public relations firms have declined profitable assignments because they were not in agreement with the philosophy of the potential client."

"Sometimes", he continued, "the conflict of views is not on the question of honesty". He then cited "a recent example in Canada where a large advertiser asked the CBC to disassociate it from a play on the grounds that it contained scenes which, in the advertiser's opinion, were not good family entertainment."

I cite this", he said, "as another incidence that advertisers, their agencies and the media they use have an active conscience."

GRAY AREAS IN ADVERTISING

McGill felt that it was fortunate that in Canada we have not had to face any flagrant abuses. But, he said, "there undoubtedly have been gray areas in Canadian advertising. Sometimes one overlooks the 'little white lie which won't hurt anyone,' but once one falls into step with that, the next step comes that much closer."

Expressing the need to "guard our actions and our business carefully," the speaker said that otherwise "our position will deteriorate and the public belief in advertising will decline."

Elaborating on this point, he said: "Every reasonable method of eliminating untruthful or objectionable advertising must be used if we are to retain advertising as an effective force in our economy. Sometimes the media people, the advertising directors of our newspapers, and magazines and responsible people in radio and television, feel the full onus of policing advertising is being thrust on them. They claim they do not have facilities to check the fringe line truth areas of all advertising. They quickly spot bad taste, but frequently technical knowledge of a product is required to pick up half-truths that may be contained in a presentation to the public."

"With a code of ethics recognized by all responsible people in advertising", he said, "we have a good formula for maintaining high standards of Canadian advertising, but in its present state, it is a passive formula, dependent on individual decision."

ADVERTISERS AND AGENCIES

McGill then stated that the Canadian Association of Advertising Agencies is willing to support ACA in "any well-planned program that will aid in the campaign against dishonest advertising."

He said that all associations seemed to be in agreement on one point:

"Advertising is capable of policing itself and prefers to do it that way. But in the final analysis, if there be areas where an element of government control seems to be desirable, then I am sure we will be pleased to co-operate."

Pointing out that a medium, by itself, cannot be expected to detect dishonest claims, or spot half-truths concerning a product, he said that competitors of that product in a market can do so. At present, he said, "there is little they can do about it, except protest the point to the company making the claim, and that is not very satisfactory".

He suggested that consideration be given to setting up some kind of advertising mediation board, to deal with complaints in the national advertising field, headed by a prominent member of the judiciary as chairman.

"In my opinion", he said, "this gentleman should be paid on a per diem or individual case basis. His board, operating on an honorary basis, could be composed of representatives from ACA; the agency group; Federation of Advertising & Sales Clubs; the major advertising media; consumer's groups and so forth."

This, he said, would be a centralized body to deal with complaints. "Wide-awake competitors", he said, "would readily appeal to this advertising mediation board and state their reasons for challenging certain advertising claims."

"If the body felt that a point had been made", he said, "they would then ask the defendant if he would appear to state his side of the issue. If he expresses lack of interest, the board makes its decision, but pre-

ferably this would be rendered after both parties had received a full hearing."

If the advertising campaign was found to be actually misleading, due to direct claims or skilfully-written interferences which were misleading, the offending advertiser would be requested — and he emphasized the word "requested" — to withdraw the advertisement or the entire campaign; and each of the media represented would advise their associates that the advertisement in question did not measure up completely to the standards laid down by the Board.

"This", he said, "would not prevent a newspaper, radio station or magazine from running the advertisement, but they would be doing so with full knowledge of the situation."

"Such a tribunal would be a court of public opinion, and its effectiveness would be assured by the twin forces of public opinion and competition."

"Such a system would not be authoritarian. It would recommend rather than order. But very few cases would be necessary before advertisers and agencies alike would be sharply aware that skirting the truth would come to the attention of the entire industry."

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

THE AWARD WINNING STATIONS

CJON Radio Television

NEWFOUNDLAND

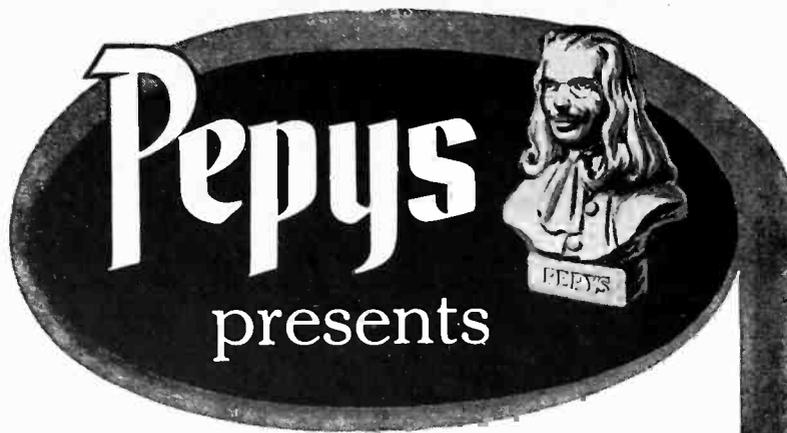
Participations
in the
"Druggists News"
on
CFCL-TV, Timmins
guarantees top-notch
merchandising and
promotional support
in 33 Drug outlets
throughout
Northern Ontario

Paul Mulvihill
& Co. Ltd.

TORONTO — MONTREAL

Representing these
television stations

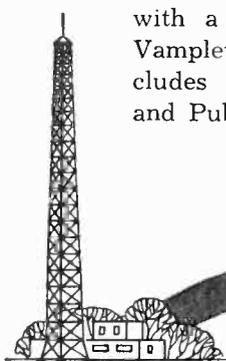
CKVR-TV, Barrie
CKGN-TV, North Bay
CFCL-TV, Timmins



VAMPLEW Advertising

Vamplew — a comparatively young but highly successful Agency — places great emphasis on **Thinking**. Because advertising is not, and never can be, an exact science, success is dependent on experience, acumen, hard work and — **thought**. Thought leads to **ideas**, and ideas mean **profit**. Sound ideas call for a background of experience and judgement, so there can be no substitute for professional knowledge in Advertising. It is this depth of approach which characterizes all Vamplew advertising campaigns.

To provide its clients with a complete service Vamplew Advertising includes Public Relations and Publicity.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

• RADIO STATIONS •

CJOR Vancouver
CFPR Prince Rupert
CKLN Nelson
CKXL Calgary
CJNB North
Battleford
CKOM Saskatoon
CJME Regina
CKY Winnipeg
CJRL Kenora

CHIC Brampton
CJBC Toronto
CFOS Owen Sound
CJBQ Belleville
CKLC Kingston
CHOV Pembroke
CKCW Moncton
CJON St. John's, Nfld.
ZBM Bermuda

• TELEVISION STATIONS •

KVOS-TV Serving Vancouver-Victoria
CKOS-TV Yorkton
CKTM-TV Trois Rivieres
CJBR-TV Rimouski
CKCW-TV Moncton
CJON-TV St. John's, Nfld.
CJOX-TV Argentinia
CJCN-TV Central Nfld.
ZBM-TV Bermuda

Labor-Management

PLAN COUNCIL OF BROADCAST UNIONS

A NEW MOVE TO establish a National Council of Broadcast Unions has been announced by the Canadian Labor Congress.

William Dodge, CLC executive vice-president, said the Council will co-ordinate activities of CLC affiliated unions in the radio, television and film production industries with respect to labor-management relations and what he called the "special problems" of the industry in Canada.

The four founding unions of the Council are: the Canadian Council of Authors and Artists; the National Association of Broadcast Employees and Technicians; the International Alliance of Theatrical Stage Employees; and the Canadian Wire Service Guild. Other CLC affiliates will be invited to join the Council.

Joe MacKenzie, CLC director of organization, has been appointed

executive director of the Council and Timothy J. O'Sullivan, international representative of NABET, has been elected financial secretary.

The announcement said the Council's objectives are to promote co-operation and understanding among member organizations; to study and make recommendations on all matters regarding radio and television; to provide information on organizing, collective bargaining, grievances, arbitrations and to co-operate and consult in the fields of education and public relations; to provide information on related fields in other countries; to promote and encourage formation of local councils of broadcast unions and to be a source of information, guidance and assistance to the CLC on matters relating to radio and television broadcasting.

Cover Story

CFRN-TV Airs Science Course

AS A MEANS of testing television as a supplement to classroom instruction, CFRN-TV, Edmonton, is now running a series of ten educational broadcasts aimed at Grade Eight students.

Called *Windows to Learning*, the broadcasts deal specifically with material taken from the electricity and magnetism sections of the Grade Eight science course. Frank Schneider, principal of Edmonton's St. Gabriel's School, teaches the TV lessons which are seen by more than 5,000 students in 190 Northern Alberta classrooms.

The series began January 28 and is being produced by CFRN-TV in conjunction with the School Broadcasts Branch of the Alberta Department of Education. Actually there are some sixteen different groups and authorities involved in co-ordinating and assessing the purpose and value of the series. These groups include the Edmonton Public School Board, the Edmonton Separate School Board, and a dozen or more school divisions and home and school associations.

Last year, a series of ten lessons over a two-week period, varying in

content and class level, was presented by the station. This year, however, the object is to present a series of lessons over a comparatively longer period and based on just one unit in the curriculum.

It is hoped that the series of 20-minute lecture-demonstrations will popularize teaching by television and insure a better assessment of TV as a medium for instruction.

Telecast Thursday mornings at 10 a.m., the ten topics covered in this series will be: Magnetism, Electricity at Rest, Electromagnets, Electricity in Motion, Generators and Motors, Power Plants, Electricity in the Home, Home Appliances, Radio and Television, and Review.

Dial 999 Sold To CBC

BUD DeBOW, Montreal office manager for S. W. Caldwell Ltd., has sold Dial 999 to the CBC's French-language television network.

Produced on location in London, the series stars veteran Canadian actor Robert Beatty as an RCMP officer assigned to Scotland Yard to study their methods of criminal investigation.

CKTB St. Catharines

AM & FM

The Niagara District Station

Programming to the Largest Number of Homes in Ontario

The Entire Niagara Peninsula (Plus Hamilton & Toronto)

East to Brantford West to Belleville North to Parry Sound **NOW** 5000 Watts 610 on the Dial

Representatives Paul Mulvihill Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD., 3rd Floor, 219 Bay St., Toronto 1
EMPIRE 3-5075

Printed by Age Publications Limited

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Circulation & Accounts THOMAS G. BALLANTYNE
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Vol. 19, No. 5

25c a copy (Directory Issues 50 cents) — \$5.00 a Year — \$10.00 for Three Years

March 3rd, 1960

CBC - - The Missing Link (?)

The Canadian Broadcasting Corporation's announced intention of applying for the second television license in Edmonton, when a large part of Canada is still without TV at all, is startling to say the least.

Both the Fowler Commission and the Broadcasting Act of 1958 envisaged a partnership of state-owned and privately-owned stations, providing "a national broadcasting system . . . that is basically Canadian in content and character . . ."

CBC President Alphonse Ouimet said, when announcing the application, that the CBC has no TV stations between Winnipeg and Vancouver, and therefore "cannot hope to provide a truly national service with gaps such as this between our TV production points."

Mr. Ouimet's statement is perfectly true, but the CBC already has twelve private station partners between these two cities and they carry its programs. They have to.

As regards production centres, we should like the Corporation to list the important programs it produces outside of Toronto and Montreal.

CFRN-TV was licensed to set up a TV station in Edmonton in 1954, on the strict understanding that it would carry at least 10½ hours a week of CBC programs. Surely, if this station agreed to carry these programs, it is entitled to rely on the CBC to supply them.

Now, however, if the CBC is successful in its application, it will obviously take away the network from CFRN-TV, and take it over itself. If it fails, CFRN-TV will continue with the network and face strong competition from another private station. So it would either have no network and relatively negligible competition from the

CBC, or retain the network and face keen competition from a private licensee.

With over five successful years on the air, CFRN-TV should not be too concerned either way. But an important principle is involved, and it is not confined to Edmonton.

The new Broadcasting Act has severely clipped the wings of the CBC. This is obvious. As a result, the CBC is fighting for its life. This is natural. But the proposition is illogical and we are unable to believe that the Board of Broadcast Governors will not see the futility of the CBC's scheme which might well upset the whole system, to gain for itself a priority in all areas.

The CBC failed as a regulating body and has rightly been relieved of this duty. Through the years, it has proved itself unable to operate stations and networks on a sound economic basis. In its other function, that of producing and presenting programs of national importance and educational and cultural value, it has done well.

If Canada needs a National Voice, let the CBC provide The Voice, but by means of film and tape. The transmission of The Voice is a problem for technical experts, and who is better qualified, by actual experience, than the private broadcasters?

If this CBC function was both useful and irreplaceable, then it would be a justifiable expense. But in Winnipeg and Vancouver alone, there are six groups of responsible people, with resources in the millions. And these people were denied the right to get into television.

Why not place the CBC stations on the open market right now, and let these people, subject to BBG approval and regulation, tender for their purchase? They would operate under the same rules, and at no expense to the country.

Third Column

EXTREME VIOLENCE AND LEERING SEX

THE NATIONAL Broadcasting Company in the US has issued a statement to all production organizations contributing to its network programming with the purpose in mind of eliminating extreme violence and leering sex from television shows watched by children.

In the statement, NBC vice-president James A. Stabile said: "To show an actor firing bullets into a victim already dead is entirely superfluous, not to say morbid.

"To extend a fist fight into a prolonged beating and to show close-ups of facial injury goes well beyond the needs of establishing conflict, and borders on the sadistic.

"Such extremes of violence will not be used on NBC-TV programs for children."

Issued in New York, the statement said that in treating the relationship between the sexes, there is reasonable acceptance of the portrayal of "affection between man and woman -- this need to touch one another and, in so doing, to demonstrate love."

Stabile added, however, that "in meeting our responsibilities to the family audience we can do without the leer, the brutal set of the jaw, and the intent to possess as the symbol of power and determination."

* * *

(NOTE: "The Third Column" will be devoted to reports of unusual happenings in the fields of radio or television or allied activities. Contributions will be welcome, especially from stations and advertising agencies. They should be addressed to the paper and need not be designated for use in this space, as we may find them more suitable for some other department.)



Board of Broadcast Governors

PACKED AGENDAS FOR MONTREAL AND TORONTO MEETS

THE BOARD OF BROADCAST Governors will meet in the Queen Elizabeth Hotel in Montreal, March 7 to 11, to consider applications for second television station licenses in that city.

There are four applications for the establishment of a second French-language station on channel 10 and two applications for a second English-language station on channel 12. They are:

FRENCH

Raymond Crepault, on behalf of a company to be incorporated, seeks a station on channel 10 with a power of 325 kw video and 195 kw audio and an omnidirectional antenna of 964 feet.

La Compagnie de Publication de "La Presse" Limitée would operate on channel 10 with a power of 325 kw video and 162.5 kw audio and an omnidirectional antenna of 975 feet.

Paul L'Anglais and Associates would operate on channel 10, with a power of 325 kw video and 195 kw audio and an omnidirectional antenna of 964 feet.

Radio station CKVL Limited and United Amusement Corporation

Limited seeks a station on channel 10 with a power of 325 kw video and 184 kw audio and an omnidirectional antenna of 902 feet.

ENGLISH

Canadian Marconi Company would establish a station on channel 12 with a power of 325 kw video and 160 kw audio and an omnidirectional antenna of 970 feet.

Mount Royal Independent Television Limited would establish a station on channel 12 with a power of 325 kw video and 162.5 kw audio and an omnidirectional antenna of 908 feet.

(A third applicant, Sovereign Film Distributors, withdrew their application last month. No reason was given for the decision.)

OTHER APPLICATIONS

The Board will also hear the following applications:

For an increase in daytime power by CJSS, Cornwall, from 1,000 watts to 10,000 watts.

For an increase in daytime power by CHLN, Trois Rivières, from 5,000 to 10,000 watts.

For an increase in daytime power by CFBC, Saint John, from 5,000 to 10,000 watts.

For an increase in power by CKPR-FM, Fort William, from 250 to 48,000 watts. Also an increase in antenna height from 277 feet to 999 feet.

For a change of transmitter sites of the low power relay transmitter stations CBLF, Foleyet, Ontario, and CBRL, Williams Lake, B.C. and a change in frequency for CBH, Halifax from 1330 kcs to 1340 kcs, all by the Canadian Broadcasting Corporation.

REGULATION AMENDMENTS

At the Montreal hearing the Board proposes to amend the Radio Broadcasting Stations Regulations by the addition of the following section as Section 8A:

(1) Where, in the opinion of a representative of the Board a promotional program broadcast by any station is of an offensive or objectionable nature, or is likely to create or contribute to any public disturbance or disorder, such representative, by notice in writing to that effect, may require that station to show cause, in the manner and within the time indicated in such notice, why the charac-

ter of that particular program should not be modified.

(2) If the Executive Committee of the Board is not satisfied that the station has succeeded to show cause in the manner and within the prescribed time why the character of such promotional program should not be modified, the Board may then, by written notice, require that station to make such modifications to it as it may deem necessary.

This amendment will also be made to the Radio (TV) Broadcasting Regulations as Section 9A.

In addition the Board proposes to amend the Radio (TV) Broadcasting Regulations by repealing paragraph (g) of subsection (4) of Section 6 and substituting the following therefore:

(g) programs of films or other reproductions which have been made in Canada, if

(i) the maker is a Canadian citizen, ordinarily resident in Canada, or is a company incorporated under the laws of Canada or any province and a majority of whose directors are Canadian citizens;

(ii) an application in a form prescribed by the Board has been submitted to the Board presenting evidence of Canadian and non-Canadian content; and

(iii) the Board, after considering the evidence contained in the application has approved the production as one of Canadian content and character.

TORONTO MARCH 14

The public hearings in Toronto will get underway March 14 in the Oak Room, Union Station Building. The Board will hear nine applications for the establishment of a second television station on channel 9 in that city. The applicants are as follows:

Consolidated Frybrook Industries Limited — 325 kw video, 162 kw audio — omnidirectional antenna 392.4 feet.

Spencer W. Caldwell — 167 kw video, 84 kw audio — directional antenna 379 feet.

Henry Borden, C.M.G., Q.C. — 325 kw video, 182 kw audio — omnidirectional antenna 1087 feet.

Upper Canada Broadcasting Limited — 325 kw video, 162.5 kw audio — omnidirectional antenna 730 feet.

Rogers Radio Broadcasting Limited — 325 kw video, 162 kw audio — omnidirectional antenna 677 feet.

Beland H. Honderich — 325 kw

video, 150 kw audio — omnidirectional antenna 622 feet.

Baton Aldred Rogers Broadcasting Limited — 325 kw video, 162 kw audio — omnidirectional antenna 895 feet.

Maclean-Hunter Publishing Company Limited — 325 kw video, 152 kw audio — omnidirectional antenna 895 feet.

J. S. D. Tory Q.C. — 167 kw video, 84 kw audio — directional antenna 383 feet.

The Board will also hear the following applications from the Canadian Broadcasting Corporation:

For the establishment of a French-language television station at Sturgeon Falls, Ontario, on channel 7 with a power of 8.75 kw video and 5.25 kw audio and a directional antenna of 622 feet.

For a license to establish a satellite French-language television station at Sudbury on channel 13 with a power of 601 watts video and 361 watts audio. This would operate as a satellite of the proposed station at Sturgeon Falls.

For a license to establish a satellite television station at Courtenay, B.C. on channel 7 with a power of 625 watts video and 375 watts audio, to operate as a satellite of CBUT, Vancouver.

For a license to establish a satellite television station at Nelson, B.C. on channel 9 with a power of 560 watts video and 280 watts audio, to operate as a satellite of CBUAT, Trail, B.C.

OTHER APPLICATIONS

W. B. Parker is applying for a license to establish a new AM radio station at Maguse River, N.W.T. with a power of 1,000 watts on 570 kcs.

Television Station CFCL-TV, Timmins, seeks an increase in power from 18.5 kw video and 9.25 kw audio to 100 kw video and 50 kw audio. Also an increase in antenna height from 362 to 562 feet.

Television Station CHCH-TV, Hamilton, seeks an increase in power from 150 kw video and 90 kw audio to 325 kw video and 182 kw audio. Also an increase in antenna height from 654 to 1173 feet.

Radio Station CKTB, St. Catharines, seeks an increase in daytime power from 5,000 to 10,000 watts.

Radio Station CHVC, Niagara Falls, seeks an increase in power from 5,000 to 10,000 watts.

The CBC seeks an increase in power for its low power relay transmitter CBLN, Nakina, Ontario, from 20 to 40 watts.

In addition the Board will hear applications for license renewals from 49 radio and television stations, both private and CBC.

Radio CFCO Chatham

- Coverage — 1000 watts at 630 on the dial blankets South-Western Ontario.
- Good Ratings — 33,800 homes per week.
- Balanced Programming — rural and urban, for all ages and tastes.
- Economical Rates — only \$5.50 for Class A spots.

Phone, wire or write Arch Ferrie, Sales Director, for availabilities.

Say You Saw It
in the
BROADCASTER

\$5 a year — \$10 for 3 years

CKOS
TV
YORKTON
SASKATCHEWAN

THE VOICE OF THE
WEALTHY PRAIRIES

CANADIAN REPRESENTATIVE:-
STOVIN-BYLES
LIMITED
TORONTO • MONTREAL
WINNIPEG • VANCOUVER
U. S. A. :-
DEVNEY INCORPORATED
NEW YORK, N. Y.

CBC-FM

TRI-CITY NET WILL OPEN IN APRIL

DETAILS OF the Canadian Broadcasting Corporation's plan to establish Canada's first frequency modulation radio network were made known in Ottawa last month by Alphonse Ouimet, CBC president.

The FM network, which is to be bilingual, is scheduled to go into operation in April and will link up three existing CBC radio stations: CBM-FM in Montreal, CBC-FM in Toronto and CBO-FM in Ottawa.

Ouimet said the commercial potential of FM would be assessed before policy with regard to accepting commercial messages is determined.

A detailed program resume will be given in French and English at the beginning of each day's FM broadcasting and, generally speaking, there will be no interruption in the programs themselves for translation purposes.

High fidelity recorded music and regular Trans-Canada Dominion and French network concerts and recitals will constitute the main program fare during the initial 18-month test period but the FM audience will also hear news, talks, commentary and as much other live entertainment as a necessarily-limited experimental budget can provide.

Featured on the network from time to time will be specially prepared recorded programs from the British Broadcasting Corporation and Radio-

diffusion-Télévision Française. The Corporation hopes to be able to obtain some American FM programs on an exchange basis.

VARYING LENGTHS

Programs on the new network will not always be bound to traditional half-hour or hour periods. Occasionally it will be possible to have two and three hour programs, or programs of varying lengths, as subjects may demand.

The necessary lines and equipment for establishment of the network linking Ottawa, Toronto and Montreal are being set up by Canadian

National Railways and Canadian Pacific Railway Company jointly.

Ouimet said that for the first 18 months of its operation the network will be largely experimental in nature. During that period it will be under close scrutiny so that, as the operation matures, it will make full use of the lessons learned in its infancy.

The frequency modulation network will broadcast during the evening hours Monday to Friday and from noon to midnight on Saturday and Sunday. The frequencies will be: Toronto 99.1 mc, Montreal 100.7 mc, and Ottawa 103.3 mc.

Approve W'peg and V'couver Licenses

THE FEDERAL cabinet has approved the recommendations of the Board of Broadcast Governors for new privately owned television stations in Winnipeg and Vancouver.

A Transport Department spokesman says letters of authorization have been sent to the two groups who will operate the stations: Ralph S. Misener and Associates in Winnipeg and the Vantel Broadcasting Company Limited in Vancouver.

The only Canadian television

service now in those cities is from CBC outlets.

Both groups have said their new stations will be on the air before the end of this year.

The Winnipeg station will operate with a power of 235 kilowatts video and 180 kilowatts audio on channel 7. The Vantel station in Vancouver will be on channel 8 with a power of 180 kilowatts video and 90 kilowatts audio.

FILMLINE PROCESSOR

Model No. R15TC

16 mm Reversal & Neg.-
Pos. Processor for
TV Stations.

Easily installed and economical to operate. Has a foolproof overdrive system eliminating film breakage, scratches and static marks and has a complete temperature control system.

- Daylight Operating on ALL Emulsions.
- Speeds to 1200 feet per Hour.
- Variable Speed Drive
- All Tanks are Stainless Steel.
- 1200 ft. Daylight Magazine.
- All Metal Construction.
- Double-capacity Spray Wash Tank.
- Forced Warm Air Drybox.
- All parts that come in contact with Solutions are Stainless Steel or Inert Materials.

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EQUIPMENT Co. Ltd.**

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MERCHANDISING AWARDS

presented to

CJIC-TV and CKX-TV

SAULT STE. MARIE, ONTARIO

BRANDON, MANITOBA

in recognition of outstanding merchandising service
provided in support of the introduction of

NEW Oxydol

Potts' SPOT

CKEN - CFAB
Kentville-Windsor, N.S.

SUCCESS STORIES

● Here is what a distributor of a potato spray material had to say about his experience with radio advertising over CKEN-CFAB last year. He said a comparative sales picture for 1958 sales were without radio advertising and the '59 was the result of a carefully planned minimal spot campaign

	1958	1959
July	100%	151%
August	100%	645%
September	100%	400%
Total	100%	383%

Is it necessary to say the sponsor was enthusiastic about radio advertising when he looked at the figures showing 1959 nearly four times the volume of the year previous?

● **Twice In One Month:**

A furniture dealer in Kentville used CKEN-CFAB twice in one month to feature special promotions. The first of those dealt with floor coverings which were offered on an 8:00 a.m. newscast one morning and were of satisfaction and appreciation of radio advertising. Then, two weeks later, the same sponsor advertised a clean-up on floor tiles. Again the item was promoted on the 8:00 a.m. news and every tile was cleaned out before 10:00 a.m. the same day.

CKEN-CFAB listeners are responsive — CKEN-CFAB sponsors are happy.

● ● ●
CJET

Smiths Falls, Ontario

● Now for the first time: Radio Station CJET, Smiths Falls, gives low cost per 1,000 in the Ottawa Valley, Breakfast time only \$1.44 per 1,000. CJET, also, has bonus audience of Ottawa Metropolitan area, most periods of the day.

● **NOTE TO TIME BUYERS:** Before you buy that spot, check Potts' Spot.

Lorrie
Potts
and Company

1454A 1117
Yonge St. St. Catherine St. W.
TORONTO MONTREAL
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CKSL London

BREAKFAST WITH BRADY IS A MOVING FEAST

RADIO STATION CKSL, London, recently completed a ten-day personality promotion for its morning man, Bill Brady. Each day from 12 noon to 12.30, Bill would go to a specific place somewhere in the city and wait to be discovered. There was a cash award for his capture which increased by \$25 for each consecutive day he wasn't found.

To kick off the promotion, the station inserted a "Wanted" poster in the local paper showing Bill's picture and outlining details and rules. Every morning on his *Breakfast with Brady* show, Bill played a tune as a clue to where he would be located that particular day. The first person to find and identify Bill at the specified time would win the cash jackpot.

During the promotion Bill went to ten different locations and was captured three times. He visited such places as a hospital, the miniature railway, the library, the University of Western Ontario, the Unemployment Bureau, the Post Office, the Humane Society dog pound, a construction site and Simpson's Department Store.

At times the promotion caused so much interest it turned into a regular manhunt. University students besieged CKSL's downtown studios — even threatening to kidnap Bill. However, he was finally smuggled out of the building.

Bill was chased by cars, followed wherever he went on foot and literally became a wanted man. One day he was chased into a garage, where he switched cars and managed to drive out through the side door unobserved. Another day it took four



Photo by CKSL-Radio

SURROUNDED by his captors, Bill Brady (wearing glasses), host of "Breakfast with Brady" on CKSL-Radio, London, stands next to Sir Lion who acted as a decoy when Bill tried to sneak into Simpson's Department Store. The stunt was part of a recent promotion which offered cash to the first person discovering Bill at a chosen location and time.

cars and two-way radio contact to shake off pursuers.

Each day crowds gathered at locations where Bill was thought to be. For example, one day he played as a clue the theme music from the film *On The Beach*, which was currently playing at a local theatre. His actual location was to be the library where he would sit and read the book of the same name.

HELLO WINS C-NOTE

Hundreds of people gathered outside the theatre and also at nearby Fanshawe Park Beach hoping to capture Bill, yet no one thought of going to the library. Bill was discovered quite by accident at the library by a man who went over to him to say hello. This gesture of courtesy won the man \$100.

Another day, Bill donned overalls and a safety helmet, tucked a lunch-

pail under his arm and trotted over to one of the city's building projects. To escape recognition, he joined the construction men at lunch.

One day Bill went to a hospital and put on a white smock. He roamed the corridors unrecognized and was greeted only with a pleasant "Good afternoon, Doctor". He lunched in the hospital cafeteria without being identified and returned alone to CKSL.

On the last day of the promotion, Simpson's Department Store was selected as Bill's hideout. As a clue, Bill played the theme music from *An Adventure in Music*, which is sponsored by Simpson's. Hundreds of people correctly guessed where Bill would be that day. As a result, the store was jammed and Bill was pounced on the moment he stepped into the store by five university students who won themselves \$125.

APPOINTMENT



KENNETH C. MARSDEN

Mr. W. C. Thornton Cran, President of Rogers Radio Broadcasting Company Limited, announces the appointment of Mr. Kenneth C. Marsden as Assistant to the President. Mr. Marsden has been with CFRB for fourteen years. He joined the station after war service in the R.C.A.F. as a pilot. Since 1946, he has been Sales Promotion and Public Relations Manager at CFRB.

PROTESTS CBC'S EDMONTON TV PLANS

MANITOBA Liberal - Progressive Leader D. L. Campbell has backed a protest by the Flin Flon Chamber of Commerce against the CBC setting up a second television station in Edmonton.

In a telegram to Prime Minister Diefenbaker last month, the Chamber said Northern Manitoba was shocked at the CBC proposal to "spend great sums of money setting up and staffing a television production centre in Edmonton for duplication of service already being provided when many areas of Canada still are completely without television."

In a telegram to the Flin Flon Chamber, Campbell said: "We agree entirely with your stand and favor extension of television to unserved areas as we did when in office. As you know we initiated a pilot pro-

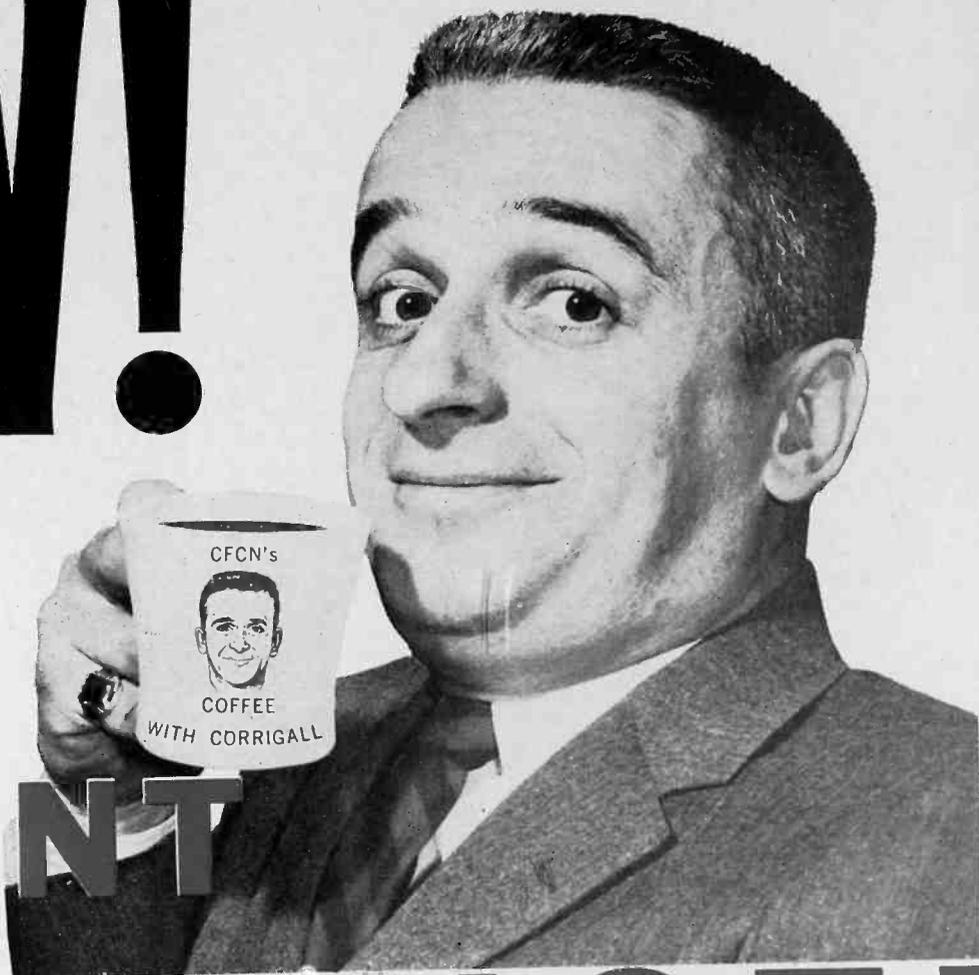
gram toward this end, which was discontinued by our successors. Your case is strengthened if it is true, as we understand, that Kenora, Ontario, is now being served."

BBG Names Haig Counsel

THE BOARD OF BROADCAST Governors has appointed Graeme Thomson Haig, M.C., LL.B., as special counsel to the Board during the public hearings to consider second television station applications in Montreal and Toronto.

Haig, a member of the firm Campbell & Haig, Winnipeg, acted as counsel for Perimeter Television Broadcasters Limited, one of the applicants at the recent hearings in Winnipeg.

NOW!



INSTANT AUDIENCE!



(Bursting with Buying Power)

For the aromatic flavor of success . . . use Calgary's Number One Salesman — CFCN!

Through research, study, top talent and programming everyone enjoys, CFCN opened the lid on Instant Audience — in demand by advertisers everywhere!

"Coffee with Corrigan" is a prime example. It's Calgary's first — and favorite — coffee break, each day from 6:00 to 9:00 a.m. And Ned Corrigan can show you the fresh approach to sales success . . . can add his ever-growing Instant Audience to your advertising campaign.

Let Radio Representatives Ltd. show you how easy it is to enjoy Instant Audience — Giant Size — on CFCN, Calgary.

CFCN

CALGARY

Spectacular 60's

PRIVATE RADIO AIRS FIRST COAST-TO-COAST NET

CANADA'S FIRST coast-to-coast private radio network show, *The Spectacular Sixties*, was broadcast on Saturday, February 13 by 58 stations. The hour-and-a-half program of music, comedy and drama was sponsored by Miles Laboratories through its agency Robert Otto & Co. (Canada) Ltd.

The program was to have been carried by 65 stations, but because of a dispute with the American Federation of Musicians (CLC), seven stations were prohibited from airing the broadcast: CKPC, Brantford; CKAR, Huntsville; CKBB, Barrie; CFCH, North Bay; CFOR, Orillia; CKCK, Regina; and CHAB, Moose Jaw.

Originating live from the Queen Elizabeth Theatre in Toronto's Exhibition Park, the basic format of the show was that reporters had been sent into the future via a time machine and were phoning back information of trends, fads, and events which will occur during the next decade.

Gordon Sinclair, radio commentator and entertainment columnist for the *TORONTO DAILY STAR*, was chosen to report on sports. As he saw it, Maurice "Rocket" Richard will retire gracefully from the hockey game during the decade and as his bad man reputation fades into the background, he will emerge as the bene-

volent father-image of Canadian sport.

Pierre Berton of the *STAR*, examined interplanetary travel in the 1960's. His report: the moon has become passé — a regular tourist haven. Venus is the spot for the *real* traveller.

Alex Barris of the *TORONTO TELEGRAM* was told to sneak a peek at talent in the next decade. "In 1970 with so much broadcasting coming from outer space", Barris said, "the United National has passed a ruling forcing television stations to use 55 per cent earth talent."

Education was the field explored by the CBC's Max "Rawhide" Ferguson. Using his many voices he reported on a new educational institution — "The Royal Ontario College for Incurable Drivers". Purpose of the school is to salvage the chronic offenders who can't make a go of driving. One of the students or inmates is a former CBC staff-car driver whose problem was a "divine right fixation". He used to drive the staff car with no lights or brakes and right through stop-signs.

The *STAR*'s Charles Templeton noted the population explosion during the next ten years. China is fast approaching the one billion mark, the European countries are busting at the seams, the US population has almost doubled and Canada has



Photo by Howard Studios
PRANCING across the stage trying to unnerve singer Pam Hyatt are (l to r): Bob Goulet, Wally Crouter, Alex Barris, Pierre Berton and Gordon Sinclair.

reached a new high of 20,000,000 people.

DRAMA AND DOCUMENTARY

On the serious side, a special taped dramatic skit was included in the show. Based on the prediction of Nostradamus that there will eventually be world brotherhood, the playlet featured John Drainie, Alice Hill, Ruth Springford and Alan King.

Another tape was procured from CFCE, Montreal, Canada's oldest radio station. The tape featured highlights of the past forty years of broadcasting, among them: the voices of Guglielmo Marconi and Will Rogers, actual progress reports of Lindbergh's flight across the Atlantic, the beeps transmitted by Russia's first Sputnik satellite, and excerpts from the opening ceremonies for the St. Lawrence Seaway.

Songs which were popular years ago as well as today, and songs of the present which will most likely become favorites in the future were sung by Bob Goulet, Juliette, Pam Hyatt, Annabelle Adams and Jack Duffy.

Announcers on the program who delivered both the commercials and a few laughs were Wally Crouter and Bill Deegan of CFRB and Elwood Glover of CJBC

BEAVER NETWORK

For the special broadcast, the private-station hook-up was called the Beaver Broadcasting Network and originated through the facilities of CFRB, Toronto.

Cost of the broadcast was about \$25,000. To promote the show, stations were supplied with newspaper

mats, taped spots and window display material.

The program was heard at 1 p.m. local time in all cities with the exception of CFBC, Saint John which carried it at 2 p.m. and CJON, St. John's which aired the show at 2.30 p.m.

The Spectacular Sixties was produced by John Adaskin, with Wib Perry of Robert Otto as executive producer. Musical direction was by Lucio Agostini. This was the first of what is hoped to be a series of such broadcasts on both radio and television.

He Fought For Charity

TO PROMOTE the Yorkton March of Dimes Campaign, sponsored this year by the Kiwanis Club, CKOS-TV's sports director, Linus Westberg, offered to fight Corporal Bill Isaac, a popular local sportsman and member of the RCMP, if \$100 was raised for the March of Dimes by viewers.

Not to be outdone, Coach Paul Bozak of the Melville Millionaires Hockey Club promised to have his hair completely cut off in front of the CKOS-TV cameras if \$300 was raised.

Within two weeks, more than a thousand letters came into the station containing a total of \$432 for the March of Dimes campaign.

Soon after, the Mayor of Yorkton, members of the Yorkton and Melville hockey clubs and Kiwanis Club officials went down to the station to assist in the fight between Westberg and Cpl. Isaac and to cheerfully remove Coach Bozak's hair.

A CKX-tra — "Twice The Power For Your Money!"

"I'll be
10,000 watts
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50,000 watts (daytime)

*Elliot-Haynes & BBM

CUTS & SPLICES

by BOB MILLER

Explore Film Techniques

THE THEME OF the 87th Convention of the Society of Motion Picture and Television Engineers, scheduled for May 1 to 7 in Los Angeles, will be "New Techniques for Films, Television and Video Tapes". A survey will be made of new principles presently being introduced into the motion picture and television industries.

Reid H. Ray, convention vice-president, said the increase in production for television, together with changes in budgets and schedules, has placed new emphasis on quality with convenience and created new problems of acoustical treatment, ventilation, heating methods and noise. These problems will be discussed during a convention session devoted to acoustics and the architecture of studios and stages.

An important part of many industries, Ray continues, is in-plant film

production and that part which relates to techniques and facilities common to all production is within the SMPTE's area of interest and will be treated in a session on films in industry.

A session on television recording will include discussions of handling techniques such as splicing, editing, cueing, leaders, slates and storage, which are in a constant state of change. The problems of transfers - tape to film and film to tape - will be explored in this session. A paper on the principle of "Thermoplastic Recording" by Dr. W. E. Glenn of General Electric Company is expected to be presented.

One of the highlights of the technical program will be the presentation of a progress report on Video Tape Standardization by Charles Anderson of Ampex Corporation, a member of the SMPTE Video Tape Standards Committee.

A special session on training personnel for television and motion pictures will be included in the convention program as an indication of the Society's recognition of the problem which the industry faces in the education of future personnel of these industries, as well as the immediate training of technicians in new techniques.

A day long presentation of papers on space age motion pictures and television will be concluded with an address by Krafft A. Ericke of Con-vaire Astronautics. His subject will be "Photoreconnaissance of Our Solar System". The Space Day has become a prominent part of SMPTE conventions due to the Society's increased activity and interest in the field of high speed and instrumentation photography.

Other convention sessions will deal with laboratory practices, new photographic materials, optics and images, sound recording and reproduction and television equipment and practices.

An equipment exhibit, at which the latest motion picture and television equipment will be shown, will be part of the week-long meeting. A large portion of the exhibit will concentrate on Videotape equipment.

NFB Surveys Nuclear Power

THE NATIONAL Film Board's CBC-TV series, *Documentary 60*, will survey the development of nuclear power for peaceful uses in Canada and abroad during a two-part presentation scheduled for March 13 and 20.

Entitled *The Power of Matter*, the programs will provide viewers with a filmed tour of the nuclear world with Larry Henderson as guide and commentator.

Part one will explain the various types of nuclear power stations and will show experimental installations in Britain, the US and other countries. The second part will be devoted to Canadian achievement and development in the field of nuclear energy and their application to the nation's future power requirements.

Clifford Brown wrote the script. Graham Parker directed.

British Information Services in New York will distribute to US TV stations the NFB-produced series, *The Commonwealth of Nations*. The series of 13 half-hour films is narrated by Edgar McInnis, president of the Canadian Institute of International Affairs and will be available for booking from April 1. The CBC holds the rights to the series in Canada for the next two years.

Granada Buys CBC Shows

THE CBC AND Granada Television Network Limited of London, England, have completed an agreement involving the largest single export sale in the CBC's history. The purchase price was more than \$200,000.

The agreement was signed in Ottawa last month by Alphonse Ouimet, CBC president and Sidney Bernstein, chairman of the board of Granada.

The sale included the science series, *Web of Life*; this year's productions of the children's program, *The Friendly Giant*; all productions of *The Unforeseen* for the last two seasons and all productions in the CBC drama series sponsored in Canada this year by General Motors.

"This is a tangible acknowledgment of the quality of these CBC-produced programs and the professional skill of the Canadian talent which contributed in such large measure to that quality", Ouimet said.

"We of CBC are pleased that Granada, in making this purchase, is providing a splendid opportunity for viewers in Britain to see outstanding television programs from Canada".

Ouimet said this agreement will be of considerable benefit to a large number of Canadian authors and performers. Close to 50 per cent of

the purchase price will be passed on in the form of step-up fees to the Canadian writers and performers who contributed to these programs and they will have the added benefit of exposure on U.K. television where their work will be seen by millions of British viewers.

Bernstein said "Granada's policy in both films and television is to import into Britain the best from all over the world and these Canadian shows we think are the best.

"This has been made possible because television is now becoming truly international, due in no small part to the Granada 'converter' which makes it possible to convert the north American lineage of 525 to the United Kingdom lineage of 404, and vice versa", he said.

Uncle Chichimus Returns

UNCLE CHICHIMUS and his niece, Hollyhock, the puppet family created by John Conway, was one of the first family shows on CBC-TV when it started back in 1952. Absent for several years, Chich now plans a comeback and, for this purpose, Conway has formed Chichimus Films Ltd., with offices at 96 King Street West in Toronto.

Twenty-six episodes make up the original series, which is now running on television stations in Melbourne and Sydney, Australia.

Conway plans to produce another 26 quarter-hour episodes in the spring. He hopes to sell the series in England and the States and negotiations are on for the original series to be re-run in Canada.

Power To Live By

THE STORY OF the world's first co-operatively-owned oil refinery is told in a new motion picture *Power To Live By*, made by Crawley Films Ltd. for Federated Co-operatives Ltd.

The 16 mm, 25-minute color film is designed to show the advantages of membership in a co-op. It will be shown to audiences all over Saskatchewan and Manitoba in communities where co-operative petroleum plants are located. The showing of the film will be a highlight of a series of programs being held by these co-ops to mark the 25th anniversary of the co-op refinery.

Menzies Joins MCA

WALTER R. MENZIES has joined the sales division of MCA Canada Ltd. He was formerly the Winnipeg branch manager for Rothmans of Pall Mall Canada Ltd. and was in charge of sales for Western Canada.

In his new position, Menzies will concentrate on sales of MCA programs to television stations.

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Where your regional radio buy delivers greater audience at lower cost than any other combination.

CBC RADIO

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DAREN F. McGAVREN INC.,
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Why not go to

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well known CBC Commentator
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G. N. MACKENZIE LIMITED HAS  SHOWS

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MONTREAL TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway

New Product

TEA THAT DARES TO BE KNOWN BY GOOD TASTE ALONE



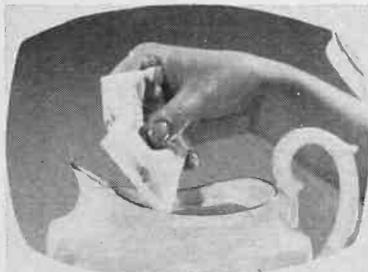
This is the moment. Your first delightful taste of a wonderful new tea in a tea bag that DARES TO BE KNOWN BY GOOD TASTE ALONE.



This is tea as tea should be . . . richly rewarding and satisfying, cup after cup. This is the new package of orange pekoe tea bags blended in London.



Look for the pack with the golden teapots . . . THE TEA THAT DARES TO BE KNOWN BY GOOD TASTE ALONE . . . in a strikingly handsome tea pack with a golden teapot motif. No advertising, no markings of any kind. The world's most beautiful tea pack . . .



. . . that costs no more . . . but how much better the taste! Only these new tea bags blended in London dare to be known by good taste alone.



Buy this new pack of 60 tea bags in golden teapot packs. THE TEA THAT DARES TO BE KNOWN BY GOOD TASTE ALONE.

A NEW PRODUCT has been introduced to the grocery market in a package that does not show the company name and is being advertised on television with commercials that do not identify the sponsor.

The product is Lyons Orange Pekoe Tea Bags in a package decorated with golden teapots and is completely free from names or markings. The package is covered with a cellophane wrapper which bears the name J. Lyons & Company (Canada) Limited in small type. The front panel of this cellophane overwrap carries a red design in the shape of a television screen and reads: "The tea that dares to be known by good taste alone". When this wrapper is removed, there is no wording left, only a box of tea bags covered with golden teapots.

The idea for marketing the tea in this way was the brainchild of J. P. Gledhill, president of J. Lyons & Company (Canada) Limited, Jack H. Burley, president of Henri, Burley &

McDonald Limited and designer Jan Burka.

The television commercials were prepared jointly by Henri, Burley & McDonald Limited and Robert Lawrence Productions. Bruce Marsh does the audio and Doreen Hunt the video. There is a musical background of Greensleeves by Mantovani and dramatic effects by Big Ben. The company name is not even mentioned by the announcer in the commercials.

The series of five pictures with the part of the commercial message applicable to each, gives an idea of presentation of the pitch.

So far the new product has only been sold in the west. As a test campaign, Lyons ran a spot schedule of from four to six one minute spots a day in Regina on CKCK-TV and in Moose Jaw on CHAB-TV.

Jack Burley, who travelled to Regina and Moose Jaw with the Lyons western representative and in two weeks covered all wholesalers, chain stores and independents, says:

"From a situation of no distribution, the tea that dares to be known by good taste alone, was on about 80% of all grocery shelves in the marketing area within the first ten days."

Warren Holte says . . .

THERE'S NO TRICK to PULLING BIG RESULTS in the ALBERTA FARM MARKET — when you cover 42% of it with CFCW!



Reps: Lorrie Potts & Co., Toronto, Montreal
A. J. Messner & Co., Winnipeg
Scharf Broadcast Sales Ltd., Vancouver

US STATIONS PLAN OWN PR SPOTS

UNITED STATES radio and television stations may soon begin a series of short commercials telling about their public service activities. It would be part of a new project to help solve broadcasting's problems.

The Radio and Television Executive Society has published a public relations plan for the industry designed to get the picture back in focus.

It proposes using radio and television half-hour station breaks ten to twenty times a day for a series of three- to five-second messages. The Society suggests that the individual station staffs write their own messages, but in its outline makes some suggestions.

Frank Pellegrin, president of the Society, said the idea is to go directly to the public to combat what he calls a campaign by "powerful forces" against broadcasting. Pellegrin mentions specifically 40 bills already introduced in Congress which he says would "control, regulate, punish or

circumscribe broadcasting in various ways," as well as "organize and un-organized competitors and their representatives."

PEMBROKE

Is this the Market You're NOT Selling?

"PLUG THE COVERAGE GAP"

CHOV

is the ONLY MEDIUM Covering All The Upper Ottawa Valley

Check ✓ BBM
Call ✓ STOVIN-BYLES

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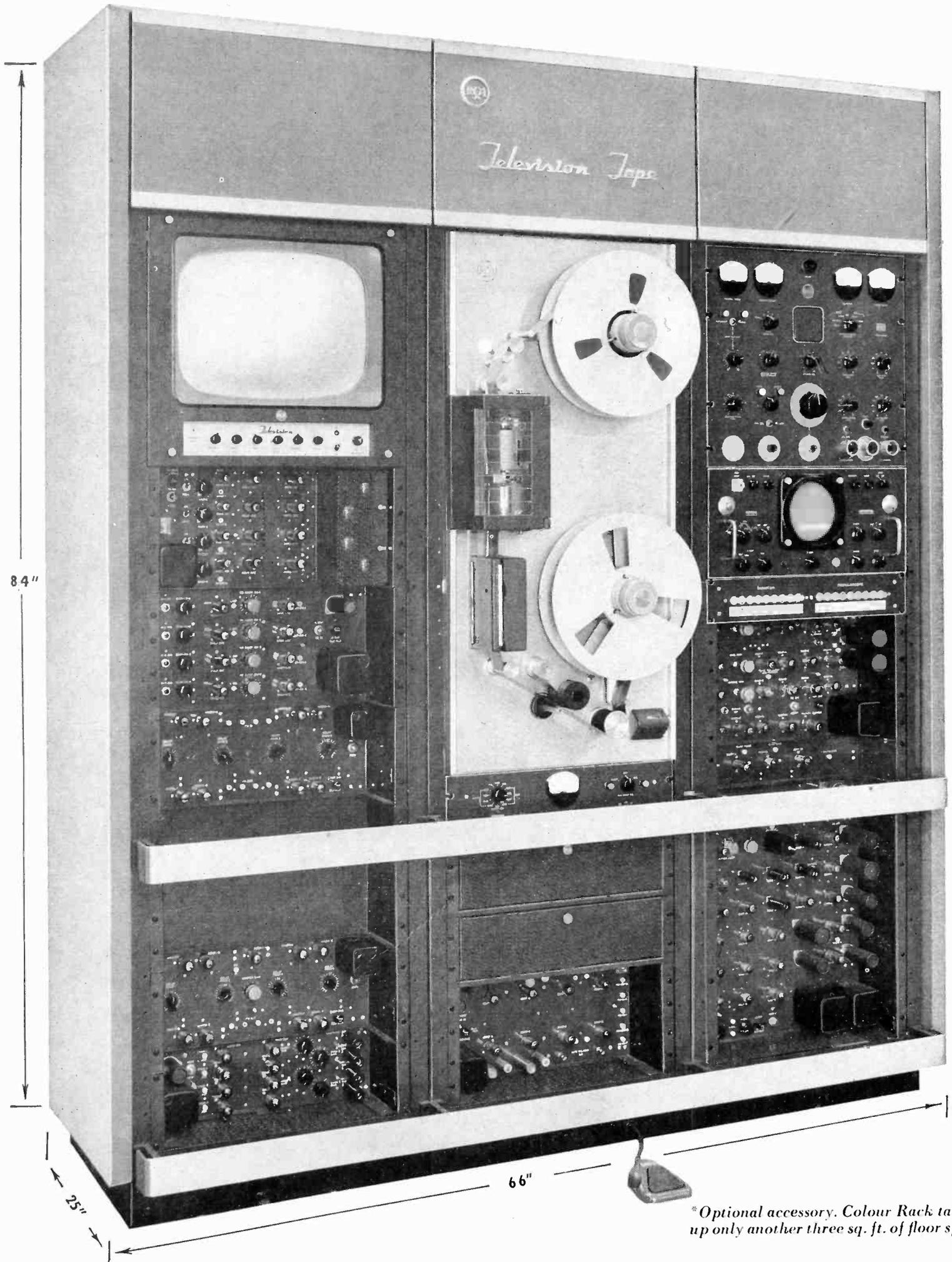
the completion of the Engineering Assignment in Timmins, bringing into operation

CKGB
10,000 Watts
680 Kcs.

THE GROUP OF 7

is Engineered by
RCA Victor

Now available in Canada-



*Optional accessory. Colour Rack takes up only another three sq. ft. of floor space.

RCA VICTOR'S *new monochrome and colour* TV* **TAPE RECORDER!**

Video and audio signals recorded and reproduced with scrupulous fidelity—that's what RCA Victor's new Television Tape Recorder Type TRT-1A gives you! And the TRT-1A really saves on floor space — takes up less than 14 square feet of floor area!

The ease of operation and superior performance of the RCA TRT-1A Television Tape Recorder are largely the result of the following design features:

- Quadrature delay lines for both recording and playback.
- Centralized control panel. Built-in picture monitor and oscilloscope with push-button selection of signals.
- Better than 36db video signal-to-noise at wide bandwidth.
- Continuously variable winding speed.
- Foot-release switch controls reel brakes for ease of tape handling and threading.
- Coarse and fine adjustment of control track phase with full 4-track range.
- Simultaneous playback of program audio and control-track during record.
- FM deviation meter.
- Playback tape speed control for sound synchronization of two or more machines.
- Tape timer, magnetic tone wheel, master erase head.
- Fully integrated cue channel.
- Calibrated control for measuring remaining video head life.
- Precision reel hubs for long bearing life.

By "taping it RCA" you get true live-picture quality. All the freshness, all the life-like detail comes back to you on RCA tape — thanks to the advanced, quality-control features of the RCA TV Tape Recorder! For full particulars, contact your nearest RCA Victor Representative.

Technical Products Division



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

HALIFAX MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

First unit chosen by
CFPL-TV LONDON
goes into operation within
a few hours of arrival!

Specially crated TRT-1A
goes into CFPL-TV London



Space is no problem with the compact, upright RCA TV Tape Recorder! Here the first unit to be installed in Canada is moved into the CFPL-TV building in London, Ontario. Special skid-equipped crate permits unit to be eased into a building either upright or on side.

The first test run!



Glen Robitaille, Director of Engineering at CFPL-TV, explains the operation of the RCA Television Tape unit to CFPL-TV Station Manager, R. A. (Bob) Reinhart. Complete satisfaction with the unit's performance has since been expressed by the studio.

Mount Allison University

CBC, CAB AND BBG IN JOINT PANEL

THREE PROMINENT members of the broadcasting industry -- Mrs. Kate Aitken of the CBC Board of Directors; D. Malcolm Neill, president of the Canadian Association of Broadcasters; and Carlyle Allison, permanent member of the Board of Broadcast Governors -- met in Sackville, NB, last month to take part in the Mount Allison University Forum on "The Role of the CBC in Canadian Broadcasting." This program is broadcast over the six private stations of the Atlantic Network.

Allison criticized the CBC for giving Canadians "too much of a picture of Toronto," and suggested that the corporation "get down off its high horse and branch out toward Winnipeg, Vancouver and Halifax." When it was stated that talent flowed toward Toronto, he said that if the CBC were to originate more programs in other centres, the talent would stay home.

Neill said he felt a Crown-corporation should not exist unless it produces something which cannot be produced in any other way. He found fault with the CBC owning and operating its own radio and television stations.

Mrs. Aitken commented that while she could not discredit private radio and TV, she did think the CBC could give better coverage on certain national topics than private broadcasters could. She cited the Royal

Tour as an example. When asked if they thought the CBC was doing its job of providing "something for everyone", the panelists agreed it was.

Neill said the CBC should concentrate more on quality than quantity and -- as he put it -- "cut out a lot of tripe."

Mrs. Aitken wanted to see better national fashion presentations and more programs on interior decorating. She also favored mass education by television permitting students to get credit and degrees on TV.

US Nets Bill \$627 Million

THE UNITED STATES gross television network billings for 1959 totalled \$627,311,530, an increase of 10.7% over the 1958 figure of \$566,590,401, according to the Television Bureau of Advertising.

ABC billed \$125,665,324 during 1959, an increase of 22% over the previous year. An increase of 7.5% over 1958 was shown by CBS with billings of \$266,355,269 for 1959. NBC gross time billings totalled \$235,290,937, a 9% increase over the previous year.

Total daytime network television billings increased 17.7% to \$203,103,778 in 1959 against \$172,490,627 in 1958. Nighttime billings for 1959 were \$424,207,752 compared with \$394,099,774 in 1958 an increase of 7.6%.

CJOR. Vancouver

LABOR PROGRAM IS QUERIED BY BBG

RADIO STATION CJOR, Vancouver, said recently it was directed by the Board of Broadcast Governors to "take all steps" to prevent the broadcast of a syndicated program in the *Town Meeting in Canada* series which originates at CJOR and goes out to fourteen Canadian stations, plus one in the U.S.

The program in question was a panel show discussing the west coast jurisdictional battle between the Seafarers International Union (Ind.) and the Canadian Brotherhood of Railway, Transport and General Workers (CLC).

CJOR said the panel consisted of two spokesmen from the SIU, but that two spokesmen from the British Columbia Federation of Labor (CLC) and the CBRT did not appear for the program which was broadcast February 20. Tapes of the program were to be distributed to the other stations the following week, but CJOR's Manager George Chandler said they had been locked up pending further word from the Board.

The BBG indicated it would investigate the program.

Arthur Helps, moderator and director of the series, said CJOR's only connection with the program was the use of facilities. He said he is the owner of the series and is connected with its distribution. Helps said he would consult his lawyer to determine what action he should take.

In Ottawa, Dr. Andrew Stewart, Board chairman, said the BBG has asked CJOR to mail a tape of the program to Ottawa for study by the Board before any repeat broadcasts were made.

Dr. Stewart said he understood that only one union was represented and the Board must decide whether the broadcast conformed to the Board's principles governing controversial broadcasts. One of these was that if one side of an issue were presented, the station must provide an opportunity for an expression of the opposite view.

The BBG chairman said the step was taken after "one of the unions" phoned Board Counsel W. C. Pearson about the program.

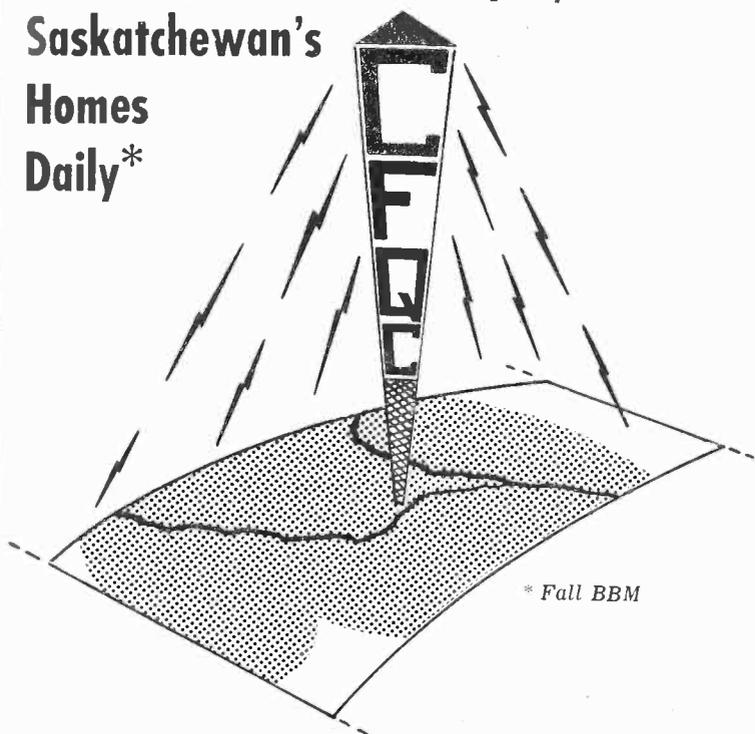
MUSIC FROM MOSCOW



Photo by Joe Michaud

STEVE EMERY, morning man at CFBC, Saint John, ponders over the album of Russian music he recently received from Moscow. Last year Steve picked up Moscow's radio signal on a short wave receiver, so he sent them a reception report. Moscow in turn provided him with a brochure on broadcasting activity in Russia and a tape of dance music, complete with English script. Steve's opinion: "It's really quite pleasant music". CFBC plans to air the tape and is preparing its own tape of current top tunes to send to Moscow, complete with Russian script.

Regularly listened to by 1/3 of Saskatchewan's Homes Daily*



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Productions

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329
Residence: 77 Chestnut Park Rd., WA. 5-1631

Power Increase

MAXIMUM POWER FOR CHCH WON'T HURT OTHER STATIONS

KENNETH D. SOBLE, manager of CHCH-TV, Hamilton, says his application for an increase in signal power will not hurt any other station.

The Hamilton station has applied for an increase to the maximum allowable power of 325,000 watts. It plans to put up a new 1,000-foot tower in the process. The station now broadcasts at an average power of about 150,000 watts from a 600-foot tower.

Soble said that people in Toronto and Buffalo who have outside antennas there can't pick up CHCH-TV's signal. "None of that will change if we put our power up," he said. "We won't be taking anything away from their local stations."

The application for a power increase, Soble said, was designed to provide better CHCH-TV coverage for the Niagara Peninsula. He added: "This is the area we're supposed to be covering. Because of the escarpment, we haven't been reaching many spots in this area as well as we feel we should. The extra tower height that we want is the key to solving this. The higher tower will help people in Hamilton too. Many homes close under the mountain can't pick us up well even here in the city."

Soble said the impending second TV station in Toronto had nothing to do with the Hamilton application. "We've been trying to get this power

increase for two years. But the Department of Transport wouldn't allow any station to extend its top reception area beyond the tower of another station. That went out with the decision to allow two stations in one city, so now our application can be heard."

There was talk from Ottawa recently that the CHCH-TV power increase might bring objections from stations in other cities where the

Hamilton signal would be improved, including U.S. cities. "These technical matters," Soble said, "are always checked out by the Department of Transport before the applications are passed along to the Board of Broadcast Governors (both bodies must approve such an application). The Department of Transport has sent the application to the BBG, so I assume they've checked out all technical arguments against it and cleared it".

CHRC WILL CARRY COURSE IN FRENCH

ATWENTY-LESSON radio course in French is to be broadcast to Quebec area students and their parents in an effort to improve spoken French in the area. Wilbrod Bherer, chairman of the Quebec Roman Catholic School Commission, announced that the programs would be carried on station CHRC, Quebec.

He told a news conference that parents will be asked to encourage their children to listen and to put the lessons into practice.

The lessons which were two years in the planning, will be broadcast by CHRC twice a week for ten weeks, starting March 3. Quebec's three French-language daily newspapers plus 30 regional weeklies will help out by printing resumes of each week's sessions.

Students in all of the Commission's 75 schools will be required to listen to the 15-minute programs to be broadcast Tuesday and Thursday evenings. The series will be aimed mainly at the grade four level.

The station said it was expected that students outside the Quebec City area will also tune in to the programs. CHRC is heard from Trois-Rivières in the west to Gaspé in the east; from Saguenay in the north to the Main border in the south.

Jean-Marie Laurence, well-known linguist and assistant director of the provincial normal schools, planned the program and will direct it.

He said it was hoped the programs will root out some Anglicisms creeping into French and improve pronunciation and vocabularies.

CJOR

They Went To Chinatown To Ring In The New Year



NEW YEAR'S CELEBRATIONS in Vancouver's Chinatown were covered by CJOR-Radio this year when the station moved its broadcasting facilities into the Chinese section of the city for a special "Salute to Chinatown". January 28 ushered in the "Year of the Golden Rat" or, numerically, the year 4658. Taking part in the broadcast were: Miss Mary Lee, former "Miss Chinatown" and fiancée of the Edmonton Eskimo's fullback Normie Kwong; Miss Susan Chew, teacher and advisor to the girls contesting for the title of "Miss Chinatown of 1960", and Harvey Lowe, who broadcasts the "Call of China" program each Sunday over CJOR.

OUR FIRST BBM SURVEY—AND ALREADY WE'RE RIDING HIGH!



CHEC

We're pretty proud of our progress! Just six months old now (we were only two months when BBM visited us), and already we've coralled a sizeable and responsive audience in the expanding southern Alberta market. What's more, we aim to keep going!

CHEC our progress. The latest BBM survey tells the story.

Radio Representatives Ltd.
Scharf Broadcast Sales Ltd.
Vancouver

CHEC
RADIO LETHBRIDGE
AM 1090 FM

Subliminal Advertising

ONLY A PSYCHOLOGIST COULD TELL

Even in
MOSCOW*

people are
listening to

CKLC!

and in

Kingston,

more people are
listening to

CKLC

than to all
other stations
combined!

(Jan. 1960 Elliott-Haynes)

Contact:

STOVIN-BYLES (Canada)

FORJOE & Co. (U.S.A)

and ask about
CKLC's amazing
new Rate Card!

*(Moscow, Ontario,
that is!)

THE RESULTS of a recent experiment conducted by a New York University psychologist may shed some light on subliminal advertising, the technique in which a slogan is flashed on a screen so quickly you do not realize you see it.

Dr. Fred Pine explored the theory that a noise you hardly notice may enter your mind sometimes, and, in a strange way, become part of your thoughts. Dr. Pine made the experiment for the United States Public Health Service.

When the subliminal technique first received public notice, it was assumed that if, for example, the slogan "See your dentist twice a year" were flashed, the unsuspecting audience would tend to do just that. Dr. Pine's experiment indicated it is not that simple.

The slogan or noise seems to enter your mind, but it does not come out in conscious thoughts just the way it entered. In fact, images may pop up so different from the slogan or noise that only a psychologist could tell they were related. This would not do an advertiser much good.

In the case of the dentist slogan, flashing it would probably not send anyone off to have his teeth examined. However, it might cause some one in the audience to dream later that he is a lion tamer staring at the gaping jaws of his animal.

In the experiment, Dr. Pine had 24 college students individually concentrate on reading a descriptive paragraph while some loud noise could be heard from the next room. The noise was a completely different paragraph read by a voice on a tape recorder.

One paragraph told about a cow, the other about a hook. A sentence about the cow, for example, said:

"Lands where grass is lush and plentiful are the special home of the cow." The other included sentences like this: "Coldness, hardness silvery steel: these are the qualities of the hook."

Half the students concentrated on reading about the cow while the noise from the next room was about the hook. The other twelve read about the hook while the noise was about the cow.

UNCONSCIOUS OF THE SUB-CONSCIOUS

Dr. Pine questioned the subjects later and found that no one recalled the sentences contained in the noise, but all remembered those sentences they concentrated on. If the noise had entered their minds, it had done so unnoticed.

Dr. Pine had a way of measuring this. After the hook and cow readings, he asked the subjects to invent stories. By examining the stories, Pine could find out if the sentences about the hook and cow -- coming in the form of noise -- influenced the thoughts of his subjects.

Here is what he found:

1. Students who heard the cow as noise tended to tell about relations among people that were warm, close and positive. Students who heard the hook as noise tended to tell about relations that were intruding, clashing and negative.

2. Students who heard the cow as noise often used children as characters in their stories. Students who heard the hook as noise would use adults.

3. The stories of students who heard the cow as noise contained such themes as sympathy, mother love and welfare benefits. The stories of students who heard the hook as

noise were filled with phrases about such themes as death, aggression and activity.

In other words, the noise about the cow entered the minds of the subjects and came out not as thoughts about the cow itself, but about ideas associated with cows, such as love, warmth and softness.

On the other hand, the noise about the hook came out not as thoughts about the hook, but about the related ideas of death, aggression and hardness.

The results are more remarkable when it is considered that the people who heard the cow or hook as noise were concentrating on the opposite theme at the same time. A stimulus they hardly noticed had affected them more -- at least indirectly -- than the stimulus on which they had concentrated.

ACCORDING TO FREUD

Actually these results are not surprising, for they had been predicted on the basis of the theories of Sigmund Freud and other psychoanalysts.

Psychoanalysts believe the mind has two ways of thinking. One way, called the secondary process, involves conscious, waking thoughts -- the kind of logical concentration we need to do our daily tasks. The second, called the primary process, involves occasions like dreaming when the mind churns out symbols instead of reason.

People often ignore sounds and sights of no use in getting around. But, according to Freud and others, these sound and sights, ignored by conscious thoughts, may enter the unconscious mind and become part of dreams or other primary-process thinking.

CBC ON THE PARLIAMENTARY CARPET

THE CBC IS getting back into the House of Commons -- sometimes in serious vein; sometimes with the lighter touch.

The CBC's television application in Edmonton caused one exchange. Liberal J. W. Pickersgill inquired whether the Chamber of Commerce at Flin Flon, Man., had protested against the application on the grounds first consideration should be given to outlying areas; and whether the government would consider making representations to the CBC.

Prime Minister Diefenbaker said the idea that the government should make any suggestions to the CBC "is not in keeping with some of the criticisms" which Mr. Pickersgill had made in the past.

Then Mr. Pickersgill inquired whether it was the intention of the government to allow the CBC "to dictate to the government what the capital program is to be."

On another occasion, Revenue Minister George Nowlan reported on a question from Hubert Badanai, Liberal member for Fort William. Mr. Badanai had inquired about a proposed extension of services. Mr.

Nowlan said there are a number of areas not now receiving radio and television service on which active studies are being made. Some of the extension will be part of the 1960 program but it was too premature for details, which still are being negotiated.

On another question, Mr. Nowlan said minutes of the CBC meetings are confidential, and that this status had been reaffirmed by the 1959 parliamentary committee on broadcasting.

The bright exchange came when Azellus Denis, Liberal MP for St. Denis constituency in Quebec, inquired:

"Last Sunday (Feb. 14) on the park grounds, the CBC authorities found three Conservative members of parliament to talk about capital punishment. I should like to know from the Minister of National Revenue why they could not find any more Conservative members to talk about it."

Answered Mr. Nowlan: "I do not know. I have always been told there were so many Liberals on the CBC I am surprised there was room for three Conservatives."

**TELEPRO
6000**
GIVES NETWORK QUALITY
TO YOUR LOCAL
STUDIO PRODUCTION!

- TelePro has more light — 6000 lumens — than any other rear-screen projector.
- TelePro offers a sharp, clean image, right to the edges of the screen.
- TelePro changes 85 slides a minute! Ideal for simulated animation effects.
- TelePro can provide dramatic production touches to "dull" shows.

WRITE TODAY FOR ILLUSTRATED
LITERATURE ON TELEPRO 6000

**CALDWELL A-V
EQUIPMENT Co. Ltd.**

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

Radio

PRESENT TROPHY TO HI-FI-CLUBBERS



Photo by Graetz Bros. Ltd.

MIKE STEPHENS, host of "Hi-Fi Club" on CJAD-Radio, Montreal, presents the station's 1959-60 Cheerleader Trophy to the team from Westmount Senior High School. Twelve school teams have competed for the trophy since last October. Featured on consecutive Saturdays on the "Hi-Fi Club", the individual teams were given points for presentation, audience response, appearance, popularity, attractiveness, ability, costume, neatness, and cheer. On February 6, judges Sally Price, Janet Champion and Richard Dwyer of the Ice Follies, Noel Moore of the Montreal Gazette and Gerry Brown of CJAD selected the girls from Westmount as the best cheerleading team.

KIDS' SHOWS FOR HAMILTON BISCUITS

THE G. J. HAMILTON & SON Company of Pictou, N.S., one of the Maritimes' largest manufacturers of cookies and biscuits, recently purchased 27 quarter-hour weekly programs, plus 20 spots per week on CKCL-Radio, Truro.

To promote the program -- *The Hamilton's Kiddies Show* -- as well as the sponsor's product, the station each day sends out "The Cookie Man," dressed in a clown's costume, who gives away pen and pencil sets and colored paper coins which read: "I'm a Hamilton Cookie Coin. Save me."

Each Saturday the children's program is broadcast from the Royal Theatre in Truro. Cookie coins are

given with the purchase of each theatre ticket. If the youngster whose name is drawn is in the theatre, he is given a silver dollar, a gift and a supply of Hamilton cookies. There is a complete toy shop display in the lobby and ten toys are given away each week. At the end of the campaign, grand prizes including a Kodak movie camera and projector, a three speed record player, a transistor radio and an NHL table hockey game will be given away.

In previous years, the Hamilton company had awarded watches and money as prizes, but more interest in the campaign was shown this year when the prizes are more varied and chances of winning better.



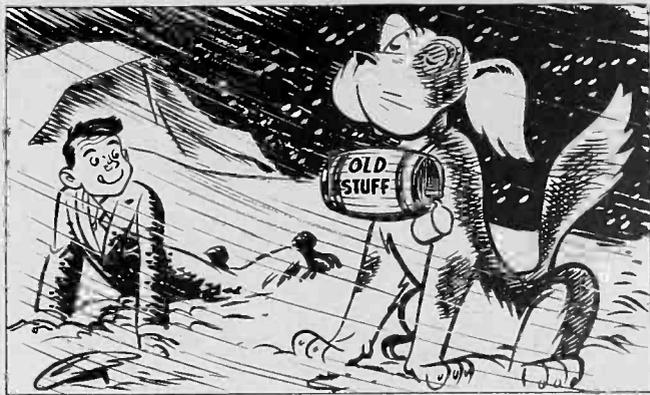
PAT MURRAY

This versatile family man has made "PANORAMA" a Super Time "must" in Western Ontario television homes.

Western Ontario is sold on **CFPL-TV** CHANNEL 10 LONDON

Representatives:
Canada—All-Canada Television
U.S.A.—Weed & Co.

QUICK STORIES from Moncton in the Maritimes



"CKCW sure gets Results!"



A "RESULTS" STORY

THIS IS "LESTOIL"

- ★ Last October, only 1.5% of Moncton Housewives had ever heard of LESTOIL.
- ★ On October 6th we started telling them about it over CKCW-TV.
- ★ In a little over 4 weeks, LESTOIL was known to MORE THAN 75%.

★ Elliott-Haynes Survey

WE DON'T SELL TIME—WE SELL RESULTS

MONCTON IS A GROWING MARKET

The population of Greater Moncton is 55,000. Our Average Family Income is 56% HIGHER THAN THE NATIONWIDE AVERAGE.

Moncton—already the big distribution centre of the Maritimes—is fast becoming its most important business centre, too.

We DELIVER that market, by hard-hitting Sales Promotion that WORKS.

WE DON'T SELL TIME - WE SELL RESULTS

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

CKCW  **CKCW-TV**

MONCTON, NEW BRUNSWICK

TELEVISION

REACHES ALL SOCIO-ECONOMIC GROUPS

Latest research findings from the McDonald October TPR Survey showed that TV ownership and viewing time is almost directly proportional to each group's status in the total community.

High Brows Middle Brows Low Brows

*You can reach them all
with*

TELEVISION

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404

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

Toronto 7

BAB-TV Division promotes Television as an advertising medium and is a Division of The Canadian Association of Broadcasters — l'Association Canadienne des Radiodiffuseurs.



THEY SAY THAT Flying Penelope can't be beaten in the fourth race next Tuesday at the Old Woodbine.

Everyone has heard statements like this and taken them as fact. Sometimes they are true and sometimes not so true. But this is really beside the point. What I should really like to know is who are the "they" who say these things.

To come to the nub of the matter, "they" say that people don't like to listen to talks on the radio. So talks are taboo on many stations and that is that. But once again, who are these "they"?

A "he" who isn't a "they" must be Ev Dutton, news editor at Winnipeg's CKRC.

Ev has just launched a series of serious talks which must have "they" in a tizzy. They run up to twenty minutes and they are all talk, all serious and no sponsor. They are called *Ev Dutton Reviews the News*. Here is an example:

On February 9, Dr. J. Gordon Kaplan of Dalhousie University addressed a meeting of the Committee for a Non-Nuclear Club.

That afternoon, Ev Dutton interviewed Dr. Kaplan and the chairman of the committee, Dr. F. M. Kelly, of the Department of Science of the University of Manitoba.

The interview was recorded in considerable detail, with the result that it ran 44 minutes. It was separated into two segments and broadcast the evenings of February 9 and 10.

According to all indications, the speech itself aroused considerable interest in Winnipeg. It was fully covered by the local newspapers and resulted in quite a bit of controversy due to the subject of nuclear fallout. What it was in effect was a plea for the abandonment of nuclear tests on the evidence of Strontium 90 fallout from accomplished tests.

CKRC received several phone calls the night of the first broadcast, and several more the following night. "One caller", Ev says, "asked us if we had decided to follow the 'Communist Line'. The rest were commendatory."

Half a dozen letters came in, including one from a listener in rural Dugald, who outlined the mysterious death of field mice in the area and asked the station to follow it up.

Another letter, from a doctor in St. Anne, reported 15 leukemia cases in the past six months, and backed up Dr. Kaplan's statements about fall-out increasing bone cancer and blood cancer. The rest of the letters were from people wanting to know if copies of Dr. Kaplan's speech or the interview were available. These letters were referred to Dr. Kelly at the University. (Dr. Kaplan had asked for a tape of the interview, which he proposed offering to sta-

tions at other points where he was going to speak.)

Dutton was surprised at the reactions, since the subject was not designed to appeal to the majority, and the interviews were longer than is usually recommended for radio.

"As a result", he said, "we were encouraged and plan to continue this policy of broadcasting similar news in great depth in evening hours."

The following is a list of other "detail reports" broadcast during the first 19 days of this policy:

February 1. Announcement of new airport buildings; history of negotiations; interview with Transport Minister George Hees, mayor of St. James, and chairman of the Airport Commission. (18½ minutes)

February 2. Opening of Skyview Room, Marlborough Hotel; history of new hotel wing; report on official opening; interview with guest performer Juliette, a former Winnipegger. (12½ minutes).

February 3. Gordon Report on Economic Prospects; short history of Greater Winnipeg struggle towards metropolitan government; interview with Albert Shea, author of *Canada 1960*, a digest of the Gordon Report. (17¾ minutes).

February 5. Special report on background and developments of St. Vital dispute over hiring of police chief; new material in statements from appointee and Mayor Fred Brennan. (7 minutes).

February 9 - 10. Dr. Kaplan's interview in two parts. (23 minutes and 21 minutes).

February 11. Report on Students' Day; on the spot mobile of students "taking over" legislature buildings; digest of "Throne Speech" of student parliament; plugs for education with recorded statements by University president, six professors, high school fitness counsellor; member of the Royal Commission on Education. (14 minutes).

February 17. Special documentary on annual report of Manitoba Red Cross; interview with Junior Red Cross delegate to international conference. (14½ minutes).

February 19. Report on opening of YMCA Development Fund Drive. Excerpts from speech of principal speaker at kickoff dinner. (14½ minutes).

The Desk, still obstinate in its belief that a whole new audience is waiting to be won over to radio by such projects as this, congratulates CKRC and its enterprising news Editor, Ev Dutton, for a courageous endeavor.

THE WAY WE SEE IT

ANOTHER ITEM along "serious" programming lines came to light in an editorial in THE LETHBRIDGE HERALD on February 8, in which the newspaper commends Radio Station

CHEC for what it refers to as an "experiment in broadcast journalism, represented by the program, *As I See It*."

The editorial points out that "we are accustomed to get from the Canadian Broadcasting Corporation programs in the news, talks and commentary field which set a high standard. This", the editorial continues, "is conceded even by the Canadian Association of Broadcasters, but its members have been slow to follow the CBC example . . ."

"Thus we congratulate CHEC for its courage and sense of responsibility in bringing to its listeners, unsponsored, a daily news commentary. We congratulate Mr. W. S. Russell, Q.C. for undertaking this task and for the restrained, careful approach he has brought to it."

The editorial ends with this paragraph:

"THE HERALD welcomes this new 'editorial' voice. When it agrees with ours, we are grateful for the support. When it does not, we can still take heart, in proof that freedom of the press has not lost as much vigor as we are sometimes led to believe.

"And that's the way we see it." And so does The Desk.

NOSE FOR DEVELOPMENTS

FROM HIS VICE-PRESIDENTIAL chair at Crawley Films, Graeme Fraser takes a new slant on the future of communications, in the current CRAWLEY COMMENTARY.

Jean Shannon, of our music department, a gal with a nose for new developments, muses Graeme, has called our attention to the fact that noses as well as eyes and ears are to be titillated by "Todd - Aroma", a

new device that may, at any moment, burst into our living-rooms as "Smell-o-Vision". Frankly the thing has tremendous potential. Olfactory technicians must be found and a stock-smell library built up. Synchronous - sound - recording, known as 'Sync - Sound', will change into 'Stync - Sound'. Education will use Audio-Visual-Nasal aids. And there will be problems.

Pity the poor director, as the wind suddenly swings over from a nearby glue factory to his scene of lovers in a rose arbor. Or the producer interlocking his film in a studio:

Producer: That entrance to the Boarding House didn't smell authentic to me!

Odoeditor: Sorry, Boss! It's the best Irish Stew I could get.

Producer: Irish Stew! I said Goulash! Have you no sense of the exotic?

Odoeditor: Well, gee, Boss -- how about I add some 5c cigar smoke? Or boiled cabbage?

Producer: Cabbage has been overdone, and cigars are better for hotel lobbies. Try rubbers and wet overcoats.

Odoeditor: Gotcha!

Producer: Hold it! I smell something wrong there in the downtown traffic scene. What was that?

Odoeditor: Darn those guys! We're using the old tracks from "Nature Boy" on accounta the low

budget, and they forgot to erase the skunk scene.

Producer: Well, okay. But change it. And another thing. We can't take a chance on anaesthetizing the audience in that operating room scene. How about some music instead of that ether? It's a sacrifice, but what can we do?

Odoeditor: Gee, Boss -- what a nose! No wonder you're a producer. What - a - nose!

NUPTIAL NOTES

ANOTHER BACHELOR bites the dust. This time it's Ralph Draper, media director of Foster Advertising Ltd.

The bride-to-be is Marilyn Gourlay, of Toronto. She is at present attending Teachers' College, presumably on the premise that Draper has a lot to learn.

So far they have been too busy to set the date for the execution, but it will probably be some time between BBM surveys. Draper says: "This time it's for keeps", and he sure looks it.

And this brings your still single, eligible and available correspondent to the foot of his column, so buzz me if you hear anything, won't you?

Dick Lewis

G. N. MACKENZIE LIMITED HAS ^{the} SHOWS

like The Bob & Ray Shows

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
1411 Crescent St.	433 Jarvis St.	171 McDermott	1407 W. Broadway

Capitalize NOW

"SUMMER PATROL"

Good Availabilities

News & Weather

Bob & Ray

Pierre Berton

Sports

Many other good features

CKBB-Barrie

May 6 - Sept. 18/60

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

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

NOW

*** 48.5% OF ALL ALBERTA TV HOMES VIEW**

CFRN-TV EDMONTON

Edmonton ranks 5th amongst Canadian cities in total retail sales (1959 Sales Management Buying Power Survey).

For this BIG slice of the rich Alberta market.

REPS. Television Representatives Ltd., Canada
 Young Canadian Ltd., U.S.A.
 Harland Oakes & Assoc. West Coast, U.S.A.

* B.B.M. November 1959
 CFRN-TV 112,000 TV homes
 Alberta 231,000 TV homes

Promotion

The Viking Comes To Lunch



Photo by Royal Studio

JEROME COURTLAND, star of the television series "Tales of the Vikings" visited Toronto recently to promote the show at a luncheon given in the King Edward Hotel by the series' distributor, United Artists Television Inc. Chatting with Courtland are (l to r): Alex Stewart, Trans-Ocean Radio & TV; Dick King, MacLaren Advertising; Selwyn Ginsler, United Artists sales rep; Art Harrison, Jos. A. Hardy & Co.; and Bill Davidson, Television Representatives Ltd. The series is currently running on three Canadian TV stations: CJSS-TV, Cornwall; CBLT, Toronto; and CHCT-TV, Calgary.

People

CBC Names Hallman Programing VP

EUGENE HALLMAN, director of the CBC's English-language programming in Toronto, has been appointed vice-president in charge of programming.

The position was one of four vice-presidencies created in changes in CBC head office organization announced last October. It was the only one not filled at that time.

A 1942 arts graduate from the University of Toronto, he was for some time attached to the RCAF as a meteorologist and later worked at the Federal Meteorology Station in Toronto.



Eugene Hallman

CBC talks and public affairs program *Cross Section*. One of the scripts, *New Deal For Canada*, won a Canadian radio award.

He joined the CBC in 1950 as a radio producer and later that year was made program organizer for *Cross Section*.

He was appointed assistant supervisor of talks and public affairs in 1954 and from the summer of 1955 until April, 1957, he was also super-

vising producer of television public affairs, in charge of such programs as *Tabloid*, *Country Calendar* and *Fighting Words*.

He was promoted to director of radio network programming in April, 1957; director of English-language radio networks in September, 1958 and director of English-language network programming last October.

In his new post, Hallman will advise the president on the formulation and interpretation of standards and policies in the general areas of programming and sales.

Kennedy Succeeds Briggs

SYDNEY KENNEDY HAS been appointed CBC director for the Maritime provinces, succeeding Capt. W. E. S. Briggs, who was appointed vice-president of the Corporation, January 26.

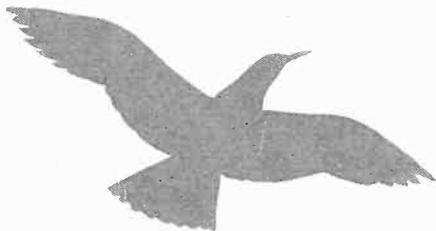
Kennedy, who has been program director for the Maritime region since 1952, started his broadcasting career in 1937 when he joined CFCY, Charlottetown.

In May, 1941, he joined the CBC as an operator at Halifax. Two months later he was made an announcer at Sackville, N.B. He returned to Halifax in 1942 as chief announcer, became a producer in 1944 and was appointed station manager in 1948.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like *The Bob & Ray Shows*

MONTREAL 1411 Crescent St. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway



ANNOUNCING

With enthusiastic listener response from five Canadian Provinces, CFNB proudly announces a new image for the Maritimes' Oldest Broadcasting Station.

We've chosen the ubiquitous Sea Gull, keen-eyed resident of the seacoasts and inland waterways of those Canadian Provinces which touch the shores of the Atlantic. Like the Gull, **RADIO ATLANTIC**, with its 50,000 wonderful Watts, is known and respected throughout this area. As the strongest independent radio voice in Atlantic Canada, we're making **NEW FRIENDS** in **NEW PLACES** every day! For the full story on "**THE TOWER OF POWER**", see our Reps —

Paul Mulvihill & Co. Ltd. — Toronto/Montreal
Weed & Company — in U.S.A.

50,000 watts

RADIO ATLANTIC



F R E D E R I C T O N , N . B .



DEFINITIONS DEPT.

An intellectual is someone who can listen to the William Tell Overture without thinking of *The Lone Ranger*.

. . .

AUDREY STUFF

Then there's the gal who was so dumb, she thought that the Asian Flu was some part of the cold war.

—:Phil Stone (CHUM)

. . .

MAIL BAG

Sir: Can you tell me how to get in touch with the new rating service which, I believe, is called BBG. I should like to subscribe.

—:Ambitious

. . .

DOUBLE-TALK

Our salesmen are fired with enthusiasm one way or another.

—:Memory Jogger

. . .

NO DICE

It is understood that the BBG has declined an invitation to deliver its recommendations for the Montreal and Toronto TV applications as the entertainment portion of the CAB's annual banquet.

. . .

PRETTY PROMO

A combination news and time signal service might be promoted: "News on the hour and the hour on the news."

. . .

AFTER THE BALL

After the promo people have given a campaign all the promotion it can stand, might it not be an idea to throw it back to the program department to see if they can't produce something more to promote?

. . .

EDUCATIONAL DEPARTMENT

No, Dr. Stewart, a "comic strip" is not an exotic dance performed by a girl with a peculiar figure.

. . .

NEWS FLASH

The British Medical Association will shortly start publication of a new technical magazine called "Gut", which endorses the popular belief that old John Bull still has plenty of them.



responsability

**YOU WON'T FIND
IT IN "WEBSTER"
WE HAVE IT AT...**

**RADIO
CKRC**

REPS. ALL-CANADA; WEED&CO.
WINNIPEG

SIGHT & SOUND

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



IAN GRANT

Agencies

VICKERS & BENSON Limited has been appointed to handle the advertising for Pet Milk Company (Canada) Limited, effective immediately.

They will be initially involved with the marketing of Pet Instant Skim Milk Powder and Pet-Ritz Frozen Pies.

F. E. Thomas is the account supervisor and W. G. Burnside is account executive.

The Pet Milk account was formerly handled by the Toronto office of Cockfield, Brown & Co. Ltd.

GRANT ADVERTISING recently picked up two new accounts. They are:

National Rubber Company Limited, Toronto manufacturers of vulcanizers, link-matting and other products

CFAC Appointment



D. F. PENN

The appointment of D. F. Penn as General Sales Manager has been announced by Radio Station CFAC in Calgary. Dave Penn brings a broad experience in radio to his new post, having worked in various phases of broadcasting prior to entering the sales field.

and Gibbard Furniture Shops Limited, Napanee, Ontario.

SCHICK SAFETY Razor Company has moved its account for single edged injector blades and razors from E. W. Reynolds Limited to F. H. Hayhurst Limited.

Reynolds will be retained by Schick to serve in the research and development of marketing plans for the new line of double edged blades.

The account man at Hayhurst will be Harold Scandrett.

EFFECTIVE IMMEDIATELY J. J. Gibbons are appointed to direct the advertising for Glastron of Canada Limited, a subsidiary of Standard Glass Products, Inc., manufacturer's of a complete line of fibreglass boats, in both Austin, Texas and Madison, Indiana.

E. M. Dixon will service the account and W. H. Richardson will be account supervisor. Plans call for consumer and trade advertising.

THOMPSON-PETERSEN Advertising has been appointed to handle the advertising for Rox Products Company, manufacturer's of a complete line of paints.

Rox Products, whose head office and plant are at Detroit, Michigan, has for several years been selling their products throughout Ontario, with all advertising being placed by their U.S. agency, Clark & Robertz Inc., Detroit.

At Thompson-Petersen John F. McKinnon will be the account executive and future plans call for the use of all consumer media.

WILLIS ADVERTISING has been appointed to direct the advertising and public relations of the marine division of F. Manley & Sons Limited.

The account will be supervised by R. G. Slade.

Manley's Marine Division was recently appointed the exclusive distributor in Eastern Canada of the Lone Star Boat Company, Grand Prairie, Texas, manufacturer's of fibreglass and aluminum boats.

CONSOLIDATED ADVERTISING Agency, Toronto, has made a voluntary assignment of bankruptcy, after nearly three years of operation.

The agency was started in May 1957 by Ross Teel, formerly sales promotion and advertising manager for S. W. Caldwell.

THE BORDEN Chemical Company (Canada) Ltd. has appointed Breithaupt, Milsom Limited as the marketing counsel and advertising agents for their complete line of industrial and consumer products.

BYRON COLLINS & Associates, the nine month old agency, has moved its offices down the hall from suite 509 to 513 at 64 Wellington Street West, Toronto. The telephone number is the same — EMpire 4-4936.

Recent account additions include: Permaseal Windows & Doors Limited, Weston, aluminum storms, screen and awning manufacturer; The Vitablen Corporation, New York, distributors of vitamin capsules; Canada Track & Traffic, Toronto, sports car magazine and The John Wilkes Press, Oakville, plastic advertising specialities.

THIS WEEK The Borden Company Limited introduced their Instant Whipped Potatoes to the Canadian market via a newspaper campaign carrying a budget of over \$200,000.

They are using half page ads in daily newspapers from coast to coast, both English & French.

Along with this Borden's is distributing coupons to over 1,000,000 English and French homes.

The agency is Breithaupt, Milsom Limited.

F. H. HAYHURST has been appointed to handle the advertising for the Silex Company Limited, Montreal. It was formerly with Stanfield, Johnson & Hill.

Radio & Television

TEXACO CANADA Limited has added the fifteen minute program *Golf With Stan Leonard* to its list of television properties. The program was produced in Vancouver by the CBC.

The 13 week series starts on the limited CBC-TV network of Montreal, Ottawa, Toronto, Winnipeg, Vancouver, Halifax and Cornerbrook on April 2 and runs through to June 25. It will be seen at 6:30 p.m. EST.

Other programs currently being sponsored by Texaco include *Four Just Men* on the English and *Nouvelles Sportives* on the French television network plus *Metropolitan Opera* on the English and French radio networks.

Commenting on the purchase, Texaco's advertising manager Jack

Edgar said: "*Golf With Stan Leonard* gives us the selective audience of golf enthusiasts during the important spring-into-summer season when golf instruction is earnestly sought. We know the ratio of golf participants to car owners is very high."

The Texaco account is handled by the Montreal office of Ronalds Advertising Agency Limited. Account supervisor is Arthur Woodhouse.

THE ACADEMY of Motion Picture Arts and Sciences has bought time on the combined CBC-TV and Trans-Canada Radio networks to present the Academy Awards on April 4.

The program will start at 10:30 p.m. EST and run to the conclusion of the presentations. A total of 45 radio and 42 television stations will carry the program.

STAFFORD FOODS Limited, through McConnell, Eastman & Co. Ltd., is starting a 17 week television campaign March 8. Using seven western stations they will run three spots per week. This is the company's first time in television.

Stations

A STATION promotion currently being carried on by CJMS, Montreal, goes under the name "Ideal Neighbour."

Housewives are invited to write in the name of one of their neighbours who deserves the title of Ideal Neighbour and the reason why she deserves it.

How many housewives have such neighbours, always available when they need help, always ready to do a favor and how many housewives have never had a chance to pay them back?

Well, CJMS offers these Ideal Neighbours a box of candies as a token of appreciation.

Four names are picked every day and three letters are read on the air every morning, the fourth one in the afternoon.

Another promotion is the "Time Slogan Contest."

Listeners are asked to write in a slogan which the announcer uses in giving the exact time. The best ones are read over the air and the winners get 128 new coppers, as a reminder of CJMS' position on the dial.

OVER AT All-Canada Radio & Television's program division Doc Murray says that the Pierre Berton-Charles Templeton radio series is continuing to have great success across the country. In the past three weeks seven western sta-

(Continued on page 26)



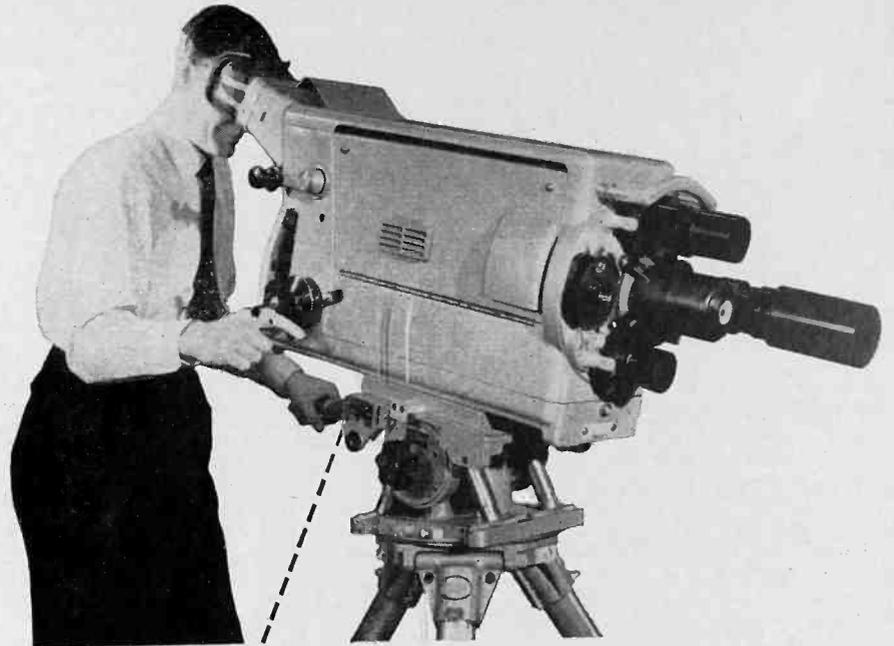
DIAL 920 — WINGHAM

repped by **LORRIE POTTS**

**Dominates
Town &
Country
in Western
Ontario**

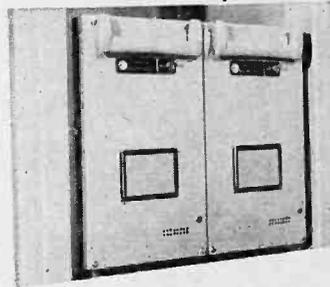
Expanding Facilities? Planning a New TV Station?

INVESTIGATE THE **Marconi MARK IV** TELEVISION CAMERA CHANNEL



Features:-

- 1 Small size, low weight and low power consumption.
- 2 Suitable for both 4½" and 3" Image Orthicon tubes.
- 3 Simplified circuitry which provides stable operation. Short warm-up time.
- 4 Integral orbiting device to extend image orthicon tube life. (Optional extra).
- 5 Large diameter turret with simplified change mechanism, and control of iris from C.C.U.
- 6 7 inch viewfinder.
- 7 Plug-in printed-wiring circuits with long-life tubes wherever possible.
- 8 Both Power Supply Servo and Camera Control Electronics in small draw-out units which can be rack-mounted or mobile.
- 9 Very easy access to all circuits and to yoke for tube changing.
- 10 Passive control panel for Camera Control with all operational controls.
- 11 Transistor communication circuits built into the camera channels.
- 12 14" Picture and 5" Waveform Monitor Tubes with line strobe facilities.



Printed wiring boards are mounted on panels which slide out from the printed wiring cases — used for mobile and studio equipment alike. Here the camera control and power supply are shown mounted side-by-side in a standard 19" rack.



Preset controls on the Camera Control Panel are under a hinged cover — here shown open. A 14" picture and 5" waveform display are provided by the BD 873 Monitor.

P.S.—Our first Mark IV Camera goes to CJSS-TV, Cornwall, Ont.

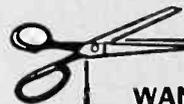
CANADIAN MARCONI COMPANY

Broadcast & TV Station Equipment Department — Commercial Products Division

2442 Trenton Avenue, Montreal 16, P.Q.

SALES OFFICES FROM COAST TO COAST

830 Bayview Ave. Tel. HU. 1-5221 TORONTO	1710 3rd Street N.E. Tel. CR. 7-7571 CALGARY	3594 Main St. Tel. TR. 6-4174 VANCOUVER	572 Barrington St. Tel. 3-1325 HALIFAX	20 Barnes Road Tel. 2881 ST. JOHN'S, Nfld.
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WANT DETAILS?

Clip this coupon . . . attach it to your letterhead . . .
Sign your name and mail to:



CANADIAN MARCONI COMPANY

Broadcast & TV Station Equipment Dept.
Commercial Products Division
2442 Trenton Avenue, Montreal 16, Que.

SIGHT AND SOUND *People*

(Continued from page 24)

tions have subscribed to the service bringing the total number of subscribers to 30.

Each station is supplied with 20 cuts per week of both Templeton and Berton ranging in length from 40 to 75 seconds. Content of the feature deals with currently topical issues, editorials and commentaries on just about anything.

MONTREALERS visiting Florida will be hearing, on most major stations, the CKGM, Montreal, personalities telling them what the temperature is in Montreal and reminding them that when they come home CKGM will be waiting to entertain them and in the meantime wishing them a pleasant vacation.

This is an agreement, worked out by CKGM with stations in Miami, St. Petersburg, Tampa, Lakeland and Palm Beach, whereby they, have spots on CKGM, giving Montrealers planning to go south, the highlights of the various resort areas of Florida.

Business wise, The Mennen Company, through F. H. Hayhurst, Toronto, has purchased the 7.35 a.m. sports news and are working a special promotion in their show, in which the air personality has a sports question of the week. Listeners who send in may win a free ski weekend in the Laurentians for the right answer.

Sanguinet Fuel Oil of Montreal and Del Monte have also bought time on CKGM.

NEWFOUNDLAND'S newest television station CJCN-TV, Grand Falls, is now on the air. The station operates on channel four, with a 300 foot antenna located at Botwood, which is exactly between the towns of Grand Falls and Gander.

The studios are located in the town of Grand Falls and all the equipment is RCA. The main studio has a floor space of about 6,000 square feet and the station expects to schedule about two hours of live programming a day from these studios.

The complete CBC network will also be carried by the CJCN-TV and a certain number of programs will be fed to the station from CJON-TV, St. John's.

The station's national representatives is Stovin-Byles Limited.

AN AUTOMATED programming service, created to slash overhead and elevate the quality of AM Radio programming, is currently being offered by KVOS Canada Limited, Vancouver.

Operating as Profit Programing Inc., the station will make available a fully programed, 18 hour day to approximately 400 AM stations in non-metropolitan areas in Canada and the U.S.

Jim Dunbar, former New Orleans disc-jockey, has been appointed program director.

Gordon Reid, president of KVOS Canada Ltd., says "we will supply middle of the road, hummable music, which will enable small stations to provide top-flight entertainment with a reduced and more efficient staff."

Sub-audible tones will be on the tape, allowing for local cut-ins for commercials, newscasts and special events.

KVOS Canada Ltd. is also busy on the business end of things. They recently signed three new accounts and renewed eight others.

Canadian Pacific Airlines will spend \$10,000 on general advertising, Gray Dunn Biscuites has purchased a daily flight of announcements on Fun-O-Rama and Perfex Bleach has signed for eight spots a week for 15 weeks.

Renewing are Harold F. Ritchie, for an additional 13 weeks as half sponsor of the late Saturday night movie; Bevedere and Rothmans Cigarettes have both renewed for a year and Dad's Cookies has contracted for another year with a large budget increase.

Remaining four renewals are Bonus Foods, Pepto Bismal, Tip Top Taylors and Absorbine Junior.

RECENT SALES by the Canadian Marconi Company include a 1000 watt Gates AM Transmitter and studio equipment to CFOX, Pointe Claire, Que.; a 10 kilowatt Gates AM Transmitter to CKDM, Dauphin, Manitoba and a 250 watt Gates AM Transmitter to CHIC, Brampton, Ont.

People

GERARD ST. DENIS has been appointed to the newly created position of director of French marketing services and Montreal manager of Baker Advertising Agency Limited.

Well-known in Canadian advertising circles Gerry St. Denis brings to his new post wide experience in marketing and advertising agency services. He will be immediately concerned with French advertising for all Baker's Montreal accounts as well as co-ordinating staff to handle them.

In announcing the appointment, W. R. Baker, president, said that although some agencies currently are reducing their Montreal organizations, "we are increasing our facilities because we think there is a real and a growing need in Montreal for the type of agency services our group can provide.

"We have two objectives in Montreal", he said. "First, to give still greater attention to the specialist job of marketing in French language areas and second, to offer our special kind of service to suitable accounts for direct handling out of our Montreal office."

St. Denis' appointment is one of several staff additions to the Baker agency made over recent months. Others include:

Frank A. Healy as head of the Baker PR subsidiary; D. C. Bythell as director of planning and a member of the management group; John S. Bull as a senior account executive; Charles Murray and Geoffrey Hine as senior creative men; William Francis as an account executive and Charles LeRoyer as research director.

C. E. STILES has been appointed CBC director of purchasing and stores.

A veteran of radio broadcasting, Stiles joined the old Canadian Radio Broadcasting Commission in 1933 and later became the CBC's first purchasing agent. He worked with the CBC for 17 years in Montreal before being transferred to Ottawa in 1953.

In 1955 he was appointed director of personnel and administrative services, a job he held until his recent appointment.

In his new post he will control all CBC purchasing including items as varied as greasepaint, building lots and television towers.

GWEN RUDOLPHE, formerly with Foster Advertising, has moved to Baker Advertising Agency. She is working on the General Foods account as a time buyer.

JAMES A. BROMLEY has been appointed as senior account executive at the Toronto office of Walsh Advertising Co. Ltd.

He was formerly general sales manager of Orange Crush Limited as well as advertising manager.

From 1953 until 1955, he acted as assistant general manager, Association of Canadian Advertisers, where

he had been project manager the previous year. His background also includes several years with national agencies and selling creative advertising printing for Saturday Night Press.

FOUR CANADIAN Broadcasters are currently touring England on a one month combined business and sightseeing trip.

Members of the party are Willard A. Bishop, program director, CKN, Kentville; Hugh Bremner, news director, CFPL, London; Douglas S. Brophy, regional supervisor of the CBC's outside broadcasting department and Patrick F. McDougall, program director, CKUA, Edmonton.

Their activities will include meetings with BBC and independent broadcasting officials, radio and television manufacturers, government ministers and members of parliament as well as visits to a number of English and Scottish cities.

Research

CLASS DISTINCTION has little or no bearing upon either television set ownership or viewing in Canada. These facts were contained in a recent release from the Broadcast Advertising Bureau, television division, following a special tabulation of the October, 1959, McDonald TPR Survey in the metro areas of Edmonton, Hamilton and Quebec City.

The release stated that the middle socio-economic group, rated on a combination of income, education and standard of living factors, account for 58 per cent of the total market. They represent 53 per cent of the total television homes and do 59 per cent of all the television viewing.

Karl Steeves, BAB-TV, says that since this middle group represents the bulk of the market in total and the best buying potential for mass-consumed products, their relationship to television is of major importance to most Canadian advertisers.

Another interesting fact brought to light by the survey was that the upper intellectual group or professionals such as doctors and lawyers, account for 26 per cent of the total market and 23 per cent of the television homes.

Reps

ALL-CANADA Radio & Television has been appointed as representatives for Vantel Broadcasting Company in Vancouver.

Vantel was the successful applicant for a second television station in Vancouver and expects to be on the air by the Fall. Call letters for the new station will be CHAN-TV.

Personal Note

This reporter was stranded with his wife in his car for six hours on the way home to Don Mills last Thursday night during the 13 inch snow storm.

He would like to administer a pat on the back to CHUM, Toronto, for their fine job of reporting conditions in all the storm-ridden areas of Metropolitan Toronto.



ANSWER-CANADA
A National Merchandising and Research Service
Through the use of telephone facilities, the following service is offered:

LOCAL COMPANY IDENTITY
You can easily get local identity. Simply subscribe to a telephone, with listing and have the line terminated in an Answer-Canada office. A trained secretary will answer in your name, query the caller and forward a record of calls for completion.

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.

For Sale

Two RCA TK-15 vidicon camera chains, complete, in good condition. Write:

Box A479
Canadian Broadcaster
219 Bay St. Toronto, Ont.

Doctors Orders, Small Town, Quiet Life. Ten years Radio and Television.

Box A478
Canadian Broadcaster
219 Bay Street, Toronto 1, Ont.

Captain Jolly
tapes his
daily show on
a weekly basis
at CKLW-TV
Windsor



Captain Jolly (Toby David) is shown here with production manager T. J. Sutton, checking over the Popeye Show for tomorrow. Or maybe it's for the day after, or the middle of next week.

There's good reason for the Captain's happy smile. He's just finished taping his next six shows in advance — all in one day — a standard procedure with an Ampex VIDEOTAPE* television recorder.

This means considerable savings in time and expense for studio set up operations, with the big plus of better quality. Here's how Jack Liddle, CKLW-TV Public Service Director, puts it:

"Taping several shows in advance tends toward better continuity in the actual production. The immediate play-back

feature allows certain portions of the show to be improved upon while crews and sets are still available."

"Advertisers are favourably impressed when we are able to tape a complete series of commercials and public service programs, which results in considerable savings on modeling and announcer charges," Mr. Liddle continues. And he sums it all up beautifully with these important words:

"Ampex equipment is a MUST — particularly in a highly competitive market."

Any way you put it, there's an impressive list of money-saving, money-making reasons why you should look into the new Ampex VR-1000B Videotape Television Recorder. Write, wire or phone today for an Ampex representative, or ask for our fully illustrated brochure.



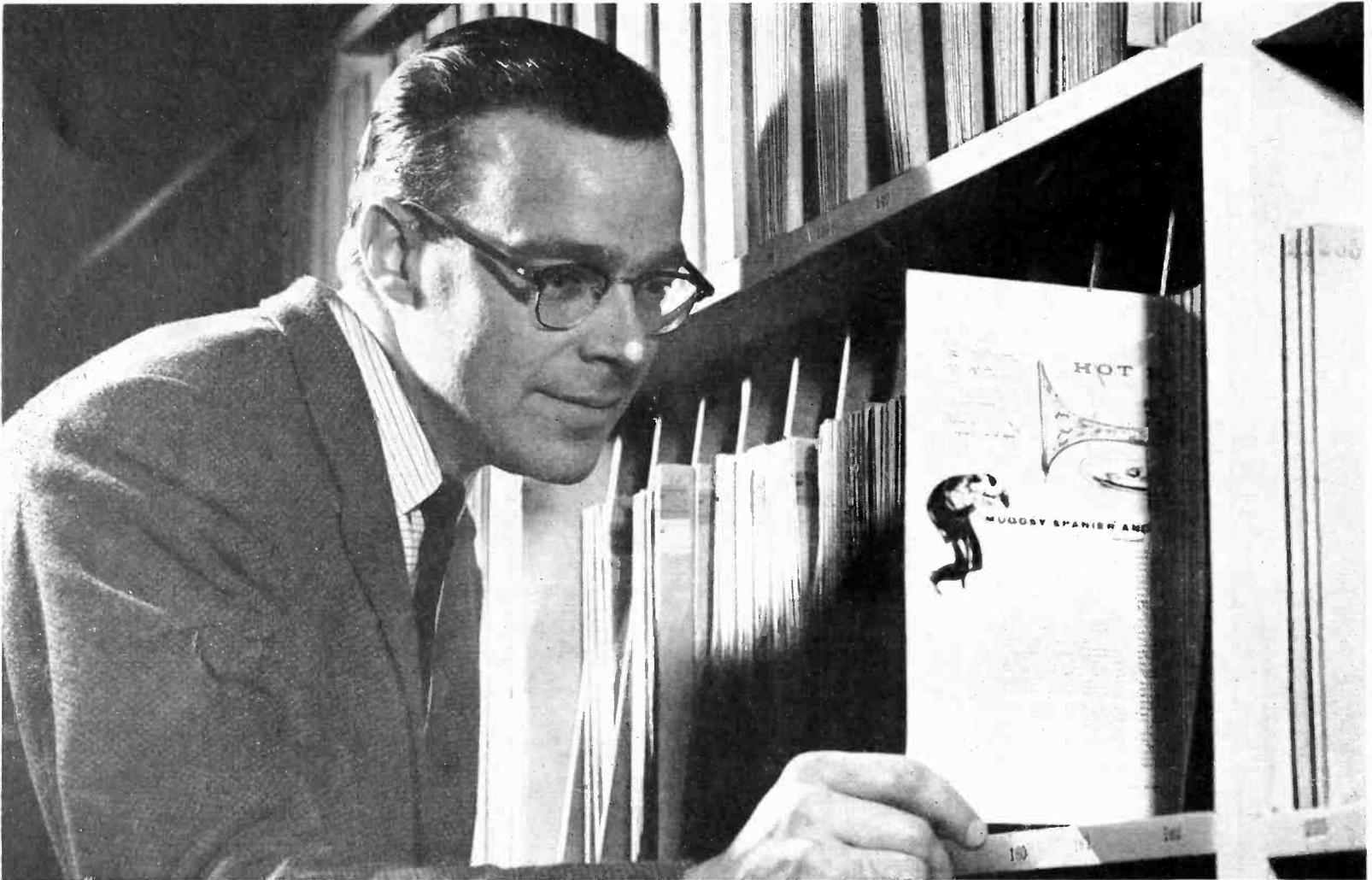
AMPEX OF CANADA LIMITED

1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO

CH. 7-8285

*TM AMPEX CORP.

pick a spot on... **'RB** the interesting station for interested people!



Interested people are listening to Keith Rich . . .

AND INTERESTED PEOPLE BUY!

Relaxing with your morning coffee and Keith Rich is fast becoming a tradition with the women of Toronto. And for a very good reason!—Each day at 9:30 am Keith Rich brings them the kind of program they like . . . pleasant music, plus special segments devoted to the home, kitchen and garden.

Keith Rich has a way with his morning audience . . . and they listen with interest! That's why you can't miss when you pick a spot with Keith Rich or any of the top personalities on 'RB.

Hour by hour . . . day by day . . . week by week audience averages prove that 'RB rates Number One in Metro Toronto and throughout its regional range. Pick the top spot for top sales potential . . . 'RB!

Our rep's? In Canada . . . It's All-Canada Radio and Television Limited. In the States . . . Young Canadian Limited. Call them up for availabilities, anytime.

CFRB .. 1010 — 50,000 WATTS

Ontario's Family Station