



Canadian
BROADCASTER

Vol. 19, No. 3

TORONTO

February 4th, 1960

A NUMBER OF EUROPEAN FAMILIES emigrating to Canada under the World Refugee Year Plan landed at Saint John Municipal Airport recently and were greeted by official dignitaries and the special events crew of CFBC-Radio. The mike was handed over to T. M. Bell, MP for Saint John — Albert, who is seen here interviewing two refugee children. Photo is by Joe Michaud.

- DR. STEWART GIVES THE ANSWERS 3
- FIRST SECOND TV STATIONS 7
- SELLING THE MODERN HOUSEWIFE 14

JOHN PUBLIC IS A WOMAN

Women are responsible for 80% of retail spendings, and women are most strongly influenced by Radio.

Radio talks to them in the daytime – during the hours when they can listen, and when their minds are on buying.

Radio talks to them informally – about things they want to hear, via programs and personalities they like.

Radio wins their loyalty. And, through it, Radio influences them.

Radio can influence them to buy more of what you sell.

Radio can turn them into your customers.

Say the word! We'll be glad to help you!



Radio Division

SUITE 404

200 ST. CLAIR AVE. WEST, TORONTO 7, CANADA

TELEPHONE WA. 2-0502

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

Board of Broadcast Governors

IF YOU WANT TO KNOW THE SCORE—ASK THE CHAIRMAN

An Exclusive Interview

by DICK LEWIS

"NO OVER-RIDING consideration will keep anyone out and no over-riding consideration will get anybody in."

This is Dr. Andrew Stewart's complete answer to the question of what part politics plays in the actions of the Board of Broadcast Governors of which he is the chairman.

Large numbers of broadcasters and other interested people attended the BBG's Winnipeg and Vancouver hearings, because they were vitally interested in the Board's approach to applications for second television licenses. One question which seemed to enter the minds of many of them was this: "Would the Board's decisions be based entirely on the evidence produced before it in written briefs and personal appearances? Or does the Board investigate the character, personal habits and reputation of applicants beyond this evidence?"

Firmly convinced that the best way to find out what the BBG thinks about anything is to ask its straight-line-thinking and co-operative chairman, I asked for and was willingly granted an interview at which I posed this and a number of other questions.

"The Board is not bound to disclose everything contained in the briefs, but will disclose all the information which applicants are required to file with the BBG," Dr. Stewart said. It is especially interested, beyond the basic data included in all applications, in evidence of what he called "qualities of applicants in terms of their capacities as broadcasters". On the negative side, he said that letters alleging or disclosing flaws in the character of an applicant would be looked at by the Board if it was convinced that they came from responsible people -- and not from "crackpots" -- and that they might affect his performance as a broadcaster.

The Board was agreeably surprised, Dr. Stewart said, at the speed with which applications had been disposed of, especially at the Vancouver hearings. The chairman had made sure that no applicant was put under any pressure to hurry his presentation. It was found, however, that the Vancouver applicants, most if not all of whom had attended the Winnipeg hearings, were able to anticipate the questions which would be asked them in Vancouver by the Board's special counsel, Frank Meighen, Q.C. of Brandon, and incorporate the answers into their oral presentations.

Dr. Stewart could think of only one problem which had confronted the Board, but this, he felt, could only be solved by the Board itself. This problem lay in the comparability of information -- such as the manner employed by applicants to convey their undertakings to use Canadian talent. Most of them gave their promises by percentage of gross revenue. At least one, however, gave this in a lump sum. The Board is working out a formula to overcome this sort of thing, Dr. Stewart said.

One point which Dr. Stewart stressed once again was that "before an applicant appears before the Board, the governors have had an opportunity to study his original brief, and nothing is gained by reiteration." On the other hand, he emphasized that the Board "is very sensitive to any criticism that any applicant should be cut off before he has had every opportunity to state his case."

NEWS IS A RESPONSIBILITY

Most of the applicants, at both the Winnipeg and Vancouver hearings, were questioned at some length, usually by the Board's permanent member, Carlyle Allison, on their plans regarding their news departments. Dr. Stewart said that the BBG regards this activity as being of extreme importance even in areas which are well served by one or more daily newspapers.

"Broadcasting", he said, "is a competing medium of news and information, and there is an obligation on all stations, radio and television, to provide a good news service, realizing of course that they have other responsibilities as well."

WHAT THE BBG WANTS TO KNOW

In considering all license applications -- radio and television -- the BBG is interested in evidence that the applicant has adequate funds available for basic capital needs and working capital.

Beyond this, it is interested in assuring itself that sufficient thought has gone into financial planning. Estimates of expenses and revenue are also examined very closely.

Two of the Board's main concerns in considering applications for new stations are (1) the question of the all-over service the station will give, and (2) the economic capacity of a market to stand another station.

If the Board feels that a new station is going to add nothing, from the public's standpoint, or if it feels that the advertising potential is not great enough to enable the new station to undertake the programming and public service activities which the Board would expect of it, the application is not likely to get off the ground. These two points are of equal importance to applicants and to the proprietors of existing stations wishing to present their objections to the establishment

of a competing station.

"The Board feels under an obligation", Dr. Stewart said, "to protect existing stations which are doing a good job and giving a good program service. We have to try to avoid the situation where over-keen competition could lead to deterioration of service in certain respects", he explained.

DENIALS AND DEFERMENTS

When an application for a new station license, power increase or any other request has been recommended for denial, there is no rule against the applicant trying again, but the Board does not encourage frequent reappearances.

When the Board recommends deferment of an application, a further appearance is generally unnecessary, Dr. Stewart said. The situation is closer to one where judgment is reserved in a court of law, than one where a case is adjourned for further evidence. "However", he continued, "the Board will always re-hear an applicant who has been deferred, at an appropriate time and if there is a valid reason."

REGARDING REGULATIONS

Dr. Stewart drew a straight line between what the BBG will do and what it will not do in the way of disciplining stations when he said: "While we have no regulations which we will not enforce, we enforce nothing which is not covered by the regulations."

The Board frequently receives complaints from members of the audience. "Where the letter of complaint suggests to the Board that a regulation may have been broken", Dr. Stewart said, "the Board writes to the station, so that it may hear the station's side of the case. If, on advice from the station, the Board felt that a regulation had been broken, further action would be necessary."

The BBG feels it should not take on itself the functions of a censor, except where it is "spelled out by the regulations". Questioned further on this point, he went on to say: "Unless we can see that a program breaks a regulation, we take no action to direct a station to cancel it. We never suggest cancellation, except in border-line cases which we feel might offend the regulations."

On the question of regulations in general, and the possible need for

remedying some practice not covered by them, Dr. Stewart said: "In such cases we shall have to introduce a new regulation before we can take any steps. A draft of a new regulation regarding certain promotional activities will probably be introduced at the BBG meeting in Montreal in March," he added.

THE LIQUOR PROBLEM

Dr. Stewart would like to see the Liquor Control Boards in the various provinces come up with some uniform advertising code across the country.

I asked him about the situation in Alberta, where stations have been directed to refuse advertising for such products as ginger ale in cases where the manufacturer is also a brewer.

He pointed out that the objection lay in the name of the sponsoring company, when it included such words as "Brewing" or "Brewery".

Such breweries could, he said, incorporate subsidiary companies, omitting the offending designations. For example, Blank's Brewery could set up a subsidiary called Blank's Bottling Company, and their ginger ale or other non-alcoholic beverage advertising would then be acceptable.

Channel 3

Barrie

Offers the

Second Largest Daily Circulation

of any

Private Ontario Station

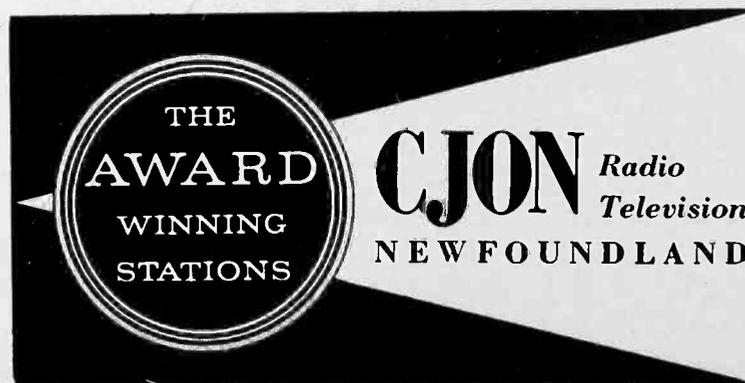
Elliott-Haynes

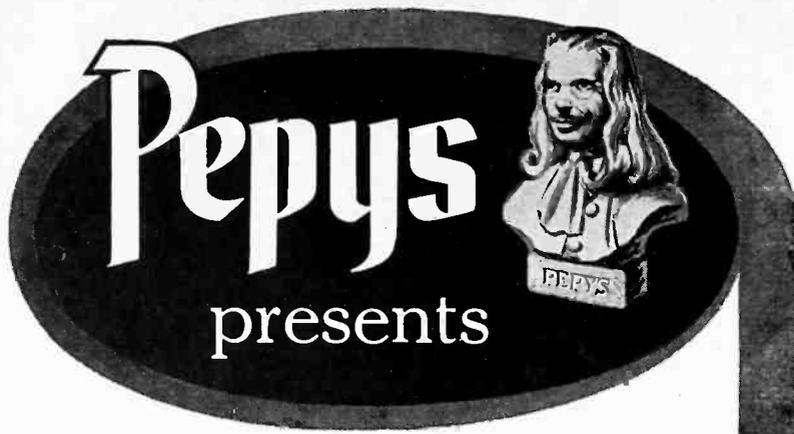
Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these
television stations

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

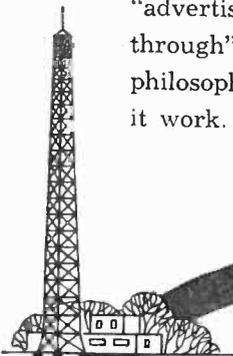




ROSS ROY, INC. ADVERTISING

"In your agency," we enquired, "what happens after the advertising appears? Who provides the spark of fresh ideas for distributor and dealer meetings? What about direct mailings right to the customer? Is follow-through on product information, sales promotion, research all part of your advertising agency's job?" "Yes," said Ross Roy, Inc., "we believe it is. Advertising's real force comes in creating a liking or a desire for a product. It is the follow-through that decides which brand of cereal or which make of automobile ends up in wife's kitchen or a man's garage. So when we take on a job, we take on the whole job."

With Ross Roy, Inc., "advertising with follow-through" is not only a philosophy — they make it work.



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

TELEVISION STATIONS

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

Parliament Hill

CCF WANTS COMMUNICATIONS ENQUIRY

by SAM G. ROSS
Ottawa Correspondent

A HOUSE OF COMMONS committee to study mass media and the establishment of a communication council are proposed by CCF Leader Hazen Argue in the House of Commons.

Both points are emphasized in a motion standing in Mr. Argue's name; and he dealt with it briefly in the throne speech debate when he attacked concentration of ownership by charging:

"The government is turning, increasingly, the television and radio facilities of this country over to private hands. There has been a very disturbing growth in newspaper chains across this country until today four groups control approximately one-third of the circulation of all newspapers in Canada."

Mr. Argue's resolution is No. 5 on the order paper. It's likely to be debated but it is not likely to come to a vote. It likely will be "talked out" when it is called and then adjourned; and adjournment means it goes to the bottom of the list and then there is only a slim chance it will come up a second time at the present session.

The resolution proposed a commons committee to study and recommend on the extent to which the ownership of mass media -- newspapers, both daily and weekly, radio and television stations -- is becoming concentrated nationally and in specific areas in the hands of fewer corporations.

The motion included a study of the degree of concentration of control within the corporations; the extent to which it affected the free expression of opinion and the emergence of new vehicles of opinion.

Another point proposed for study was the "relationship between the

public service responsibilities of mass media and their function as corporate enterprises."

The final point proposed for study is:

"The advisability of encouraging the creation of a communications council made up of representatives from the mass media, the purpose of which would be to develop and protect standards of public service, protection for the individual from any excesses of mass media, and the encouragement of a free expression of public opinion."

ACCESS TO THE FACTS

In his throne speech debate, Mr. Argue questioned if the public has access to facts or "if millions of dollars which are used by advertisers, learning from the Madison Avenue mass media manipulators, have so influenced the judgment of the Canadian people as to make it impossible for many citizens to exercise a free, fair and unbiased judgment."

In charging a concentration of power in mass media, Mr. Argue said:

"I think this represents a great danger to freedom and to democracy, and I think we should inquire into what effective steps can be taken to break the monopoly which exists in these media; and whether we can reduce the quantity of advertising so that freedom of will will not be in jeopardy."

Mr. Argue said he was hopeful the commons would inquire into the whole question of the control of newspaper, radio and television facilities so that all feasible and practical steps may be taken to "assure freedom of discussion and maintenance of the strength of democracy in Canada."

Grant French Producers Appeal Rights

MONTREAL FRENCH-LANGUAGE television producers have been granted appeal rights in contract negotiations with the CBC.

An arbitration report was given by Professor H. D. Woods, director of the Industrial Relations Centre at McGill University. Woods was named arbitrator after the end of a 68-day strike by the producers last year.

He ruled that the CBC should continue to negotiate contracts with the 74 producers on an individual basis, but granted the producers the right to appeal if a contract is not renewed.

Both sides agreed, when the strike was settled March 7, to accept the report of the arbitrator. The report is effective until December 23, 1960.

Professor Woods said an appeal system "should eliminate favoritism, maliciousness, indifference, or simply bad administration, if any of these exist, or reassure the producers if these do not exist."

The report set an annual minimum salary of six-thousand dollars for the producers, who had originally

demanding a seven-thousand dollar minimum.

In addition it confirmed the right of the CBC to set policy, establish methods of operation and staff requirements and draw up operating schedules.

The producers wanted more control over allocation of duties and assignments.

The strike last year arose when the producers sought recognition of an association as their bargaining agent. It was settled after the CBC granted recognition, with the stipulation that the association remain unaffiliated with the Canadian Catholic Federation of Labor or any other union federation and after Professor Woods was named to iron out the side issues.

Woods' report also provides for further arbitration, should any dispute arise from the March settlement. The arbitrator would be empowered to reinstate employees dismissed or suspended without good reason.

Canadian BROADCASTER

Editor & Publisher RICHARD G. LEWIS
 Art Editor GREY HARKLEY
 News Editor IAN GRANT
 Editorial Dept. ROBERT A. MILLER
 Circulation & Accounts . . . THOMAS G. BALLANTYNE
 Production Manager LESLIE E. HEDDEN

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

Ottawa Correspondent SAM G. ROSS



Vol. 19, No. 3 25c a copy (Directory Issues 50 cents) — \$5.00 a Year — \$10.00 for Three Years February 4th, 1960

Competitive TV Comes To Canada

With the completion of the Winnipeg and Vancouver hearings of the Board of Broadcast Governors, and the two first "second TV licenses" recommended for approval, a new era has opened in the broadcasting business which should meet with wide approval.

The situation, in a nutshell, is this: Last week, the Canadian Broadcasting Corporation lost its TV monopoly in two of the six major Canadian markets. Now, at long last, private interests have been afforded an opportunity to pit their abilities against the subsidized government system.

This is the first time in the eighteen year life span of this paper that it has been able to publish an unequivocally favorable report on the progress of enterprise against the surge of statism which has been growing ominously since the war.

Those who have been battling towards this end through the years may well rejoice, but this is no reason to forget the struggle.

While competition has been introduced into the TV industry, the publicly-owned CBC is still competing for advertising. Also the privately-owned stations are being urged and even compelled to undertake activities in such fields as education. Most private broadcasters have always been eager to undertake such assignments, though it seems obvious to us that they should be the responsibility -- perhaps even the only responsibility -- of the publicly-owned and publicly-supported Canadian Broadcasting Corporation.

The Board of Broadcast Governors, appointed to administer impartial regulation over both the CBC and the private industry, is not responsible for what we believe to be an anomalous and incongruous state of affairs. In fact, it seems to us that the BBG is displaying an unprecedented understanding of its duties, under the act. However, it

is also a fact that the CBC is still holding its place in the advertising field.

Far from criticizing the BBG, people involved have expressed their approval of the Board's ability to grasp each problem that confronts it. Those who have had personal contact with the chairman or a key member of his Board have been impressed with the consideration and understanding, which they have received. Even the regulations, and the knowledge that they will be enforced, have been accepted because they are well conceived and apply to everyone. But what of the future?

This paper hopes, as it has always hoped, that the day is not too far distant when the business of broadcasting will rest with men of business, and education will be in the hands of various government agencies and other organizations whose responsibility it surely should be.

We are not suggesting that private broadcasters should abandon their activities in any field of public service, from time signals to educational courses, but we believe that such activities should be undertaken by the broadcasters as voluntary contributions to their communities rather than by rigidly enforced rule and regulation.

Our congratulations go out to the two successful applicants for second TV licenses, and our sympathy to those who did not win out. We pledge our co-operation to the Board of Broadcast Governors in their task of controlling the business within the meaning of the Broadcasting Act. Beyond this, we shall continue our humble efforts towards the day when broadcasting will have earned and received the right to enjoy complete recognition, as it is enjoyed by all other media of communication, with the freedom -- the complete freedom -- to earn, by its continued usefulness, the place in the sun which we believe to be its right.

Third Column

UNUSUAL BLOOD CLINIC

DOUG HINZ, emcee of *Country Music* over CHLO-Radio, St. Thomas, was recently awarded a certificate of honorary membership in "Operation Leaky Arm", one of the most unusual blood clinic projects in North America.

"Operation Leaky Arm" is unusual because its donors and operational executives are all inmates of the largest penitentiary in the United States -- the State Prison at Jackson, Michigan. To put their twice-yearly blood drive over quota, this truly captive audience hears appeals from its favorite radio personalities whom they listen to over the prison's closed-circuit radio system.

For "Operation Leaky Arm's" most recent blood clinic, Doug Hinz recorded a special 15-minute program which appealed personally to each inmate to do his part by giving a donation of blood.

As a result, a higher percentage of men than in previous years made the voluntary donations which are forwarded to the American Red Cross Society.

For his part in the drive, Doug was awarded the honorary membership. The only unfortunate thing about the honor paid him was that neither the organization's executive director nor the executive secretary was able to make the trip to St. Thomas to present the award in person.

(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.)



Winnipeg and Vancouver Hearings

EIGHT TV APPLICANTS HAD CONTRASTING PLANS

SECOND TELEVISION station applicants in Winnipeg and Vancouver, who went prepared to answer BBG questions on financing, programing and engineering at the public hearings conducted in those two cities last month, apparently had to make some hasty additions to their oral presentations.

The Board of Broadcast Governors wanted detail. They wanted to know such things as: Who would have control of the new station? Could this control change later? How were advertising rates calculated? How much advertising would the new station take from existing radio and television outlets? What percentage of programing would be live and how much would be Canadian content? Is the transmitter equipment adequate? Has provision been made for color television?

Board Chairman, Dr. Andrew Stewart left no doubt of the purpose of this close questioning.

Besides guiding the Board in making its decision on who would receive the Winnipeg and Vancouver licenses, the oral answers, all of which were recorded, are being held by the BBG as a specific promise of station performance.

Dr. Stewart announced several months ago that these promises will be kept on file for study later when the station goes on the air. If the pledges are not fulfilled, conceivably the station could be called on for evidence of why it should not lose its license for the three-month period specified in the 1958 Broadcasting Act.

The following is an outline of the presentations made by the three Winnipeg and five Vancouver applicants in order of appearance.

WINNIPEG

RALPH S. MISENER

Ralph S. Misener & Associates would operate on Channel 7 with a power of 325 kw video and 180 kw audio and a directional antenna of 946 feet.

President of the proposed company would be Ralph S. Misener, a Winnipeg shipping executive. Other associates include: Lloyd Moffat, owner of CKY, Winnipeg; T. O. Peterson, president of Investors' Syndicate of Canada Ltd.; Roland Couture, majority shareholder and managing director of CKSB, St. Boniface; Walter E. Kroeker, president of CFAM, Altona; Kendall Hayes, Q.C., Winnipeg lawyer.

Estimated capital cost to start operating -- \$1,304,000.

Estimated cost of studio -- \$442,000. For equipment at studio -- \$420,000 and for equipment at the transmitter -- \$421,000.

The applicant outlined the following profit and loss estimates for the first three years.

First year. A deficit of \$270,000 after revenue of \$930,000 and costs of \$1,200,000.

Second year. A deficit of \$149,414 after revenue of \$1,162,500 and costs of \$1,311,914.

Third year. A profit of \$39,479 after revenue of \$1,453,124 and costs of \$1,413,645.

The estimated first year's revenue of \$930,000 was broken down as follows:

National programs -- \$200,000
National spots -- \$198,250
Local & Regional programs -- \$40,000
Local spots -- \$486,750
Other revenue -- \$45,000

PERIMETER TV BROADCASTERS

Perimeter Television Broadcasters Limited would operate on Channel 7 with a power of 180 kw video and 108 kw audio and a directional antenna of 545 feet.

President of the proposed company would be Jack Blick, owner of CJOB, Winnipeg. Other associates include: Graeme Haig, secretary and Donald J. McDonald, vice-president.

Estimated capital cost to start operating -- \$855,000.

Estimated cost of studio -- \$180,000. For equipment at the studio -- \$314,000 and for equipment at the transmitter \$341,000.

The applicant outlined the following profit and loss estimates for the first three years.

First year. A profit of \$305,275 after revenue of \$1,268,200 and costs of \$962,925.

Second year. A profit of \$420,140 after revenue of \$1,522,440 and costs of \$1,102,300.

Third year. A profit of \$363,000 after revenue of \$1,595,000 and costs of \$1,232,000.

RED RIVER TV ASS'N

The Red River Television Association would operate on Channel 7 with a power of 325 kw video and 162.5 kw audio and a directional antenna of 1,026 feet.

Main stockholder in this syndicate would be Clifford Sifton, publisher of THE REGINA LEADER POST and THE SASKATOON STAR-PHOENIX and owner of CKCK Radio and TV, Regina and CKRC Radio, Winnipeg. He disclosed that his interest would be 25%. Later reports indicated that he had advised the minister that he would be prepared to take his stock in non-voting shares, if this was considered more satisfactory.

Other major interests would be held by Joseph Harris, chairman of the Board of the Great-West Life Assurance Company, Winnipeg, who would own 21% of the stock and W. Victor Sifton, publisher of the WINNIPEG FREE PRESS with 12.5%.

Others in the association included: James A. Richardson, vice-president James Richardson & Sons Ltd.; Kathleen M. Richardson; Kenneth Powell, president K. A. Powell (Canada) Ltd.; C. Gordon Smith, Smith, Vincent & Co. Ltd.; J. Elmer Woods, president of Monarch Life Assurance Co.; W. A. Johnston, Q.C.; John A. MacAuley, Aikins, MacAuley, Moffat, barristers; Stewart A. Searle, Searle Grain Company; Hubert J. Bird, Bird Construction Co. Ltd.; Philip A. Chester, former general manager Hudson's Bay Co.; Richard S. Malone, WINNIPEG FREE PRESS executive; Robert E. Moody and Robert E. Moore, both of the firm of Moody, Moore & Partners, architects; Hal Crittenden, manager of CKCK-TV, Regina, who would be manager of the station if the license was granted to the Association.

Estimated capital cost to start operating -- \$1,976,000.

Estimated cost of studio -- \$750,000. For equipment at the studio -- \$621,000 and for equipment at the transmitter -- \$525,000.

The Association outlined the following profit and loss estimates for the first three years of operation.

First year. A deficit of \$301,000 after revenue of \$1,050,000 and costs of \$1,351,000. (The first year's revenue would be 46.7% of the total commercial time available. This would increase to 53.5% by 1964).

Second year. A deficit of \$104,000 after revenue of \$1,430,000 and costs of \$1,534,000.

Third year. A profit of \$167,000 after revenue of \$1,430,000 and costs

of \$1,583,000.

The Association estimated that 27% of their schedule would consist of live Canadian programing, 10% filmed Canadian and 63% American or Commonwealth film.

Canadian content in the time period between 7 and 11 p.m. would be 20%. On Sundays this would increase to 25%.

VANCOUVER

METROPOLITAN TV LTD.

Metropolitan Television Limited would operate on Channel 8 with a power of 182 kw video and 102 kw audio and a directional antenna of 1,853 feet.

The president of the new company would be Frank Griffiths, president of Radio Station CKNW, New Westminster. Secretary would be Thomas E. Ladner. Other associates include: Fred Auger, publisher of THE VANCOUVER PROVINCE and a director of Southam Company Ltd.; Laurence Dampier, assistant publisher and vice-president of the Sun Publishing Company; William Murphy, director of Radio Station CKNW, William Speers, manager of Radio Station CKWX and William Hughes, manager of CKNW, New Westminster.

Estimated capital cost of studio, transmitter building and equipment -- \$1,365,000.

Estimated first year operating costs: Engineering -- \$150,670; Programs and production -- \$817,945; Selling -- \$387,587; Administration -- \$274,120; Interest and depreciation -- \$295,000 (Calculated at 25% for equipment and 5% for buildings).

Estimated number of households reached with the proposed station's "A" contour -- 268,600 in Canada and 35,600 in the United States.

This applicant proposed to start with an over-all Canadian program content of 55%. In the peak evenings hours there would be 35%. Also the station would schedule Canadian programs when CBC presents non-Canadian material.

Estimated percentage of sponsored time between sign-on and 5.00 p.m. and between 10.30 p.m. and sign-off: 30% for the first year. 37.5% for the second year. 45% for the third year.

Estimated percentage of sold time between 5.00 and 10.30 p.m.: 42% for the first year. 52.5% for the second year. 63% for the third year.

The station's proposed advertising rate would yield \$600 an hour or \$155 a minute. (This compares with \$725 per hour and \$181 per minute now charged by KVOS-TV, Bellingham, and \$680 per hour and \$170 per minute charged by the CBC in Vancouver.)

They estimated that the proposed station's revenue would be \$1,500,000 or seven per cent of the \$22,000,000 a year spent on advertising in the area.

No morning telecasting planned, but would expand into this field



HOPE GARBER

Western Ontario home-makers rely on her "AT HOME" show for news of interest to women. A homemaker and mother herself, Hope has their confidence.

Another reason why . . .

Western Ontario is sold on



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

later.

Proposed station would be privately financed, without public participation.

BRITISH COLUMBIA TV BROADCASTING CORP.

The British Columbia Television Broadcasting Corporation would operate on Channel 10 with a power of 188 kw video and 94 kw audio and a directional antenna of 570 feet.

The president of the new company would be H. S. Foley and G. C. Chandler would be managing director. (He is president of Radio Station CJOR, Vancouver).

Other associates include: Norman Collins, former BBC controller and now deputy chairman of Associated Television Ltd., England; Allan Millar, CBC Radio and television personality; Bernard Braden, Vancouver-born actor, now living in England; F. Craig Munroe, legal counsel; M. J. Foley, president Mac-Millar Bloedel and Powell River Co.

Estimated capital cost of studio, transmitter buildings and equipment — \$1,384,000.

Financing of the proposed company would be accomplished with an issue of:

10,000 Class "B" voting shares.
200,000 Class "A" non-voting shares (21.5% of these would be offered to the British Columbia public at three dollars a share).

\$1,500,000 in debentures.

The total issue would be \$2,130,000.

Proposed station would broadcast for 18 hours a day with a full schedule of morning programming.

Estimated live programming would amount to 49 hours a week or one third of total schedule.

Estimated \$470,000 a year would be spent on live talent.

The problem of program supply would be overcome by the proposed company's association with ATV in England and Sovereign Film Distributors in Toronto.

PACIFIC TV CO. LTD.

The Pacific Television Company Limited would operate on Channel 8 with a power of 177 watts video and 88.5 watts audio and a directional antenna of 2,034 feet.

President of the new company would be F. Ronald Graham. Secretary would be Allan H. Ainsworth. Others associated with the application include: Walter C. Koerner, president of Rayonier of Canada; Mrs. Frank Ross, wife of the Governor-General of B.C.; Lloyd K. Turner, vice-president of Westcoast Transmission Company; Karl J. Springer, president of Pacific Western Airlines; Sir Denys Lawson, former Lord Mayor of London; Harold C. Bentall, vice-president of Dominion Construction; H. L. Jestly, a lawyer and Colonel V. Spencer, financier.

Estimated capital cost of studio, transmitter buildings and equipment — \$1,131,000.

\$650,000 has already been subscribed to the company and it has established a bank credit of \$250,000. In addition, it could raise \$750,000 by the sale of 75,000 preferred shares at \$10 each.

Estimated total capitalization — \$2,150,000, broken down as follows: \$1,631,000 capital outlay for plant. \$245,000 pre-operation expenses. \$274,000 reserve capital fund.

The proposed company outlined the following profit and loss forecast.

First year — \$28,599 loss after operating costs of \$1,465,188 and revenue of \$1,436,589. (Does not include \$245,000 set aside for pre-operation costs).

Second year — \$139,654 profit after revenue of \$1,676,021 and costs of \$1,536,367.

Third year — \$213,133 profit after revenue of \$1,795,737 and costs of \$1,582,604.

Estimated 32.5% of total broadcast time would be live production

ciated with him in this application were: Colonel and Mrs. Edward J. Eakins; W. J. Ferguson Senr., president Transport Finance Company; Peter Paul Saunders, Andrew Saxton and Joseph Chutter, all of Imperial Investments Ltd.; Arthur Andrews, Price Waterhouse and Company, chartered accountants.

Estimated capital cost of transmitter building and equipment, \$992,225.

Estimated total capitalization of the proposed station — \$2,579,600.

Estimated that 6.3% of gross

BBG GIVES TV LICENSES TO MISENER AND VANTEL

LATE LAST FRIDAY afternoon, the Board of Broadcast Governors announced its recommendations that second TV licenses be given to Ralph S. Misener & Associates in Winnipeg and Vantel Broadcasting Company Ltd. in Vancouver. Details of these two organizations and also of the unsuccessful applicants will be found on this and the previous page. The recommendations are subject to cabinet approval.

The Board listed its considerations in making its recommendations as follows:

- (1) Coverage of the proposed station.
- (2) Nature of the facilities to be provided by the applicant.
- (3) Composition of the initial board of directors of the company.
- (4) Distribution of the voting stock in the company and the location of effective control.
- (5) General plan of financing.
- (6) Financial capacity of those involved in the applications.
- (7) Experience and standing of those involved in the applications.
- (8) Association of the appli-

cants with other media of communication.

(9) Estimates of expected revenue and of the capacity of the market to support an additional television station; and particularly of the capacity of the market to meet the full costs of the service to which the applicant would be committed.

(10) Establishment proposed by the applicant and the experience and capacity of the personnel, particularly the management personnel, to be appointed.

(11) Manner in which the programming policies of the station would be determined and implemented.

(12) The program commitments of the applicant in relation to the requirements of the Act and the regulations that the service be varied, of a high standard and basically Canadian in content and character.

(13) Characteristics of the community, the nature of the available broadcasting service and the capacity of the applicant to meet the varied needs of the proposed service area.

amounting to a cost of \$359,432 per year.

The proposed station would spend \$237,222 on live talent in the first year. Included in this would be a \$10,000 annual talent fee to Vancouver's Theatre Under the Stars and \$12,000 for non-scheduled live shows.

Overall Canadian Content would be 55.3% rising to 55.5% during the 8 to 11 p.m. time period.

VANTEL BROADCASTING CO.

The Vantel Broadcasting Company Limited would operate on Channel 8 with a power of 180 kw video and 90 kw audio and a directional antenna of 998 feet.

Arthur Jones, president of Artray Ltd., Vancouver film producers, would be president of the new company. Norman Aldred would be operations manager. Others asso-

ciated with him in this application were: Colonel and Mrs. Edward J. Eakins; W. J. Ferguson Senr., president Transport Finance Company; Peter Paul Saunders, Andrew Saxton and Joseph Chutter, all of Imperial Investments Ltd.; Arthur Andrews, Price Waterhouse and Company, chartered accountants.

Estimated capital cost of transmitter building and equipment, \$992,225.

Estimated total capitalization of the proposed station — \$2,579,600.

Estimated that 6.3% of gross revenue would be spent on live talent or about \$125,000 a year.

Live programming including staff productions would account for 47% of the total schedule.

Weekly Canadian Content would amount to 47.8% of the schedule and syndicated films of Commonwealth origin 7.8%.

Canadian Content in the 6.00 p.m. to proposed sign-off time of 1.00 a.m. would be 48.3%, including the 50% allowance for Commonwealth material.

Canadian Content on the proposed station between 8.00 and 11.00 p.m. would be 62%.

COAST TELEVISION

Allan M. McGavin was the fifth applicant to appear before the Board. The proposed company name was Coast Television Limited.

The president of the proposed company would be Allan M. McGavin, president and general manager of McGavin Bakeries Ltd. Associated with him would be: Leonard W. Brockington, president J. Arthur Rank Organization of Canada; Robert R. Keay, president Evergreen Press Ltd. and Radio Station C-FUN, Vancouver; Fred C. Sweet, real estate; John Boyd, chairman, General Construction Co.; George Curtis, Dean of Law, University of Alberta; Brigadier J. Arthur Clark, Vancouver lawyer; William J. Borrie, president and John Chaston, a partner of Pemberton Securities Ltd.

They would operate on Channel 8 with a power of 207 kw video and 103.5 kw audio and a directional antenna of 1,216 feet.

Estimated capital cost of studio, transmitter buildings and equipment — \$993,764.

Financing of the proposed station would be accomplished with the issue of:

5,500 6.5% cumulative, redeemable preferred shares at a par value of \$10 each.

32,000 Class "A" non-voting shares.
67,500 Class "B" voting shares with no par value.

Would donate 4,000 or 6% of the voting shares to UBC.

Total estimated pre-operation costs — \$100,000.

With a first year advertising revenue of \$1,000,000 the company during the first year would have an operating loss of \$318,000. In the second year the operating loss would be \$97,750 and in the third year a profit of \$148,700 after an advertising revenue increase to \$1,900,000.

Estimated Canadian Content in the proposed stations program schedule would be 45% Monday through Friday, rising to 46% on the weekends. (This does not include the use of Commonwealth material).

Live programming would account for 48% of the schedule between 12 noon and 1.00 a.m.

The greatest
French advertising
medium
in
Quebec

300 000 KV
CHLT-TV CHANNEL 7

SHERBROOKE
We cover
the Montreal market

CALDWELL EQUIPMENT
has ALL the SOUND EFFECTS
CO. LTD.
447 JARVIS ST. TORONTO 5 • WA 2-2103

Second TV Hearings

RETAIL MERCHANTS AND LABOR OPPOSE VANCOUVER BIDS

TWO REPRESENTATIONS object-ing to the granting of private TV licenses were made at the Van-couver hearings of the BBG last month. The Retail Merchants Asso-ciation of British Columbia protested the granting of a license to the Metropolitan Group and the B.C. Federation of Labor demanded that all five private applications be denied. They urged that the second license be awarded to the CBC who already operate CBUT, Vancouver. The objection of the Retail Mer-chants was contained in a brief pre-sented to the BBG by H. C. Boulton, secretary of the retailers' organiza-tion.

The Metropolitan group, the brief said, already controlled the two daily newspapers in Vancouver, THE SUN and THE PROVINCE, as well as the two strongest local radio stations, CKNW, New Westminster and CKWX, Vancouver.

The brief continued:

"We believe that this group al-ready has for too much control of the advertising and communications media in this very large area . . .

"If this same group were now to be allowed to enter the TV field, it would, we respectfully suggest, con-siderably worsen this situation, since the group could then unduly in-fluence an advertiser, by allowing him to advertise in one medium

only if he advertised in all media."

ERRONEOUS IMPRESSION

In his rebuttal, later in the hear-ings, Frank Griffiths, went more deeply into the holdings of his group, explaining that his company's volun-tary listing of its members' other interests had created an erroneous impression with the Board and the public on the extent of the control. He pointed out that Sun Publishing is now an investment holding com-pany and does not publish THE VANCOUVER SUN, and that it owned 69% of one radio station out of a total of 214 in Canada. It had no TV interests.

The Southam Company owned 60% of one radio station in Edmonton and another in Calgary

Indirectly, through an interest acquired in 1892 in THE LONDON FREE PRESS, it also owned 25% of a radio station in London, Ontario. This, he said, represented the equivalent of one and a half radio stations out of a total of 214, and 85% of one TV station out of a total of 57 in Canada. This latter included 25% of TV stations in Hamilton and Lon-don, Ontario and 20% of a Calgary station.

The Southam Company would have a 15% interest in Metropolitan, it was disclosed. The CKWX syndi-

cate, which, as such, has no other interests, would have 20%. CKWX shareholders, it developed, directly or indirectly owned 69% of one radio station and 28% of another.

The only communications interest of the owners of CKNW was in that station.

LABOR HAS ITS SAY

The brief presented by the British Columbia Federation of Labor, which has 120,000 members, opposed the applications of all of the five groups, and said that any additional license should be granted to the CBC which already operates TV station CBUT in Vancouver.

Assistant Secretary Pat Neill, who presented the brief, said the CBC was doing an excellent job and a TV outlet could only supply such a service when it was free from the pressures of advertisers and influ-ential shareholders.

The Labor brief was most emphatic in its objections to the granting of the license to the Metropolitan group on these grounds:

"Such a group," the brief said, "would be in a position to condition the public to the opinions and views of editorial writers, who have, over the years, demonstrated a marked hostility to labor."

BBG SEES UNIVERSITY AID ONLY AS DESIRABLE SERVICE

THE UNIVERSITY of British Columbia wants television sta-tions to pay the universities an annual grant or establish a budget for the production of educational programs.

This information came to light in a brief, signed by UBC President N. A. M. Mackenzie and presented to the Board of Broadcast Governors at their Vancouver hearings last month by Allan Thomas, director of communications in the University's extension department.

Under the UBC's proposal, the stations would guarantee a univer-sity a certain amount of broadcast time "in the public interest", perhaps an hour every other week to start with. The programs would be turned out jointly by the station's and university's personnel.

The brief read:

"We see it as an opportunity to exploit the educational value of tele-vision in a variety of ways, experi-menting with specialized topics and specialized audiences as the subject warrants."

Examples of university program-ing could include a six-week series on changing patterns in agriculture: a 15 or 20 week lecture series in art, literature, physics and so forth; a ten week series based on a single idea such as "the city", or "the pro-vince" or "the atomic age"; a num-ber of single programs based on informed comment on specific issues such as politics, city planning, radia-tion or disarmament.

The brief included a copy of a letter written to all five Vancouver

applicants, asking them for co-opera-tion in this sort of programing if they were awarded the license.

The letter estimated the cost of producing each program as being "of the order of \$2,500.00."

HOW THE CHAIRMAN FEELS

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and a former president of the University of Alberta, is firmly convinced that private broadcasting stations should co-operate with universities in educational broadcast-ing. This, however, does not mean that stations are compelled to bear the cost.

The Board feels, Dr. Stewart told THE BROADCASTER, "that responsible educational bodies which want to undertake educational broadcasting should be prepared to put up some of the money."

He went on to say that: "Stations are not obliged to support such pro-jects, but if they do so, voluntarily, the Board would certainly view this service with favor."

Although several TV applicants in Vancouver undertook some form of co-operation with the University of British Columbia, applicants were not specifically asked to set aside time for this purpose, and so, it would appear, were not committed in this respect. However, the BBG has often stressed the fact that promises and undertakings made by applicants in their original presentations will be checked by the Board regularly, and that their fulfilment will be expected and, if necessary, enforced.



in

1960

EVERYONE'S

Talking about
the New Rate
Card from
Kingston's
Favorite
Station!

CKLC

Contact:

Stovin-Byles (Canada)
Forjoe & Co (USA)

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.

World's Largest Marketing Research Organization,

A. C. NIELSEN, AUTHENTICATES THE FACTS ABOUT RADIO LISTENING IN METRO TORONTO!



AUDIENCE COMPOSITION

	<u>Men</u>	<u>Women</u>	<u>Teens</u>	<u>Children</u>
CHUM	23.4%	56.0%	7.4%	13.2%
Station "A"	22.8	60.6	3.4	13.2
Station "B"	14.4	56.2	13.0	16.4

SPECIAL NOTICE

CHUM commends the A. C. Nielsen Company for their strict policies regarding the compilation and use of information reproduced from their radio reports. The A. C. Nielsen policy forbids the labelling of competing stations according to call letters; however, CHUM personnel will be happy to discuss any of the above figures in detail with interested parties.

CALL — Allan Waters or Wes Armstrong — WA. 5-6666

Representatives

Toronto and Montreal

STEPHENS & TOWNDROW LTD.

Representatives

U.S.A.

DEVNEY INCORPORATED

SHARE OF AUDIENCE based on latest Nielsen Broadcast Index; Mon. - Fri., 7:00 a.m. to 10:00 p.m.
METRO TORONTO refers to three counties — Peel, York and Ontario

CFCL-RADIO

TIMMINS

Now

10,000 Watts

**Ontario's
most
Powerful
French Voice**

**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

Radio

CHOV PEMBROKE WINS ONTARIO FORESTRY ASS'N AWARD

RADIO STATION CHOV, Pembroke, has been awarded the first Smokey Citation, which will be presented annually by the Ontario Forestry Association, a non-profit organization devoted to the education of people in the conservation of Canada's forests and natural resources.

The award will be given to radio and television stations and newspapers doing outstanding work in the field of forest conservation and forest fire prevention. CHCH-TV, Hamilton, and the Port Arthur News CHRONICLE are this year's two other winners.

Over the past two years, CHOV has promoted forest conservation through various campaigns. Originally, CHOV aired a series of spot announcements sponsored by local forest products industries and broadcast a number of interviews with forest rangers, members of lumber industries and members of associated organizations such as the Ontario Forestry Association and the Professional Foresters' Association.

A 20-minute documentary broadcast was featured. Produced in the CHOV studios, an actual fire was re-enacted. The production was later fed to the CBC's Dominion Network, which aired the show on *Assignment*.

Last year, a similar pattern of broadcasts was used, this time incorporating Smokey the Bear. While the 1958 campaign concentrated on the



Photo by Lowe's Studio

PLANNING THE FOREST conservation campaign which was run by CHOV-Radio, Pembroke, are (l to r): Ramsay Garrow, the station's commercial manager; Owen Levans, general manager of the Canadian Splint and Lumber Corporation; and Joe Tait, Forest Protection Supervisor at the Pembroke district headquarters of the Ontario Department of Lands and Forests.

early summer period, last year's campaign was directed at all the high hazard periods -- spring, mid-summer and fall -- so as to reach local residents, campers, tourists and hunters.

During 1959, the incident of forest fires throughout the Pembroke district was much lower than in other years and while it is hard to determine the exact cause, the Ontario

Department of Lands and Forests does give credit to CHOV for its intensive and general co-operation.

Local industry always willingly underwrites a portion of the cost of the station's conservation campaign. CHOV feels that while station public service is fine, the added weight and authority of responsible, progressive business heightens the effectiveness of this type of campaign.

we're "powerful"

BIG

no matter how you look at us:

big new pulling power! big new audience!

big new market! big listener sales action!

CFNB FREDERICTON

first and only independent 50,000-watt station in the Maritimes!

Western Fans Are Wild About Horses

IT'S THE HORSES not the cowboys that win the western fans, indicates a CBC survey. As for dancing girls, the producers love them, but the viewers are not impressed.

These are some of the trends revealed by a survey of three-thousand Canadian "armchair critics" recruited by the CBC.

At a Board of Directors' meeting in Winnipeg, CBC director, Mrs. Kate Aitken of Toronto told about preliminary results of the survey in a recent interview. She proposed the volunteer survey last year.

Among proposals received from the private critics:

Viewers in general would prefer fewer distractions -- such as elaborate stage sets.

"Adult Entertainment" labels only make children eager to see such programs. Instead of being branded, these programs should be shown late at night.

Between-period programing for hockey broadcasts should be "completely divorced from hockey".

In commercials, viewers prefer the "soft sell" of cartoons and demonstrations of new ways to use products.

Mrs. Aitken said the survey findings will be passed on to the CBC's program committee when completed.

CKX-TV Celebrates Fifth Birthday

STATION CKX-TV, Brandon, celebrated its fifth anniversary on January 28 with a special ninety-minute program featuring Western and Central Manitoba singers, dancers and actors discovered and developed by the station.

John B. Craig, president and general manager of Western Manitoba Broadcasters Ltd., which operates CKX-Radio and Television, opened the program along with Brandon's Mayor James Creighton and Tom

Ryles, CKX-TV's first sponsor.

The history of CKX-TV was then presented on film and segments of the nine live shows, aired regularly on the station, were shown.

During February, which will be Anniversary Month, the station will hold a Fifth Anniversary Card Contest. Prizes will include a 21-inch and a 17-inch Fairbanks-Morse television set. First prize will be awarded to the person submitting the most original anniversary card.

Inter-Sync Videotape Device

PERMITS EASY LIVE-FILM-NETWORK INTEGRATION

AMPEX PROFESSIONAL Products Company recently announced the introduction of a new Inter-Sync device for the Videotape television recorder.

The Inter-Sync unit, which replaces the standard drum servo unit in the Ampex recorder, combines in a precise manner the output of two or more VTR's, field by field and line by line. It will also synchronize the playback of one or more VTR's with the output of a television camera, film chain, network feed or any other signal source.

Already operational, first engineering models of the unit were used in the production of the ABC-TV network's *Pat Boone Show*, October 1, 1959. Lap dissolves from live to tape and tape to live television were

readily accomplished. The network ordered pre-production units which were delivered last month.

Similar units will go to Electronic Videotape Editing Service Inc., New York City, in March and four pilot production units are scheduled for delivery to CBS-TV in May.

Tom Davis, manager of Ampex's Video Products Division, said full production units will begin rolling off the lines in August in time for fall program changeovers.

ELECTRONIC EDITING

Davis emphasized the fact that the Inter-Sync is not just a vertical synchronizer. "It locks the playback of a tape machine horizontally, line for line, to other television sources, as well as vertically, field for field. This

means electronic editing of television tape, in addition to opening up limitless special effects in production of programs and commercials.

"For the local station, it also eliminates all chance of picture roll-over when switching from network feed to a local taped commercial and vice versa", he said.

"Inter-Sync also permits mixing and lap dissolving between network feed and local tape. With two Inter-Sync equipped VTR's, the station can, at will, insert taped commercials into taped programs without splicing and without picture roll.

"The user of the television camera for television production work will now have all the freedom of material intergration formerly associated only with film equipment", Davis said. "Furthermore, he will have this freedom and flexibility at a small fraction of the cost of film and his teleproductions are ready for instant playback."

As an example, he pointed out that a simple wipe in a television film production costs a minimum of \$50.00.

WHAT INTER-SYNC MEANS

"What Inter-Sync means", Davis said, "is that the polish of film production will be combined with the speed, facility and economy of live television."

At present, with a recorder running and a program coming in on the network, a cut from one to the other will often result in a picture roll-over. The reason for this is that the cut is made from one sync source to another, and there is no reason to expect the two sources to be synchronized at the moment of the cut. However, by synchronizing the output of the recorder precisely with the network feed (or any other television signal source), the cut can be made without any chance of roll-over. Inter-Sync accomplishes this continuous synchronizing, Davis said.

As associated equipment, Inter-Sync can be installed on any existing VTR or ordered as optional equipment on a new machine. The electronic chassis is the same size as the present drum servo (master control) and replaces that unit.

Radio

Private Radio Net Will Carry Olympics

TWENTY-SIX PRIVATE radio stations in Canada will form a coast-to-coast network this month when they will carry the coverage broadcasts of the 1960 Winter Olympics at Squaw Valley, California, supplied by a team of five Ontario broadcasters.

Alan Hodge, general manager of CKKW-Radio, Kitchener-Waterloo, said that the 26 stations on the network will carry play-by-play broadcasts of the eight Olympic hockey games which the Canadian team -- the Kitchener-Waterloo Dutchmen -- will play. In addition, the Olympic Sports network will supply two

programs totalling 25 minutes per day on all Olympic activities.

The broadcast team will be headed by Alan Hodge. Lucile Wheeler, a member of Canada's 1956 Olympic team, will describe all skiing events. Tom Foley and Terry Kielty of CFRA-Radio, Ottawa, will provide commentary and interviews on every Olympic event. Hugh Bowman of CKKW, will do the play-by-play on the hockey games. The broadcast team leaves Toronto for Squaw Valley on February 16.

The 26 stations taking part in the network are: CKSO, Sudbury; CKKW, Kitchener; CHNS, Halifax; CJCB, Sydney; CFBC, Saint John; CFNB, Fredericton; CKCW, Moncton; CFCY, Charlottetown; CJAD, Montreal; CJBQ, Belleville; CKPT, Peterborough; CHUM, Toronto; CKLC, Kingston; CJLX, Fort William; CKOC, Hamilton; CKLB, Oshawa; CKRC, Winnipeg; CJCA, Edmonton; CKEK, Cranbrook; CKNW, New Westminster; CKCQ, Quesnel; CHEC, Lethbridge; CFRA, Ottawa; CKOK, Penticton; CKOV, Kelowna; CJIB, Vernon.

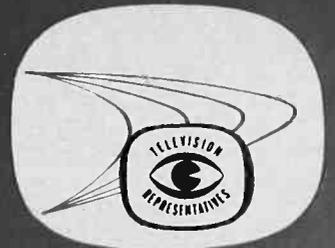
CBC Wins Science Award

THE CBC HAS been awarded a special citation by the Thomas Alva Edison Foundation for its radio program *Science Review*. The citation stated that the program had attained "high standards of excellence in keeping Canadians abreast of current developments in pure and applied science."

F. W. Peers, supervisor of talks and public affairs, accepted the award at the Fifth Annual Edison Awards Dinner at the Waldorf-Astoria hotel in New York, January 27. The dinner was attended by 500 guests including executives from the fields of broadcasting, publishing, science, education, business and industry.

The award was presented by Kenneth A. Meade, director of the educational relations section of General Motors Corporation, and trustee of the Edison Foundation.

In presenting the award, Meade said: "The awards committee carefully considered the radio programming service that is now being provided by American radio networks and found no science program. In order to demonstrate what can be accomplished by network radio programming in scientific areas, the committee voted to give a special citation to the CBC for *Science Review*."



CONCENTRATION



EFFORT



CREATIVITY



RESULTS!



76 ST. CLAIR AVE. WEST
TORONTO

Offices in:
MONTREAL
WINNIPEG
VANCOUVER

CKTB St. Catharines

AM and FM

Blanketing the Richest Market in Ontario
with a Powerful New Voice

**NOW— 5,000 Watts
610 on the dial**

AS ALWAYS — Programming to
the Whole Family

Representatives
Paul Mulvihill
Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

CUTS & SPLICES

by BOB MILLER

Animals Are The Actors

RRIVERBANK PRODUCTIONS Ltd. is now producing a series of 13 quarter-hour children's films with an assorted collection of rodents, frogs, turtles and ducks as the featured actors.

The series is being written, filmed and edited by two ex-CBC film editors, Paul Sutherland and Dave Ellison, who are partners in Riverbank. Formed about nine months ago, Riverbank is a subsidiary of Film Editorial Services Ltd., which the two began in 1958.

While Film Editorial Services will handle any type of production, Riverbank is devoted to producing children's films which star animals.

Now working on the tenth episode, Dave Ellison said the series has received favorable comment almost all over the world. The series, called *Tales of the Riverbank*, has been sold to BBC-TV, and Sovexport. Russia's government film agency, gave its nod of approval to the films after the pilot was shown at the recent Moscow Film Festival. Several US distributors are interested in the series, Ellison said, but he will wait for word from CBC-TV before going ahead with plans south of the border.

Granada TV in Britain was also interested in *Tales of the Riverbank*, but since it was bought by BBC-TV, Granada is negotiating instead for the production of Aesop's Fables, which will also feature rats, racoons and weasels.

Ellison said the series is aimed at two specific audiences. The first audience -- and the main one the films have been made for -- is made up of children between the ages of two and a-half and seven. The

second type of viewer will be adults over 27, who will be attracted to the series because of its unique production methods.

Since the tiny animals used in the films are twitching all the time, cameraman Josef Seckeresh shoots at double speed. In this way, the movements of the animals appear to be almost human when the films are run at normal speed.

Because filming is being done at double speed, considerable footage is being shot for each episode -- up to 13,000 feet of film for a finished production of 500 feet. Ellison defends this exaggerated ratio by saying that he makes up for the extra film cost by not having to pay his actors scale rates.

Start Work On Disney Film

WESTMINSTER FILMS LTD., Toronto production company, is now in Calgary preparing to start shooting the live-action portion of a new motion picture for a Walt Disney subsidiary company, Cangary Ltd.

Called *Nomads of the North*, the film will be shot in parks outside Calgary and in the Canadian Rockies. (CB, January 21, 1960).

An all-Canadian production crew of about forty people will work on the film. Westminster's Don Haldane will direct. Lee Gordon and Roy Krost are the film's co-producers. Don Wilder is the director of photography.

Shooting for the film begins February 8 and will continue for three weeks. About 25 minutes of live action will be shot for the feature. The crew will return for further location filming during the summer. Wild animal portions for the film were shot over the past two years by Disney film crews.

All actors in the production will be Canadian. The only name announced was Jean Coutu, a French-Canadian actor who will play the lead.

Aside from the Disney feature, Westminster is starting off 1960 with a full work schedule.

Recently completed for Labatt's Brewery was a 20-minute industrial film called *Beer at its Best*. Produced

in 16 mm and color, the film incorporates sync-sound, animation and live action to tell the history of the brewery business and modern brewing methods. The film has both French and English versions and is for viewing within the industry only.

Westminster is also completing the second of two 10-minute black and white films for Dupont of Canada. The first, completed last month, was *Safety Sure*, which dealt with auto racing as a contributing factor to safe driving. The second film concerns the development of a new agricultural implement.

Scripts are almost completed for the production in March or April of a series of four films for Canada Dry. Two will be in English and two in French. The series will trace the history and development of ginger ale and explain how the product is made today.

The company also plans to produce four more industrial films in the early Spring.

Durham Telefilms Formed

CONSOLIDATED Durham Mines and Resources Ltd. of Toronto has announced the formation of Durham Telefilms, Inc., a wholly-owned television production and distribution subsidiary with offices in New York and Toronto.

David Bader has been named president and managing director of Durham Telefilms and has also been elected to the board of directors of the parent company in Canada. Bader has had more than twenty-five years' experience in all phases of films, in Hollywood, London and New York.

Initially, Durham Telefilms will act as an international sales agency in the theatrical, 16 mm and television film fields. The company intends to enter into co-production here and abroad and will entertain the financing of theatrical and television films anywhere in the world.

Offices are located at 521 Fifth Avenue in New York and at 80 Richmond St. West in Toronto. The company also has agencies in Hollywood and London. Bader plans to spend several weeks in Europe establishing distribution facilities for films in the US.

The company now has available for distribution two packages of 100 cartoons each, as well as several feature films and short subjects.

Crawley Appointments

THREE NEW APPOINTMENTS were announced recently by Crawley Films Ltd.

Fred Dobbs has been named assistant manager of Graphic Films, which is Crawley's laboratory subsidiary. Prior to joining Crawley's three years ago, Dobbs had been with George Humphries & Company, one of Britain's leading laboratories, for twelve years in supervisory capacities.

James Turpie, who has been with

the company for nine years, has been put in charge of all television commercials and special projects.

William O'Farrell, a twelve-year veteran with the firm, has been named assistant to the production manager.

A four-man crew from Crawley's is spending this month shooting a color film about the Caribbean Open Invitational Golf Tournament for the House of Seagram. The crew will spend one week each in Panama, Venezuela, Puerto Rico and Jamaica.

The shooting crew is made up of producer F. R. Crawley, writer Judith Crawley, cameraman Stanley Brede and William McCauley, the company's director of music.

Named Caldwell Director

SYDNEY BANKS, vice-president and executive producer of S. W. Caldwell Ltd., has been appointed to the company's board of directors.

With Caldwell's since 1954, Banks currently heads up the company's Queensway Film Studio, laboratory and closed-circuit staging divisions.

The Queensway Studio recently completed production of a 60-second promotional spot for the Canadian Boy Scout Association.

The spot features Foster and Bill Hewitt talking about Boy Scout Week, which is being observed this year from February 7 to 14.

The film is being distributed to television stations across the country.

ITC Promotes Interpol

THE CO-OPERATION of members of the Metropolitan Toronto Police Force was enlisted by ITC of Canada last month when the company promoted its new television film series, *Interpol Calling*.

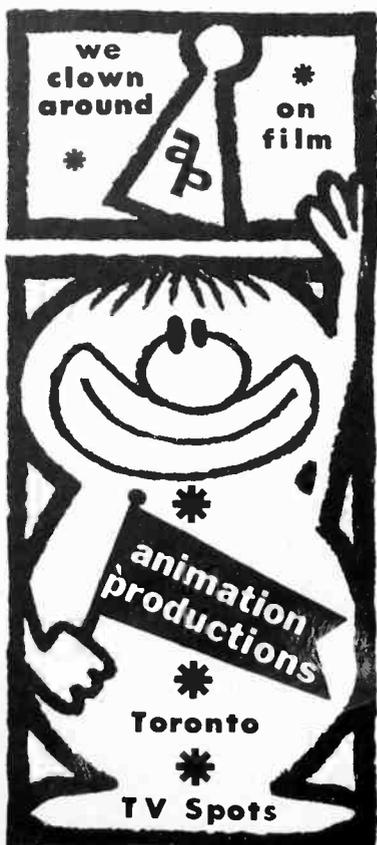
Advertising agencies were visited, television directors were then "arrested" and presented with copies of LIFE MAGAZINE, which is currently featuring a series of articles on world crime and the work of the international police force, Interpol.

Interpol Calling is a co-production between ITC and the J. Arthur Rank Organization and was filmed on location throughout the world. The series, which is made up of 39 episodes, stars Charles Korvin as head of the Paris bureau of Interpol.

New From Chetwynd's

CHETWYND FILMS LTD. have just completed *Camping in Ontario* the first film in the company's *Outdoor Life* series. The film was shot in 16 mm, color and black & white, and is 15-minutes in length. It will be distributed to theatres and clubs across the country.

The company also completed recently a series of trailers for the Canadian Red Cross Association. For theatrical distribution, the 35 mm films were made in color and black & white, with both English and French sound tracks.



Why not go to

RUSSIA

with Babs Brown!

well known CBC Commentator and World Traveller

Also Visiting

Oberammergau (Passion Play), Vienna, Munich, Holland, etc.

Departs Toronto July 1

ONLY \$1,650

For full information call

**CLAIRE WALLACE
TRAVEL BUREAU LTD.**
126-A Cumberland St., Toronto
WA. 5-4284

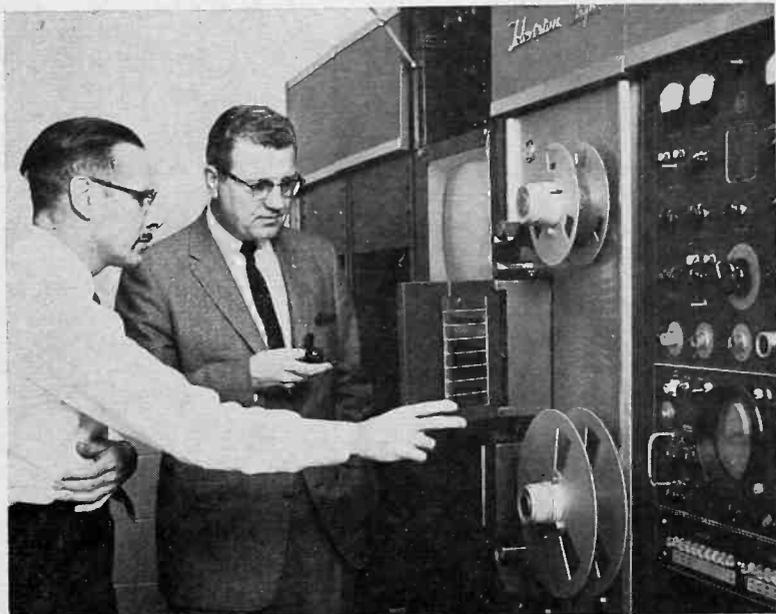
CFRB. Radio

CROUTER COVERS CURLING CONTEST



WALLY CROUTER, CFRB personality, took his morning show on the road for three days last month when the station saluted the Muskoka International Mixed Bonspiel. Originating one program each from Gravenhurst, Bracebridge and Huntsville, Wally interviewed Bonspiel contestants and prominent citizens of those communities. He is seen here speaking to Mayor Wanda Miller of Gravenhurst and Gordon Sloan who owns a restaurant there. At the right is CFRB operator Bev Edwards.

CFPL INSTALS RCA TELEVISION TAPE



GLEN ROBITAILLE, director of engineering, CFPL-TV, London, points out the intricacies of the station's new RCA Television Tape machine to station manager Bob Reinhart. The unit, first of its type to be sold in Canada, went into full operation February 1.

DOT WILL SIMPLIFY TV APPLICANTS PROCEDURE

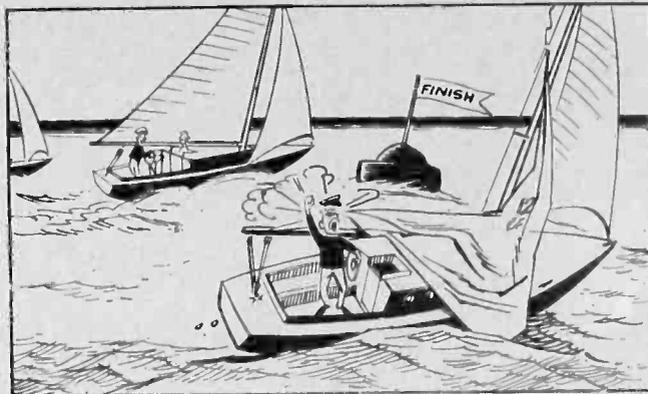
SPARKED BY A CCF member's criticism in the House, the minister of transport has announced that his department is working to simplify procedures on applications to set up television stations.

H. W. Herridge, CCF member for Kootenay West, said during a Commons question period recently that, "many Canadians are denied the

opportunity to enjoy television owing to present broadcasting regulations and the prohibitive cost of coaxial cable installations."

Transport Minister Hees said draft technical standards, licensing procedures and application forms have been developed by the department and are being discussed with the BBG.

QUICK STORIES
from Moncton in the Maritimes



When "Sails" are Down — CKCW 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

Toronto Advertising & Sales Club

SELL THE HOUSEWIFE BEFORE SHE GOES TO MARKET

ONE OF THE biggest merchandising problems we are faced with today is the self-service operation. To compete successfully with our competitors in the next decade, we must sell the consumer on our products before he or she leaves the home.

This was one of the points stressed by Richard Loftus, general manager of sales promotion and advertising,



Richard Loftus

Loftus said that self-service shop-

ping has become a way of life. The growth of the automobile, the move to suburbia, the development of shopping centres and supermarkets, have wrought dramatic changes.

"At the time I joined the Heinz Company in 1937," Loftus said, "small stores were the rule. These units averaged less than 20 foot frontage. Any store with more than four full-time employees was considered a 'master market'. Average sales rose to \$1,000 per week in these units. Stores of 100 foot frontage are common today and doing a weekly volume of many thousands of dollars per week and it is interesting to note, because of self-service, at a lower cost than ever before."

IMPACT ON ADVERTISING

The growth of the self-service operation has had a great impact on merchandising, packaging and advertising. In today's self-service store, no one stands between the customer and the product. This situation, Loftus said, has given the advertised brands an advantage over the less well known brands. The consumer is presold by advertising before she gets to the store. "This in our opinion is a great challenge to advertising today and it is most important that we presell the consumer in the home."

Self-service has left its mark on still other forms of retailing, Loftus added. Hardware stores, lumber retailers, department stores, drug stores and many others are giving self-service a try. "Recently," he said, "I read of a supermarket in California that sold automobiles by the pound on a self-service basis. This might make sense and a strong

case for the little automobile."

Loftus mentioned that an executive of one of Canada's largest bakeries told him the self-service habit was spelling the doom of door to door bread delivery, because their volume is now in the self-service food markets.

"Have you thought about the implications of self-service to your business?" Loftus asked. "If your competitor gets into the self-service operation and merchandises this way, you had better study his operation and get on the ball pretty quickly. Try some pioneer self-service merchandising in your business if it has never been done."

CAR SOLD -- BY SELF-SERVICE

Self-service may well be the way to sell automobiles in the future, Loftus predicted. "Picture if you will a giant show room with all makes of cars lined up side by side. No one at the point of sale to tell the customer what automobile is best. The advertising must do this. The customer makes his selection, picks up a telephone and says to a central bureau 'I have decided to buy Model XPHY of the Atlas Motor Car Company. I have left my old model on the lot.' Don't smile. You now buy airline flight insurance this way. After the details are completed over the phone a key will come from a tube system and the customer will drive away with a new automobile."

Loftus suggested this can happen to the selling of washing machines, TV's, or almost any consumer commodity.

"Right now in the city of Buffalo," he pointed out, "there is a woman's self-service dress shop and might I add it is a fearsome sight indeed to see women walking around clad only in slips and sometimes even less, trying on dresses and finally selecting one and paying the cashier on the way out.

"Merchandising is the study of people. How they react to your proposition. How to make them react. Merchandising is the development of the extras and the conveniences that can be added to any product that will cause a customer to reach for your product rather than a competitor's.

"Merchandising is presenting clearly in your advertising the added reasons why the consumer should choose your product. Merchandising is presenting clearly in your sales story the added conveniences and benefits in your product. Merchandising is the study and follow-through at the point of sale to illustrate quickly your product advantages to influence the customer to buy.

"Merchandising plusses and gimmicks such as foaming cleansing,

filter tips, king size, screw caps, push button gear shifting, and many others are the pay-off items which in the merchandising battle make the difference between a sale and the competitor taking over."

ADVERTISING MUST CHANGE

Loftus said it is clear to his company that the three parts of marketing — sales, advertising and merchandising — are vital in producing sales. Skimp on any one and a sales problem arises. How can you be sure? Research every phase of your selling, advertising and merchandising.

It was Loftus' opinion that in view of the tremendous importance of merchandising, advertising and marketing might be a little out of gear today. "We would like to predict that some advertising agencies must change — the ones that develop an advertising theme by leaving the job to just the agency creative group. Salesmanship and merchandising must be considered in the early planning stages."

Loftus said a merchandising research team should test the merchandising approach such as two-for-one, a package deal, a cook-with-Ketchup, a new label or a premium. They should develop and test the theme approach.

After every facet of the merchandising program has been tested, Loftus said the merchandising people should visit with the creative group and tell them the advertising campaign and theme to tie in with the merchandising successes. "We believe the advertising agency must work in this fashion and all ad campaigns must be developed after thorough testing for merchandising effectiveness.

"Marketing," Loftus said, "is indeed made up of many parts. But as far as our business is concerned, it would appear all parts are important and if one is more important than the other, we suggest it is merchandising. We believe our methods of today may put us out of business tomorrow unless we thoroughly understand the changing merchandising trends and the part it plays in our operations.

"However it appears to be successful in the competitive future, it will be necessary to keep marketing up to date and to put all marketing elements together, stir them well and arrive at what is known as a proper marketing mix.

"This sounds easier than it is. It takes coaching and concentrated work. It requires endless planning and research and meetings. It surely requires men who understand marketing and keep constantly working to improve their techniques."

BEST BUY

IN CANADA'S NO. 1 MARKET

SOUTHERN ONTARIO

CJBC

Top shows with top personalities! For sales action... select your show on...

CBC RADIO

Call CJBC Reps.—
STOVIN BYLES LIMITED

CR 10

ANSWER-CANADA

ANSWER-CANADA
A National Merchandising and Research Service

Here is a unique service. Your telephone is answered on a direct private line 24 hours a day. In addition, the following facilities are available:

1. Local company identity
2. Where-to-buy information to supplement National advertising
3. Merchandising surveys
4. Radio and TV surveys

For full details consult the white pages of your telephone book, ask information or write...

ANSWER CANADA
640 Cathcart Street — Montreal
UN. 6-2300

G. N. MACKENZIE LIMITED HAS ^(the) SHOWS

like The Jim Ameche Show

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

Radio

CKXL PROMOS WIN TWO NHA AWARDS

RADIO STATION CKXL, Calgary, was presented with two awards by the National Housebuilders' Association last month. The first was for the best radio campaign promoting National Home Week; the second was a special award for the best sustained Home Week publicity of all media.

Twenty-three Calgary contractors worked with CKXL last September to promote the 1959 Parade of Homes, held Sept. 11-26. The campaign began with CKXL proclaiming September "Better Living Month".

This was followed by a series of 24 "featurette" broadcasts entitled "Working for Calgary". Voiced by the project chairman, the president of the Calgary Housing Association and other members of the organization, the two-minute talks stressed what the Parade of Homes means to the people of Calgary.

Next, a teaser campaign, made up of 60 station break announcements, was broadcast using members of the Calgary House Builders' executive, who announced the approach of the

opening of the 1959 Parade of Homes and its two locations.

CKXL aired the official opening ceremonies of the Parade of Homes at its two locations. To create and maintain interest in the exhibition of modern housebuilding, the station began three program series.

Into these three series were integrated the four organizations interested in the 1959 Parade of Homes: the Calgary Rotary Club which sold tickets on a Cinderella Award Home; the City Electric Service, which had a number of "Medallion" houses in the show; the Canadian Natural Gas Company, which featured all-gas kitchens in many of the exhibits; and the Calgary Housebuilders' Association, which staged the home show.

The three series were: "Better Living", a total of 70 interviews with members of the CHA who had exhibits in the show; more than a hundred flash announcements directing the public to the two locations where the home show was being held; and a series of spot announcements promoting individual features to see at the various builders exhibits.

IRE WILL MEET IN TORONTO OCT., 1961

THE FIFTH Institute of Radio Engineers' Canadian Convention and Exposition will be held in Toronto in October, 1961 instead of 1960 as previously announced.

Fred Heath, chairman of the IRE Convention Committee, said the postponement will pave the way for an expanded technical program and increased industry participation in an exposition featuring more new electronic and nucleonic developments.

The decision to hold the IRE Convention next year followed a study of replies to questionnaires sent to previous exhibitors and a meeting in Toronto of IRE and Electronic Industries Association officials. A contributing factor, pointed out by A. P. Barclay, director, IRE Canadian Region, was a lack of unanimity among exhibitors on the wisdom of holding a 1960 convention. Eighty-four of 134 exhibitors who returned questionnaires were in favor but a stronger showing was considered necessary to guarantee success of a 1960 meeting, Barclay said.

Another factor in the decision was the conflict of dates with the National Electronics Convention in Chicago. This could not be avoided in 1960.

Three past chairmen of Convention Committees -- Clare Norris, Dr. George Sinclair and Eric L. Palin -- along with Alec Barclay, Fred Heath and Frank H. R. Pounsett, represented the engineers at the IRE-EIA meeting.

Replies to the IRE questionnaire discussed at this meeting revealed that 87 of the 134 responding exhibitors judged the 1959 and previous conventions as successful in terms of results, and 108 favored the October date.

In making the postponement announcement, Fred Heath said that the appointment of the Convention Committee responsible for organizing

the 1961 Canadian Convention would be announced shortly. With 18, instead of nine months for planning, the Committee should be able to arrange for more participation by scientific agencies of overseas governments and for a convention of still greater interest and significance for all delegates and visitors, Heath said.

CKSL APPOINTMENT



DON M. E. HAMILTON

London Broadcasters Limited announces the appointment of Mr. Don M. E. Hamilton as General Manager of Radio Station CKSL in London. Mr. Hamilton joins CKSL in a management capacity after spending a number of years with Radio Station CKOY in Ottawa as Director of Advertising and Sales. Mr. Hamilton was associated with many community activities in Ottawa, and has held executive positions in several organizations. He is a graduate in Radio and Television Arts from the Ryerson Institute of Technology. Mr. Hamilton's appointment was effective on January 1st, 1960.

DIAPERS AND DOLLARS SPARK CFQC

TO PROMOTE CFQC - Radio, Saskatoon, as a station with "coverage where it counts", the station recently sent out two mailing pieces to national advertisers and agency executives.

The first was a folder which said CFQC delivers more than 1,000 households for a dollar. To empha-

size that point, the station included a dollar bill in the folder which was sent to about 100 advertisers and agency people.

The second mailing piece again promoted "coverage where it counts." A diaper was folded around a CFQC coverage map with a picture of a baby peeking out of the diaper.



We like to be known by the "Companies" we keep



And we leave it to you to form your judgement about the list below. It represents some of the companies and agencies for whom we produced TV commercials during the past year.

- BAKER ADV'G**
Chicklets
Rollaids
Inst. Maxwell House
- LEO BURNETT CO., LTD.**
Kellogg's Cereals
Salada Tea
Bissell Co.
Ovaltine
- COLLYER ADV'G**
Templeton's TRC's
Johnson's Wax
- J. J. GIBBONS LTD.**
Sweetheart Soap
Dutch Cleanser
- F. H. HAYHURST CO.**
Nescafe
Black Label Beer
Red Cap Ale
Listerine
Bromo Seltzer
Super Anahist
- McCANN-ERICKSON (Canada) LTD.**
Can. Westinghouse Ranges
Can. Westinghouse Refrigerators
- NEEDHAM, LOUIS & BRORBY**
Kraft Jams
Kraft Jellies
- BREITHAAPT MILSOM**
Fry-Cadbury Ltd.
Savage Shoes
- COCKFIELD BROWN LTD.**
Monarch Automobiles
Pioneer Chain Saw
Arrid Deodorant
Canada Packers
Matinee Cigarettes
- A. J. DENNE CO., LTD.**
Mennen Deodorant
Wildroot Cream Oil
- GRANT ADVERTISING**
Chrysler Automobiles
- KENYON & ECKHARDT LTD.**
Black Cat Cigarettes
Nabisco Sh. Wheat
Nabisco Shreddies
Wisk
Pepsi Cola
Jim Dandy
- McKIM ADVERTISING**
Player's Cigarettes
- E. W. REYNOLDS LTD.**
Betty Crocker Cake Mixes
Honey Dew
Vita-Pops
- SPITZER & MILLS LTD.**
Colgate-Palmolive
- J. WALTER THOMPSON**
Ford Automobiles
- STANFIELD, JOHNSON & HILL**
Oxo (Canada) Ltd.
- YOUNG & RUBICAM LTD.**
Borden's Starlac
Lever Bros.

Here, indeed, is ample testimony to the quality and versatility of our work. Proof, too, that you needn't leave Canada to assure top quality production... for companies like these are not likely to settle for less.

Peterson Productions
LIMITED

MOTION PICTURE PRODUCERS
TELEVISION COMMERCIALS
121 ST. PATRICK ST. TORONTO
EMPIRE 2-3287

CKTR, Trois Rivières

BUILDS STUDIO ON ICE AT ANNUAL FISHING CARNIVAL

RADIO STATION CKTR, Trois Rivières, constructed a broadcasting unit last month in the middle of the St. Anne's River, twenty-five miles east of the city.

The occasion was the fourth annual Carnival of "Les Petits Poissons" at St. Anne de la Pérade, a village with a population of about 5,000.

Every year when "les petits poissons des chenaux", a variety of tommycod, make their annual pilgrimage up the St. Lawrence River to spawn in the soft silt at the mouth of the St. Anne's River, a nameless town springs up on the ice as fishermen from all over Quebec build cabins and shacks in which they catch the small fish.

During the first year of the sixteen-day Carnival, more than 25,000 people visited the village on ice, which then consisted of 300 cabins. At this year's Carnival, an estimated 200,000 people visited the ice city -- made up of 1,200 shacks.

Because the Carnival has met with such success in the past, CKTR decided that this year they would establish a station right in the fishing village to bring the excitement of the Carnival into the homes of listeners in the area.

The station sold the idea to a distributor for O'Keefe's brewery who agreed to sponsor the project. A

cabin was built, a mobile unit installed, and a line set up to Trois Rivières. When the Carnival began on January 16, CKTR was all set to begin broadcasting from the temporary site.

INFORMATION ON ICE

CKTR's station was constructed in two sections. One section was the actual broadcasting area where the mobile unit, microphone and telephone were set up. The other, separated by a wooden partition, consisted of a standard fishing cabin complete with seven double-hooked lines and a supply of fresh pork liver, the favorite bait of the tommycod anglers. Here, CKTR staff members and their families could supply information as to how the fish were biting, at any given time.

Marcel Beaudoin, one of CKTR's announcers, handled the mike at the ice station. He lived at the site for all 16 days of the Carnival. On the air for six-and-a-half hours a day, Beaudoin supplied his listeners with descriptions of Carnival activities, interviews with some of the fishermen, weather information and musical selections. For the anglers, he featured reports on fishing conditions and catches and a summary of moon and tide conditions.

Aside from supplying listeners with



Photos by Studio Regent Photo

CKTR-RADIO, TROIS RIVIERES, set up a mobile station on the ice of the St. Anne's River last month to bring listeners in the St. Maurice Valley information about the fourth annual Carnival of "Les Petits Poissons". In the top picture, anglers next to the CKTR hut, display the tommycod and sturgeon which attract fishermen to the event. Below, Marcel Beaudoin, CKTR announcer, shows off his catch inside the station's broadcasting cabin.

information about Carnival activities, Beaudoin conducted a campaign to aid the needy of the area.

Each evening he requested that all fishermen finding themselves with a surplus of tommycod should leave the extra fish outside the CKTR cabin. The fish were then distributed to needy families. By the end of the first week of the Carnival, an estimated 15,000 fish had been given to the poor.

During the sixteen days of the Carnival, people flocked to Ste. Anne to take part in such events as folk dancing, sleigh rides and the Carnival Ball. They came to see the ice shows and the parades, but most of all, they came to try the fishing.

So great was the public interest in the Carnival this year that during one weekend, some 25,000 people tried to squeeze into the town.

PUBLIC SHOULD CONTROL PROGRAMING - NAB

THE NATIONAL Association of Broadcasters proposes to rely on public complaints to police television programs rather than on any sort of governmental programing control.

Harold E. Fellows, association president, disclosed this in appearing before the Federal Communications Commission. The FCC called the hearing to determine what powers it has, or should have, to meet criticisms aroused by TV quiz show scandals, payola and some advertising practices.

Fellows said that the Association's broadcasting codes have been revised to cope with such problems and that he opposed federal controls on con-

tent of radio and TV programs. The Association, he said, wants the government to supply it regularly with complaints from TV viewers.

"We believe that the government should stay out of programing," he said, "and that self-regulation by the broadcasting industry, even with its limited sanctions, is more in keeping with our democracy than government control, whether by lifted eyebrow or by lifted mace."

Fellows also argued that the choice of the public must be the industry's principal guide and that government dictation would limit programs, "to the choice of the few rather than the desires of the many."

You Can be sure

you will Find the

top Quality Station

for your Commercial

Message in Saskatchewan

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

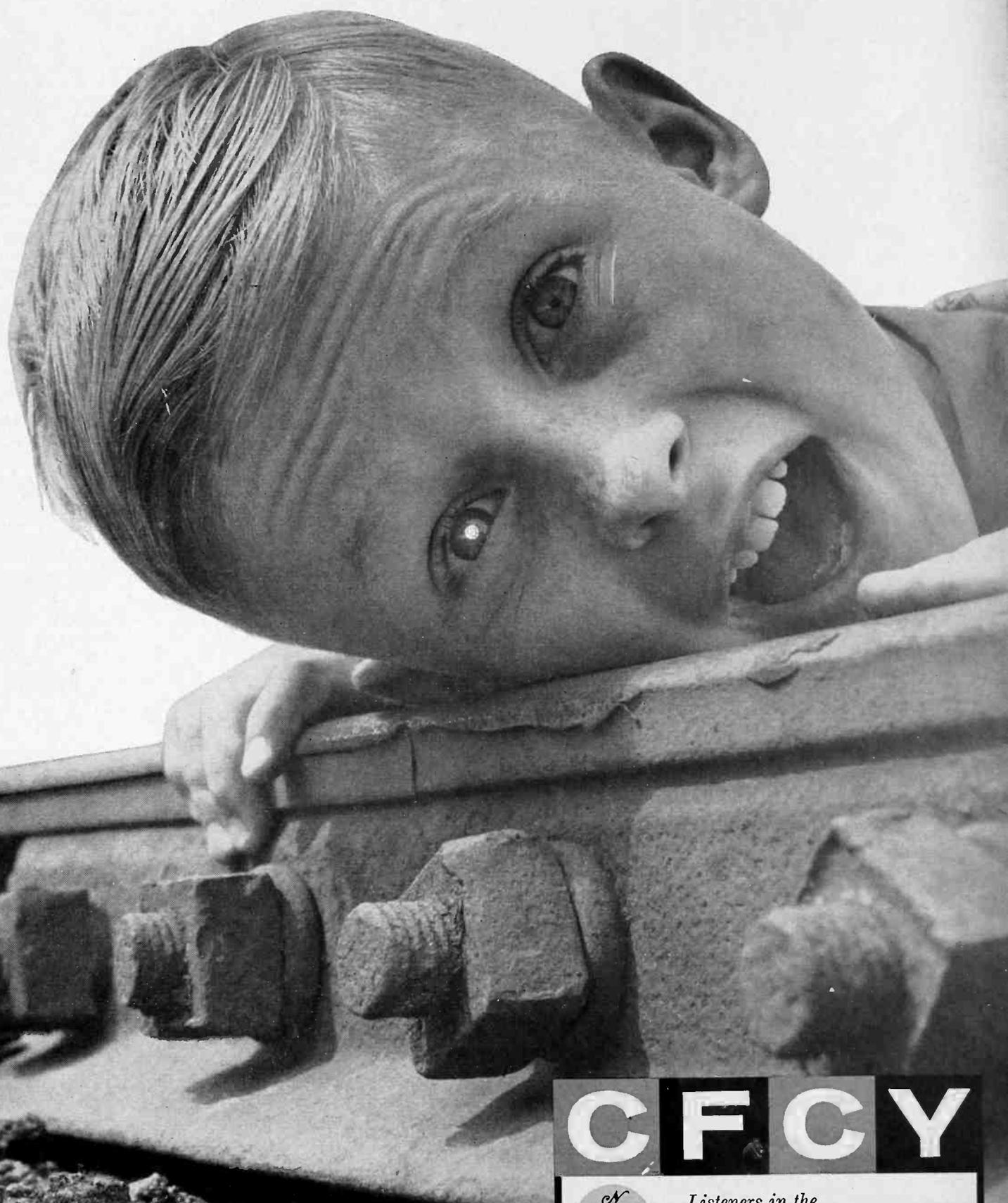


THE RADIO HUB OF SASKATCHEWAN

"HEY! I HEAR CFCY!"

CFCY Radio reaches more English-speaking listeners than any other station east of Montreal*—and at the lowest cost per thousand! CFCY—"the friendly voice of the Maritimes"! Ask our Reps... the All-Canada Man, or Weed & Co. in the U.S.

*BBM Survey



CFCY



*Listeners in the
five eastern Provinces*

CHARLOTTETOWN, P.E.I.

CREATURES of HABIT

A wise man, probably a research man, once said that people are creatures of habit — he was so right too — seasons of the year have little effect on the media habits of Canadian TV Homes.

7 out of 10

Top Summer Shows
are re-runs

CAB Member Stations

CJON-TV, St. John's	CFCL-TV, Timmins
CJOX-TV, Argentia	CFCJ-TV, Port Arthur
CFCY-TV, Charlottetown	CJIC-TV, Sault Ste. Marie
CHSJ-TV, Saint John	CKLW-TV, Windsor
CKCW-TV, Moncton	CKNX-TV, Wingham
CHAU-TV, New Carlisle	CKX-TV, Brandon
CKRS-TV, Jonquière	CHAB-TV, Moose Jaw
CKBL-TV, Matane	CKBI-TV, Prince Albert
CFCM-TV, Quebec City	CKCK-TV, Regina
CKMI-TV, Quebec City	CJFB-TV, Swift Current
CKRN-TV, Rouyn	CFQC-TV, Saskatoon
CKTM-TV, Three Rivers	CKOS-TV, Yorkton
CJSS-TV, Cornwall	CHCT-TV, Calgary
CKVR-TV, Barrie	CHCA-TV, Red Deer
CKWS-TV, Kingston	CFRN-TV, Edmonton
CHEX-TV, Peterborough	CJLH-TV, Lethbridge
CKCO-TV, Kitchener	CHAT-TV, Medicine Hat
CHCH-TV, Hamilton	CJDC-TV, Dawson Creek
CFPL-TV, London	CFCR-TV, Kamloops
CKGN-TV, North Bay	CHBC-TV, Okanagan
CKSO-TV, Sudbury	CHEK-TV, Victoria

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404 200 St. Clair Ave. West Toronto 7
Phone WA. 2-3684

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



IT WAS LIKE Old Home Week in Radioville last month in Winnipeg and Vancouver, when the TV hearings of the BBG brought droves of broadcasters into both of those cities just to see what gave.

Some of the visitors were there because they had similar applications coming up later in Montreal, Toronto and elsewhere. Others were no doubt just plain interested in the general change in the industry's picture, and the way in which the BBG would handle the necessary procedures.

Nobody could help being impressed by the smooth and speedy running of the hearings. Meetings began on the dot and ran through the day with less than a two hour break at lunch time. Often they did not end as punctually as they began. When a TV application had been dealt with by 11.45, Dr. Stewart did not immediately adjourn for lunch. Instead of this he would sandwich in a power boost or other item not likely to take too long.

After each day's work, applicants and onlookers devoted the evenings to the usual social activities. Not so the Board. Almost every evening, they met until ten or eleven o'clock, and then retired to their rooms for the sleep they needed to be on deck the next morning at 9.

"Strictly business" would be a two-

word description of the sessions, with occasional -- only very occasional -- bursts of humor from Dr. Emlyn Davies, and Dr. Eugene Forsey, who afforded occasional welcome breaks from the tension.

The three main "staffers" of the Board were Frank Meighen, Q.C., BBG's special counsel, Bill Pearson, their regular counsel and Bill Mills, the tireless secretary.

When the Vancouver applicants were found to have anticipated most of Frank Meighen's questions, and answered them before they were asked, this learned Brandon barrister confided to this reporter that this procedure was rough on him because it did not show him up in good light at all. This remark should not be taken too seriously though, because everyone -- applicants, governors and BBG officials and reporters -- were emphatic in their high praise for his able handling of a difficult assignment.

My gentle admonition on a personal plane would be this. I wore out three hearing aid batteries in the course of the hearings, but there were still times, when witnesses, governors and others spoke over, under or around the public address mikes, and I could not make out a word they were saying. Thinking this was just a question of my own impairment, I would glance over at my neighboring reporter's notes -- usually Don Hanright of The Canadian Press -- only to find that he had not been able to hear either. Speakers of all kinds who, when urged to use the mike snap -- "Oh I hate the damn thing", are respectfully reminded that the mike is not set up for their gratification, but rather for those people present who are anxious to find out whether what they have to say is worth listening to anyhow! (Excuse me for breathing!).

the KING SIZE STATION in the KING SIZE MARKET



1/3 of the total retail sales in Saskatchewan, excluding Regina and Saskatoon, are made within a 100 mile radius of Yorkton.

This wealthy market is covered every day by 10,000 selling watts.

CONSULT OUR REPS:

RADIO REPRESENTATIVES LTD.
Toronto and Montreal
A. J. MESSNER & CO. Winnipeg
HUNT, SCHARF REPRESENTATIVES LTD. Vancouver
YOUNG CANADIAN LTD. U.S.A.

CJLB
YORKTON SASKATCHEWAN

PREMIER

Film Handling
Equipment

- Splicers
- Projector Tables
- Sound Readers
- Synchronizers
- Rewinds

Contact the Exclusive
Canadian Distributors

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

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

HI THERE!

A somewhat novel public service came to light one day at lunch in Vancouver. It was at Scott's Café on Granville Street, and it was described -- in verse -- on the back of their meal checks. It went like this:

*Finished all your shopping?
Or have you more to do --
Do you care to see a movie?
We will leave it up to you.
Let us check your parcels
No matter what they be.
Don't hesitate to ask us
For this service here is FREE.*

INTERESTING GADGET

A home Videotape recorder which will enable viewers to store and play back their favorite television programs is forecast by Howard Thomas, managing director of Britain's ABC television. This gadget is called a "Tele-gram".

The same man, who a few years ago was of the opinion that the BBC is on the way out, has changed his tune. Now he is saying: "I think the BBC will survive and flourish. And I think it is to the long-term advantage of commercial television that it should. But the battle will be bitter."

Norman Collins of ATV, who appeared at the Vancouver BBG hearings as a participant in the BC Television application, sees a rough time ahead for the BBC.

BIRTHDAY GREETINGS

In its February 1 news letter, BMI

Canada Ltd. comes up with the information that 15 Canadian broadcasting stations (14 radio and one TV) first took to the air waves in the month of February. They are: CKTR, Trois Rivières (1954); CKPG, Prince George (1946); CKRN, Rouyn (1939); CKLD, Thetford Mines (1950); CJCB, Sydney (1929); CKSF, Cornwall (1945); CFSN-TV, Harmon Field, Nfld. (1957); CJRL, Kenora (1939); CFRB, Toronto (1927); CJSP, Leamington (1955); CBAF, Moncton, N.B. (1954); CKNX, Wingham (1925); CKFH, Toronto (1951); CKPR, Fort William (1930); CJMT, Chicoutimi (1954).

By way of a side-light, only five of these 14 stations saw the light of day before February 1942, when this paper was celebrating its first anniversary -- first month that is.

CONCERNING CAREERS

For the second successive year, the news department of CHML, Hamilton is broadcasting a series of educational programs under the title of *Horizons*. Produced by Brian Nolan, the series is unsponsored, and presented by the station in the hope that young people may derive some benefit from the advice of top-flight experts on the subject of their careers.

This year instead of the seven half-hour programs presented last year, there will be 13. Last year CHML offered the shows to other CAB member stations, and they were carried on 44 stations across Canada.

This year there are 38 with more definitely to come, because the CAB bulletin only went out recently.

The schedule of subjects for this year is as follows:

Labor; Architecture and Fine Arts; Professional Sport and Law Enforcement; Medicine; Social Work and Secretarial; Entertainment (in two parts); Pharmacy and Oceanography; Aviation; Diplomacy and Electronic News; Education; Physics and Chemistry; Merchandising.

Some of the notables appearing on the shows are Walter Reuther, Cyrus Eaton, Stanley Kramer, Mitch Miller, Dr. Wilder Penfield, Wayne & Shuster, Gordie Howe, Lester B. Pearson, Claude Jodoin, Frank Panabaker, John B. Parkin, Lloyd Percival, Gordon MacGregor, Edward R. Murrow and Davidson Dunton.

The series is heard on CHML Thursday evenings, 7.30 - 8 pm. The first program was on the air Jan. 14, and the remainder follow each week in the above order.

CHILDREN FIRST

When a barking pet dog wakened Mrs. John Robson of Midhurst Station, just outside Barrie, Ontario, in the wee small hours of last Friday

morning, she thought she smelled smoke. Immediately she and her husband carried their three children (aged one, two and three) out to the car. Seconds later the house was completely enveloped in flame.

Someone asked Mrs. Robson why they carried the children out before looking around for the fire, and she said:

"Well, I heard it on CKVR-TV last week on Wendy Hicks' *Woman's Show*" (Wendy recently won the Liberty Award for the best women's show in Canada) "When the fire marshall was on, he said that you should get your children out if you smell smoke and then go and investigate for the fire."

Presumably she did.

And speaking of fires, one of these is precisely what our friendly (?) printer is threatening to set under me if I don't get this copy ready for him. So, bearing in mind that I shall be at the BCAB Convention in Vancouver, February 11 - 13, buzz me if you hear anything, won't you?

Dick Lewis

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

like The Jim Ameche Show

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

the **ONE-TWO PUNCH**
IN THE PEACE RIVER COUNTRY
FOR
SIGHT & SOUND **CJDC**
RADIO AND TELEVISION
DAWSON CREEK, B.C.

DAWSON CREEK 48
FT. ST. JOHN 300
WHITEHORSE 918
FAIRBANKS 1523
MILE 0

For CJDC Radio call AIR-TIME SALES LIMITED in Toronto. HU. 5-0746.

For TV — TELEVISION REPRESENTATIVES LIMITED, Toronto, Montreal, Vancouver.

Television

Mull Satellite Problem For Manitoba

THE MANITOBA government was asked recently whether it still is interested in a satellite transmitting system to extend television to rural areas between Winnipeg and Dauphin.

Nelson Shoemaker (LP -- Glad-

stone) asked whether the system, with towers at Gladstone, Eden, Makinak and Dauphin, was thoroughly tested when it was built in 1958.

The system would pick up programs from either Winnipeg or Brandon television stations. It was started by the former Liberal-Progressive government and was to be purchased for \$50,000 if it met with the approval of the Federal Department of Transport.

Early tests were not satisfactory, however, and the Progressive Conservatives decided not to purchase the system when they came to power in 1958.

Public Utilities Minister J. B. Carroll said, in reply to Mr. Shoemaker's question, that he understands a company hoping to provide television service to Northwestern Manitoba had been told by the Federal Department of Transport that its equipment is not good enough.

Mr. Carroll said it was his understanding that the company has filed a new technical brief with the Transport Department in efforts to have new tests made. However, he said, as far as he knows the company's equipment is still not sufficient to meet federal standards.

The utilities minister said he could not answer another question by Mr. Shoemaker, on whether the government would be interested in buying the system and providing northern television service, when and if the system's equipment was improved.

CALGARY BROADCASTING COMPANY APPOINTMENT



Mr. Basil Dean, President of the Calgary Broadcasting Company has announced the appointment of Mr. Donald H. Hartford as Acting Manager of Broadcasting Station CFAC.

Mr. Hartford succeeds Mr. A. M. Cairns, whose appointment as Vice-President and General Manager of Calgary Television Ltd. was announced recently.

Born in Edmonton, Mr. Hartford has lived in Calgary for the past 21 years. He joined CFAC as a staff announcer early in 1944, moving to the Merchandising Department in 1946. He joined the Sales Department of the station in 1948, and was appointed Sales Manager in 1951.



Says -

"Tell it and Sell it"

ON

CKX RADIO

RADIO REPS — Toronto, Montreal
SCHARF BROADCAST SALES — Vancouver
A. J. MESSNER — Winnipeg
YOUNG CANADIAN LTD. — U.S.A.

Contact:

CKX RADIO

BRANDON, MANITOBA

People

CBC NAMES TED BRIGGS FIRST V-P

W. E. S. BRIGGS, director of the CBC's Maritime region, was recently appointed first vice-president of the corporation, succeeding Ernest L. Bushnell, who resigned the post December 31, to enter the broadcasting consulting business.

Ted Briggs, a veteran broadcaster, joined the CBC in 1937.



He was rated one of its top announcers and commentators and has covered such major assignments for the CBC as the coronation of Queen Elizabeth, the funeral of George VI, and all royal tours of Canada.

He left the CBC during the Second World War to join the Royal Canadian Navy and served on North Atlantic convoy duty, winning the Distinguished Service Cross.

Since the war, he has commanded HMCS Scotian, Navy Reserve Establishment at Halifax.

Briggs, 53-year-old native of St.

Catharines, Ontario, entered radio in 1935. Two years later he was appointed to the Ottawa office of the CBC, where he became a special events producer, actuality commentator and subsequently station manager.

In 1938, he became assistant manager for the Maritimes, and in 1945, he was appointed Maritimes manager.

In 1948 he opened radio station CBI in Sydney, Nova Scotia; in 1954, CBAF, French-language station in Moncton, N.B.; also in '54, TV station CBHT in Halifax; in 1958, TV satellites along Nova Scotia's south shore, and in 1959 CBAFT, French station in Moncton.

He has been a governor of the Dominion Drama Festival for many years, and for 13 years, chairman of the Nova Scotia Drama Festival.

In a recent interview at Halifax, after being named vice-president of the CBC, he said, "None of us in this work is ever completely satisfied because it is the sort of job where one is always striving to improve the product."

His toughness, tempered by his years at sea, may well be needed. His predecessor, E. L. Bushnell, almost single-handedly defended the CBC last year during the most controversial period in the corporation's history.

Regarding the growth of the CBC, Briggs said, "The CBC has been expanding so rapidly, practically nobody has had time to draw breath at all. But it probably won't continue to expand so fast, so perhaps we can review it all."

BARRETTE WANTS ONE TOWER FOR MONTREAL

PREMIER ANTONIO BARRETTE of Quebec has urged the city of Montreal to attempt to reach agreement with the CBC to have a single transmission tower on Mount Royal serve both publicly- and privately-owned television stations.

Mr. Barrette made the recommendation after the Private Bills Committee of the legislative assembly resumed study of proposed amendments to Montreal's city charter. The study had started before the assembly adjourned for the Christmas recess.

The city had proposed an amend-

ment under which a second tower to serve private stations would have been built alongside the CBC tower on Mount Royal.

A city spokesman said that it may be possible to reach an agreement with the CBC to have a single tower serve all TV stations. Mr. Barrette said an effort should be made to conclude such an agreement. If agreement was not possible, the city could return to the legislature next year and seek authority for a second tower.

*For anything musical — Jingles, Shows,
live or recorded — contact*

DON WRIGHT
Productions

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

BBC

Viewers Don't Do What They Say

DR. ANDREW STEWART, chairman of the Board of Broadcast Governors, told about 100 members of the Vancouver Institute in Vancouver recently that the Canadian television viewer doesn't act the way he thinks.

He added: "I would not be surprised if a group like yourselves collectively said you would like Canadian television, and then went home and turned on a United States channel."

In explaining the BBC's function, Dr. Stewart said social and political considerations involving national identity and unity are involved in Canadian broadcasting. "We must maintain the identity of Canada as a nation," he said.

Many American television programs are popular because of the size and function of available markets, the BBC chairman continued, "but just because the United States is able to distribute on a mass scale

is no reason to believe there is something intrinsically beneficial in United States culture."

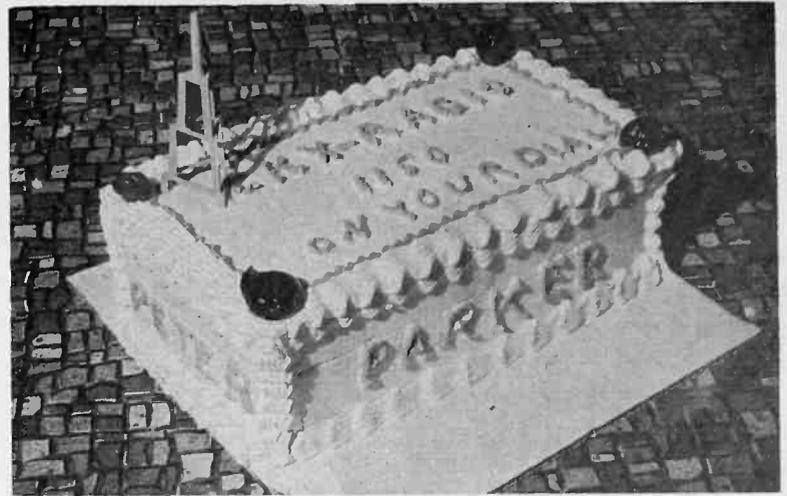
He said Canada did not want to disregard material from the US and Britain. "We just want to be ourselves."

In Edmonton later that week to visit his family and attend a Burns' Night Dinner, Dr. Stewart said, in an interview, that a second television station will be permitted in Edmonton only if it is proved there is a need and that conditions are such that a second TV station can operate without reducing the quality of programming.

Turning to radio, Dr. Stewart was critical of stations which rely on a uniform type of programming of recorded music and news. He said that where this situation exists in large metropolitan areas, variety usually can be obtained through each station specializing in different forms of entertainment.

However, in smaller areas where only one station may be operating, the BBC chairman said regulations are required to ensure that programs are diversified.

IT TOOK THE CAKE



McGAVIN BAKERIES LTD. were so pleased with the job of advertising done for its products by Peter Parker, emcee of "Party Line" over CKX-Radio, Brandon, that they baked this cake to show their appreciation.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like The Jim Ameche Show

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

Could Hear P.G. TV In May

CARLYLE ALLISON, permanent member of the Board of Broadcast Governors, told a meeting of the Prince George Board of Trade last week that if the February 29 deadline for submissions is met by the two Prince George applicants for a private television station, a decision could be made by the BBC at a hearing in Edmonton in May.

A. M. "BERT" CAIRNS APPOINTED VICE-PRESIDENT AND GENERAL MANAGER OF CHCT-TV, CALGARY



Frederick Shaw, President of Calgary Television Limited, announced recently that A. M. "Bert" Cairns has been appointed Vice-President and General Manager of CHCT-TV — in Calgary.

Mr. Cairns, well-known and respected across Canada in the broadcast industry was formerly manager of radio station CFAC in Calgary.

Born in Edmonton, his first broadcasting experience was in 1929 on the University of Alberta station, CKUA. For 5 years he was with All Canada Radio and McKim Advertising Agency in Toronto, returning to Calgary in 1942 where he was appointed manager of radio station CFAC.

Long active in amateur theatre, Mr. Cairns was Governor of the Dominion Drama Festival and general chairman of the last Alberta Regional Drama Festival.

Mr. Cairns is at present: Honorary member, Canadian Red Cross Society and Honorary Chairman, publicity committee, Alberta Division of the Canadian Red Cross Society. He is Past President Western Association of Broadcasters and former director of the Canadian Association of Broadcasters, and was the charter President of the Advertising and Sales Bureau, Calgary Chamber of Commerce. He assumes his new responsibilities effective immediately.

Mr. Media Buyer looks at the LETHBRIDGE MARKET



You're home free when you sell all three...
Edmonton, Calgary and Lethbridge!



In the lush pea plantations of the Lethbridge Market an alert media buyer reflects that from here comes over eighty percent of the fresh frozen peas produced in Canada. And beyond the irrigated fields is a growing Industrial Empire. Here is a market that's "ripe for the picking". For complete Alberta coverage, it's a 'must'. Mr. Media Buyer is writing for the facts about CJLH-TV Lethbridge.

CJLH-TV

LETHBRIDGE

More BBG

BBG Announces Recommendations On Western Hearings

BESIDES HEARING the applications for second television licenses, the Board of Broadcast Governors brought down a number of other recommendations in its report following the hearings in Winnipeg and Vancouver.

The Board approved applications to set up TV satellites at Upsalquitch Lake, N.B. by CKCW-TV, Moncton and at Oliver B.C. by CHBC-TV, Kelowna, B.C. It also recommended for approval an application for a new AM radio station at Terrace, B.C.

Power boosts were approved for television station CHEK-TV, Victoria, and for radio stations C-FUN, Vancouver; CKNW, New Westminster; CKRM, Regina; CFHR, Hay River, N.W.T.; CHCL, Cold Lake, Alta.; CHOW, Welland; and CKX, Brandon.

Denial was recommended in the case of applications to set up new radio stations in Abbotsford and Duncan, B.C. and Melfort, Sask., along with a bid to operate an AM satellite station at Duncan.

The Board advised deferment for a new FM station in Toronto and for new AM stations in Winnipeg, Ottawa, Calgary, New Westminster, Langley Prairie, B.C., Burnaby, B.C. and Fort St. John, B.C.

Operating the new Terrace, B.C. AM radio station will be J. Fred Weber head of a company to be incorporated. The station will operate at 1140 on the dial with a power of 1,000 watts.

MARITIME SATELLITE

In recommending the Upsalquitch Lake TV satellite license for CKCW-TV, Moncton, the Board ended a battle between three stations, all seeking to take English-language television into the same general area.

The other applicants, both seeking to service the Bay of Chaleur area on the Quebec-New Brunswick border, were New Brunswick Broad-

casting Co. Ltd., which operates CHSJ-TV, Saint John and La Télévision de la Baie des Chaleurs Inc., which now broadcasts, mostly in the French language, from CHAU-TV, Carleton, Quebec, on the North side of the Bay.

CHSJ was seeking permission to establish a new station in the Baie des Chaleurs area, while CHAU-TV wanted to start a new English language station, in addition to existing one.

The comment of the Board, in announcing its decision, was that this would provide the earliest CBC service to the area, since CKCW-TV is already a basic CBC network station.

In addition, the Board pointed out, the Moncton station proposed to meet the entire cost of the necessary microwave facilities itself. It also presented the "only practical proposal" to take TV service into the Newcastle-Chatham area on the east New Brunswick coast, midway between Moncton and the proposed satellite area.

DEFERMENTS AND DENIALS

In deferring the three applications for a new radio license in the lower BC mainland, at New Westminster, Burnaby and Langley Prairie, the Board said the market conditions there would not justify the simultaneous appearance of the new TV station and another radio outlet. Also, the Board would not recommend an additional radio station for this area until the second TV station is on the air, "and its effects on the market are apparent."

This same reason was given by the Board in deferring new AM radio stations in Ottawa, Calgary, and Winnipeg.

In shelving the radio application for Fort St. John, which was opposed by CJDC, Dawson Creek, the Board said only that it wants to study "the needs of this area for broadcasting service."

The application for the new AM station in Abbotsford, B.C., the Board felt, "was not well conceived." The bid was made by a Mennonite group planning to provide a heavy program diet of sacred music and church services in the Fraser Valley. It was denied by the Board, which said it is satisfied that station CHWK, at nearby Chilliwack, will soon make the technical adjustments needed to serve Abbotsford.

In recommending for denial the application for an AM radio station at Melfort, Sask., the Board pointed out that a similar one was denied by it a year ago. The Board noted that between the time the group's application was filed with the Transport Department and the time it was heard publicly in Winnipeg, the president of the company had resigned and had been replaced.

These circumstances, the Board said, would not "ensure the satisfactory operation of a radio station at this time". It would not hear another Melfort application before January 1961.

Dealing with the two applications for the Vancouver Island area of Duncan, BC, -- one to set up a new station there and the other to operate a Duncan satellite of Radio Station CKDA, Victoria -- the Board said that it was not convinced that the Vancouver Island town can support a radio station. During the Vancouver hearings, the Board was told that twelve radio stations are already heard in the area.

CBC Will Not Oppose Second Stations

THE LICENSING of private television stations in cities now served only by the CBC will result in a loss of revenue for the corporation, says CBC president Alphonse Ouimet. Despite this, he says, the CBC does not want to oppose any of the second stations.

Mr. Ouimet, in Winnipeg for the first regional meetings of the CBC held in that city, said recently during a news conference: "It's a good thing to give the public a choice of programs. But the granting of private TV licences, now being considered by the BBG, will affect our commercial business to a certain extent."

Between one-half and two-thirds

of the CBC's revenue comes from commercial sources, with the rest coming from taxes. The availability of advertising revenue to support two stations was one of the main problems studied by the BBG while hearing applications for private TV licences in Winnipeg.

Mr. Ouimet said: "If the new station is going to give good service, it will have to be a fairly extensive operation. It will get new money from advertisers, of course. But the over-all increase in advertising expenditures won't match the additional cost of operating another station. We expect a loss in revenue."

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

POTTS' SPOT

(Heard above the roar of pencil
sharpeners and nail clippers)

A.E.: "Yes, but what do I tell him when he says, 'Yes, but what do I tell him when he says, 'Why Wingham and CKNX?'"

Radio Man: "Tell him to tell him that CKNX, as well as being in a very old and prosperous but expanding farming and industrial area offers a terrific bonus — at no extra charge."

A.E.: "Bonus?"

Radio Man: "Sure. Ever hear of the 'Summer Shoreline'? In plain talk it means the 300 miles of Lake Huron shoreline where thousands of folks come together from May to September. Got lots of hard earned vacation money to spend, too. Listenership in the summer melts like a snowball in July for most stations. Not CKNX's. The 'Shoreline' is terrific for vacations and sales — all year-round."

A.E.: "That's what I'll tell him to tell him."

Lorrie Potts / Neil Henderson / Scotty Sheridan /
Larry Weston / Bev McLean / Anne Leitch /
Research and Promotion services for our clients
provided by Nation Wide Interviewing Corporation,
and Consolidated Advertising Agency Limited,
Toronto.

LORRIE POTTS & COMPANY

1454-A Yonge Street
Toronto

1117 St. Catherine St. W.
Montreal

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.



HEARINGS REPORT

Even the chairs developed callouses on their seats.

• • •

GET OR GO

There is much to be said for the applicant who, with due provocation, gets mad much more than for the one who goes mad.

• • •

OLD QUESTION

We are in complete accord with the University of BC's desire to use TV for educational purposes, but will somebody please tell us -- "Just what is the CBC for?"

• • •

ENTERPRISE

How much time will elapse after the granting of the second TV licenses, before their recipients will be planning briefs in objection to the development of third stations?

• • •

HANDSOME IS

Then there's the applicant whose corps of experts did such a fine job presenting his case that the BBG gave the license to the experts.

• • •

NICE TRY

We knew we would miss the relaxing wit of Dr. Emlyn Davies who had to leave his seat on the BBG after the Winnipeg hearings to return to Toronto to preach his sermon, so we offered to do the sermon if he'd take our place at the press table. He declined.

• • •

WITHOUT PRECEDENT

Regarding Art Jones' film demonstration of his program ideas, just what have programs to do with a TV license?

• • •

ROOM WANTED

Which Montreal applicant is looking for a hotel room which is sound proof and guaranteed not to adjoin one occupied by a member of the BBG?

• • •

BBG THEME SONG

Oh Promise Me!



responsability

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

RADIO CKRC

REPS: ALL-CANADA, WEED & CO. WINNIPEG

SIGHT AND SOUND

Agencies

KELTIE-MASON Limited, Ontario distributors for Sandran vinyl floor covering has appointed Grant Advertising of Canada Ltd. to direct its advertising. A radio and television spot campaign throughout Ontario is currently being planned.

THE MONTREAL office of Walsh Advertising has been appointed advertising agency for the personnel Division of Canadair Limited, a subsidiary of General Dynamics.

Work will involve the placement of advertisements throughout Canada, the United States and Overseas, recruiting trained technicians for production on the new Canadair 44 Swing-Tail transports and several defence contracts.

THE MONTREAL food processor and distributor Cordon Bleu Ltee is now co-sponsoring the French television network show *Chez Lise* along with Lever Bros. and Bordens. The series, which runs

from 7.45 to 8.00 p.m. each Wednesday night, started January 13 and will run until October 12.

The account is handled by the Montreal office of Walsh Advertising.

YOUNG & RUBICAM has been appointed to handle the advertising for Argus Cameras of Canada Ltd.

The account, formerly handled out of the Detroit office of Young & Rubicam Inc., was moved to Toronto as a result of the company's growth in Canada and the planned introduction of new lines into the Canadian photographic market.

Account supervisor will be Peter Webb and account executive will be Vincent V. Van Beuren.

WEST BEND Aluminum Co. (Canada) Limited, Barrie, Ont., has appointed Willis Advertising Limited, Toronto, to direct advertising and merchandising in Canada, effective immediately. West Bend manufacture a complete line of outboard motors and aluminum housewares.

Promotion plans for the Outboard Motor Division include an extensive consumer and trade campaign including weekend rotogravures, daily and weekly newspapers and tie-in dealer merchandising.

The complete line of West Bend Outboard Motors will be featured in displays at the coming Toronto Boat

Show and the Sportsman's Show.

Account Executive is Willis' Vice-President — R. G. Slade.

J. J. GIBBONS has been appointed to handle the advertising for the Ontario Retail Farm Equipment Dealers Association. The account executive is Bill Richardson.

People

KEN MARSDEN has been named assistant to the president of CFRB, Toronto. Trinidad born, Marsden, who is 38, joined CFRB after service with the RCAF, in 1946. After a year's training under the DVA plan, he became promotion manager. He held this position until his recent appointment.

MALCOLM MacFARLANE has joined CKY, Winnipeg, as supervisor of sales promotion and advertiser's services.

He has had considerable experience in the publishing business, having been with STOVEL ADVOCATE PUBLICATIONS for the past two and a half years. He has edited MOTOR IN CANADA, PRAIRIE GROCER AND PROVISIONER and PRE CAMBRIAN MINING.

At CKY he will develop sales presentations and supervise client copy to be used on the station.

DOROTHY MARSHALL has been appointed media director at the Toronto office of J. J. Gibbons. She was formerly media director of the Thompson - Petersen Advertising Agency. Prior to that she was secre-

tary of Roydon M. Barbour Ltd., Toronto marketing counsellors.

DONALD G. GLEN was recently appointed a vice-president at the Toronto office of McKim Advertising. Other recent appointments at the same agency include:

Conland F. Mulholland as assistant account executive on the Phillips account. He was formerly in the product planning division of Canadian General Electric.

J. Murray Philp as an account executive on the General Foods account.

DONALD C. YOUNG has joined the contact staff at the Toronto office of Young & Rubicam Ltd.

He was previously in charge of sales in the State of Michigan for Stone Container Corporation. Prior to that he was in sales with Dewey-Almy Corporation.

MILER McLINTOCK, business man, traffic expert and a past president of the Mutual Broadcasting System, died in his home in Scarsdale, New York last month. He was 65. He served as president of Mutual Broadcasting from 1942 to 1944.

THE BOARD of Directors of the Canadian Association of Broadcasters announces that the 1960 Annual Meeting of the Association, March 21 - 23, at the Chateau Frontenac in Quebec City, will be purely a business meeting.

The Board felt that in this era of rapid change and development it is essential that broadcasters have time and opportunity to concentrate discussion on their own problems amongst themselves. There will be no sales seminars or other sessions at the meeting designed for groups other than broadcasters.

Only CAB members will be invited to attend the two-and-a-half day meeting. Some sessions may be confined to station (voting) members only.

The Annual Meeting of the Bureau of Broadcast Measurement will be held on Wednesday, March 23, at 4.00 p.m. It is hoped that the greatest number of advertiser and advertising agency personnel will attend.

The CAB's Quarter Century Club luncheon will be held at noon on Wednesday, March 23.

The annual dinner will be held Wednesday evening. Advertisers, agencies and others will be welcome.

REQUIRED

Operator, some experience, male or female applicant acceptable.

Disc Jockey, must be able to read news.

Special Events Man with a flair for gathering news items, on-the-spot interviews, etc.

Reply giving full details to:

William Marchand,
Radio Station CKLB,
360 King St. West,
Oshawa, Ontario.

WANTED

Disc recorder, new or used, in first class condition. Prefer complete unit, including amplifier, head, vacuum pump, etc. Please give full details, including price, to:

Studio Supervisor
CFCF-RADIO
Dominion Sq. Bldg.
Montreal, P.Q.

ACT NOW!

Experienced Announcer (7 years), radio and television, desires connection. Highly competent in news or sports editing and presentation; "M.C." work; remotes; commercial management. At present am unattached, due to recent illness in family. The need is urgent, and I am prepared to locate anywhere, at once. Will send tape and photo on request.

"1960 — TV and Radio's
BIG Year."

Box A 473
Canadian Broadcaster
219 Bay Street Toronto, Ontario

WANTED BY RADIO JAMAICA

Here's a chance to go to the West Indies!

Radio Jamaica requires a Junior Announcer with experience. Salary at the rate of Two Thousand Five Hundred Dollars (\$2,500) a year with the possibility of earning fees over and above. Passage paid to Jamaica and passage paid back to Canada on completion of service. Only single men will be considered.

Applications should be accompanied by full details of past experience including age, nationality, educational background and present employment. Any applicants who appear to be suitable for appointment will be interviewed in Canada.

Apply immediately by airmail to:

Managing Director,
RADIO JAMAICA LIMITED,
P.O. Box 23, Kingston 5
Jamaica, W.I.

A Vancouver Radio Station

is looking for a radio announcer who can sell on the air — who has personality — and who believes he can produce a strong show for ratings and sales. The station is prepared to pay for a good man.

Box A475

Canadian Broadcaster
219 Bay Street, Toronto 1, Ontario

THESE LEADING CANADIAN PRODUCTS ARE ADVERTISED REGULARLY ON KVOS TV

The No. 1 Station in Canada's 3rd Richest Market



VANCOUVER



VICTORIA

Absorbine Jr. • Alka-Seltzer • Aunt Jemina Pancake Flour • Avon Products • Bactine • Bapco Paint
 B.C. Tree Fruit • Bonus Foods • Bosco • Bovril • Brex • Buckingham • Buckley's • Campbell Soups
 Canada Rice • Canadian Admiral • Canadian Pacific Airlines • Carter Products: (Arrid, Arrid Roll On,
 Carters Pills) • Cheer • Christie Brown • Clairol • Clorets • Coldene • Colgate: (Lustre Creme Shampoo,
 Brisk Dental Cream, Halo, Vel, Pink Liquid Vel) • Dad's Cookies • Dentyne Chewing Gum • Delnor
 Domestic Shortening • Drano • Enos Fruit Salts • Eveready Batteries • ExLax • Fleecy • Fels Soaps
 Fishers Flour • Fizzies • Folgers Coffee • French's • General Insurance • Gerber's Baby Foods
 Greenmint • Gray Dunn Biscuits • Hazel Bishop • Household Finance • Instant Maxwell House Coffee
 Javex • Jergens Lotion • Kelloggs • Lever: (Wisk, All, Good Luck Margarine, Lux, Liquid Lux, Surf,
 Pepsodent, Praise, Lushus) • Marshall Wells • Matinee Cigarettes • Mazola • Mentholatum • Max Factor
 Maybelline • Mennen • Minute Maid • MJB Coffee • Nabob Foods • Nescafe • Noxema • Nytol
 Old Dutch Cleanser • Omega Oil • One-a-Day • Ovaltine • Oxo • Pacific Meats • Perma Starch • Playtex
 Polident • Proctor & Gamble: (Tide, Ivory, Ivory Snow, Joy, Crisco, Spic and Span, Camay, Cheer, Dreft,
 Oxydol, Gleem, Zest) • Purex • Puritan Meats • Py-co-Pay Tooth Brushes • Q-Tips • Quaker Oats
 Seven-Up • Rootes Motors • Robin Hood Flour • Rothmans Cigarettes • Royal City Foods • Salada Tea
 Sanka • Saran Wrap • Scotties • Sealy Mattress • Shell Oil • Shulton • Spoolies • Sportsmen Cigarettes
 Squirrel Peanut Butter • Sterling Drugs: (Bayer Aspirin, Andrews Liver Salts, Phillips, ZBT) • Super Suds
 Swan Detergent • Sweetheart Soap • T.C.A. • Tea Council of Canada • Templeton's • Texaco Oil Co.
 Welch's Grape Juice • Whitehall Pharmaceutical: (Anacin, Heet, Outgro, Bisodel,
 Resden) • Wildroot • Windex • Zee.



One TV station had to be unique



CHANNEL 12

VANCOUVER OFFICES — 1687 W. Broadway — REgent 8-5141
 STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg
 FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco
 ART MOORE AND ASSOCIATES — Seattle, Portland

J. K. THOMAS Ltd.

PRIVATE TV STATION PERSONNEL

Our client, located in a major Canadian city, requires experienced television personnel, both men and women, who are seeking a greater opportunity in this expanding field.

Applications are required for senior and junior openings, including: Asst. General Manager (Operations), Asst. Program Directors; Sales Manager; Promotion Manager; Art Director; News Chief and Staff; Film Buyer — Technical Staff openings include Engineers, Technicians, camera crews.

Above average starting salaries, bonus, pension plan and generous fringe benefits.

Your reply will be treated in strict confidence. Mail complete resumes at once. All fees paid by our employer-client. Refer to file No. BRC-1446.

J.K.Thomas LTD.
CONSULTANTS TO MANAGEMENT
industrial psychology * *1251 Yonge St.*
executive placement * *Toronto 7, Ont.*

WANTED BY RADIO JAMAICA

*Here's a chance to go to the
West Indies!*

Radio Jamaica requires a man well experienced in announcing, producing and programme presentation to come to Jamaica as a programme organizer. He will be required to do microphone work and assist in production. Salary at the rate of Four Thousand Dollars (\$4,000) a year and some opportunity to earn talent fees in addition, passage paid to Jamaica and passage paid back to Canada on completion of service. Only single men will be considered.

Applications should be accompanied by full details of past experience including age, nationality, educational background and present employment. Any applicants who appear to be suitable for appointment will be interviewed in Canada.

Apply immediately by airmail to:

Managing Director,
RADIO JAMAICA LIMITED,
P.O. Box 23, Kingston 5,
Jamaica, W.I.

Radio

Seven Stations Back Alberta Work Drive

SEVEN ALBERTA radio stations teamed up last month to help launch the 1960 Winter Work Campaign for Southern Alberta with a special hour-long broadcast sponsored by the Calgary Power Company.

The program, which originated from the Southern Alberta Jubilee Auditorium in Calgary, was organized and presented by that city's three private radio stations - - CFAC, CFCN and CKXL. The program provided a talent platform for entertainers procured by stations CJOC, Lethbridge, CJDV, Drumheller, CKRD, Red Deer, and CHAT, Medicine Hat. The Calgary Musicians Protective Association permitted the artists to donate their talents.

In the official opening ceremonies the provincial government was represented by the Hon. Raymond Reiersen, Minister of Labor. The Calgary district manager of the National Employment Service, E. J. Wilson, declared the campaign officially under way.

This year's plan was an expansion

of the 1959 opening when Calgary's three radio stations united in an all-out drive to find work for the district's seasonally unemployed. The planning for the 1960 launching began last September when officials of CFCN, CKXL and CFAC met with the Winter Work Committee.

Pearl Borgal of CKXL chaired a broadcast committee with Len Carlson, also with CKXL. Working with Roman Wepler, liaison man for the NES, they laid the ground work for the seven-station broadcast. The mayors of the five communities were contacted and the entertainment selected.

The stations arranged for pre-promotion of the Winter Work Campaign and recorded special messages by the mayors so that each station would have recordings of the addresses by all five mayors.

On the afternoon of January 5, the final touches were put on the broadcast. George Brown and Mark Byeington of CFAC handled the production. Gordon Carter and Don Thomas of CFCN were stage managers. The technical details and the origination were handled by Gordon Morrison over CKXL. The broadcast went out to all stations at 8.30 that evening.

The program, which was seen by several hundred people in the Auditorium, was the centre piece of a series of Winter Work exhibits that were displayed in the foyer of the building. The 1960 campaign manager, Orville Burke, lauded the co-operation and enthusiasm of the seven stations who "got the Winter Work Program off to a good start this year."

TV

Following 6 pleasant and rewarding years in Radio, Announcer aged 25, experienced in all phases of radio broadcasting; now looks to new love — Television — and hopes she in turn will look in favor upon him. Single and free to locate anywhere.

Box A474
Canadian Broadcaster
219 Bay Street, Toronto, Ontario

FEMALE COMMERCIAL ANNOUNCER and COMMENTATOR REQUIRED

Duties include: women's news commentaries and commercials. Submit background including experience and recent photo.

CKSO TELEVISION

Sudbury, Ontario

Canada's First Privately Owned Television Station

LIVE and WORK

in the beautiful

OKANAGAN VALLEY

of British Columbia!

CHBC-TV (the Valley's ONLY television station) requires an EXPERIENCED Female Copy Writer (radio or TV experience).

Send samples of work and photograph to

Mr. R. McRory
CHBC-TV
342 Leon Avenue
KELOWNA, BC.

A film studio
without film?
"Tape may
soon
supersede it!"



The quotes are not ours, but belong to Julian Roffman, a partner of Meridian Films Limited, Toronto.

The spectacled Mr. Roffman is shown here with Bob Hinze, his chief recording engineer, studying the main reason for his prediction — a VIDEOTAPE* television recorder which has already opened new vistas for Meridian.

For example:

"A producer is no longer shackled by the chains of time. You can see your image come to life seconds later — make constructive changes during the white heat of creative thinking. You can spot immediately if you're headed in the right or wrong direction, reducing time and money waste to a minimum while improving quality."

Another joy for Mr. Roffman is new freedom in creation of special effects. "We

can now try and assess immediately new effects which normally would take weeks or a month of tremulous waiting on film," he says.

Ralph Foster, the partner who concerns himself with client service, puts it this way:

"Now we can make 'instant commercials,' and show results to the client in five minutes instead of six weeks. If an agency came to us one morning for a commercial, we could have the finished job out on the west coast inside of 24 hours."

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

AMPEX AMERICAN CORPORATION

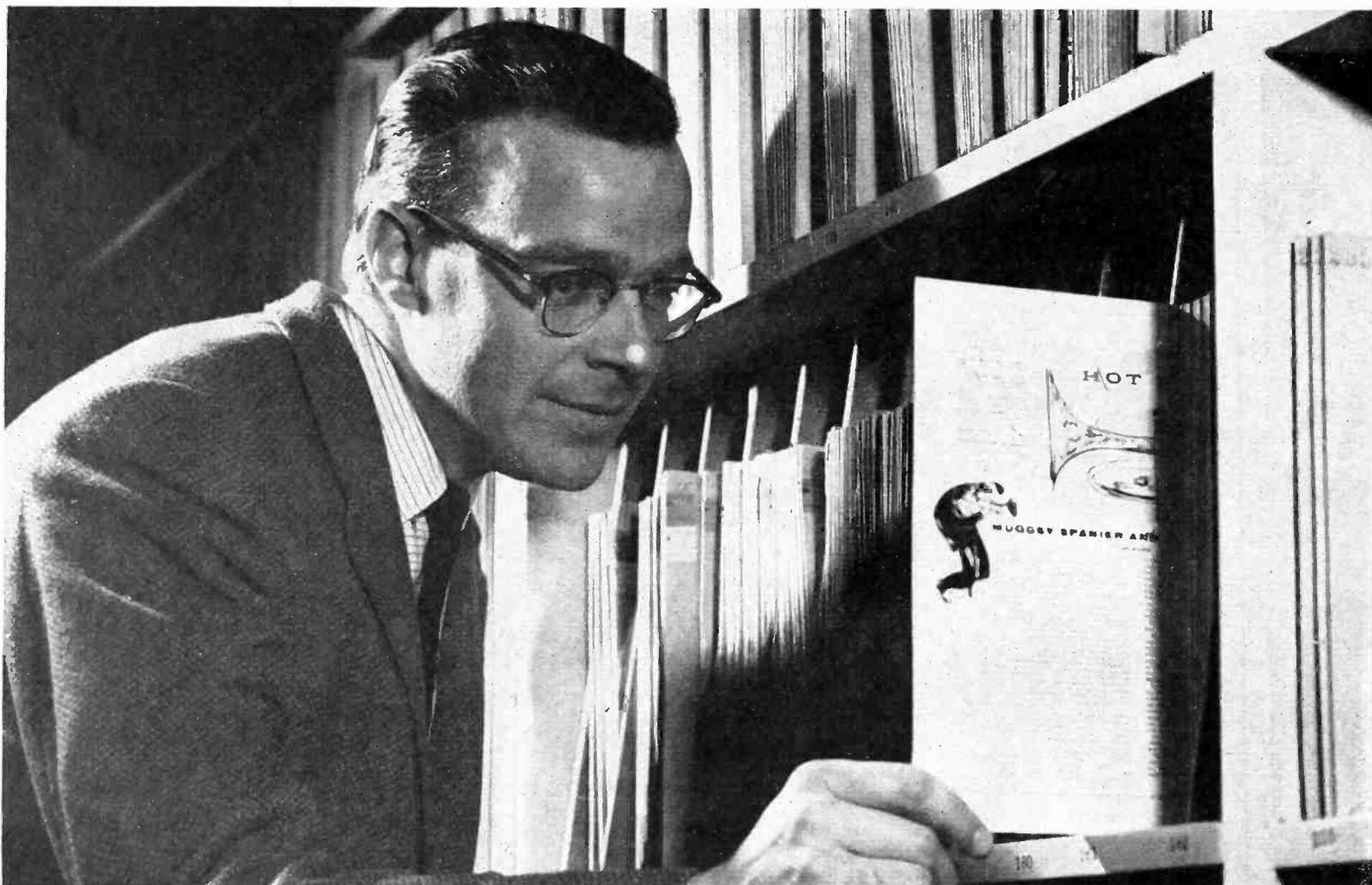
1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO

CH. 7-8285

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