

Canadian
BROADCASTER

Vol. 19, No. 6

TORONTO

March 17th, 1960

THE GOVERNOR GENERAL and Mrs. Vanier received "Timmy" just before the opening of the Easter Seal Campaign today. Climaxing the nation-wide drive, "Timmy's Easter Parade of Stars", produced by the broadcasting industry as their annual contribution to the campaign, the program will be broadcast by radio and television April 10 from coast to coast. Photo is by Michael Burns.

- THE BBG IN MONTREAL 6
- RADIO REPS ON PROGRAMS AND SALES 20
- BEAVER NOMINATIONS 42

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Radio Division

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CAB Convention

QUEBEC MEET IS STRICTLY BUSINESS

THE CANADIAN Association of Broadcasters this year has bypassed its annual social gathering of broadcasters and their clients in favor of a three-day session of research into the future of the industry, which will be conducted behind closed doors.

There will be the usual annual dinner, with more than the usual galaxy of entertainers. This will be on the Wednesday (March 23) evening and will mark the close of the meeting.

The entertainment will be headed up by the celebrated international star, the "Incomparable Hildegard." She will be supported by an all-star cast of top-flight Canadian talent, including Allen Sheldon, star of musical comedy, whose contribution is described as laughter and fun; the precision dancing of the Taylor Twins, who are appearing on the *Joan Fairfax Show* March 20; the organized confusion of the Dornan Brothers. Gilbert Darisse and his orchestra will be playing at nine.

The BBM will be holding its annual meeting on March 23 from 12.30 to 2 pm and 4.30 till closing.

Other than this, the Canadian Association of Broadcasters' 34th annual convention will confine itself strictly to business.

Jim Allard, CAB executive vice-president, says that what they propose to do is to take a good look at everything the industry has done in the past, and then focus their attention on the future.

The big question to which they propose finding an answer, Allard says, is what Canada will require of broadcasting in the next ten or fifteen years. This problem probed, they propose to try and shape policies and recommendations that will enable the broadcasters to assist themselves and others towards a practical realization of these future requirements.

Specific topics which are slated for discussion include:

Private Networks — an exploration of ways and means of establishing networks of private stations in both radio and television.

Canadian Productions — the extent to which stations can go in this field and an investigation into the possibilities of pooled programing, and the exchange of programs between stations. This subject will cover both radio and television.

What exactly does the word "talent" mean? What practical means

are there of encouraging talent, beyond just putting those whose abilities justify it on the air?

Religious Programing — an attempt to find a basic formula which will fulfil stations' obligations to people who enjoy these broadcasts, at the same time insuring that broadcasts are of a sufficiently high calibre to justify the time they use without killing the audience. One problem which will undoubtedly be raised will be the question of clergymen who may be highly proficient speakers as far as their congregations are concerned, but lack knowledge of microphone techniques.

News Broadcasting — a subject with a number of variations and complexities, by no means excluding the desirability of stations establishing their own editorial policies.

A great deal of attention is certain to be paid to the \$300,000 Memorial Research project, which is being launched, in conjunction with the University of British Columbia, in memory of four leading broadcasters who died last year—Harry Sedgwick of CFRB, Toronto; Harold Carson of All-Canada, who lived in Calgary; F. H. "Tiny" Elphicke, CKWX, Vancouver and A. A. Murphy, CFQC, Saskatoon.

The question of holding this closed meeting was gone into in considerable detail by the CAB directors and officials, and their decision was reached after they had communicated their recommendation to the membership.

Seek TV For Northern Man.

THE MANITOBA government plans to press for extension of television network facilities to Northern Manitoba at meetings with CBC officials this month, it was announced in Winnipeg recently by J. B. Carroll, provincial minister of public utilities.

He said the agreement to hold the meetings followed a strong protest by the province over the CBC decision to apply for a license to operate a television station in Edmonton, where a private station already exists.

The basis of the protest was that the CBC should concentrate first on providing television facilities where none were available, rather than trying to duplicate services.

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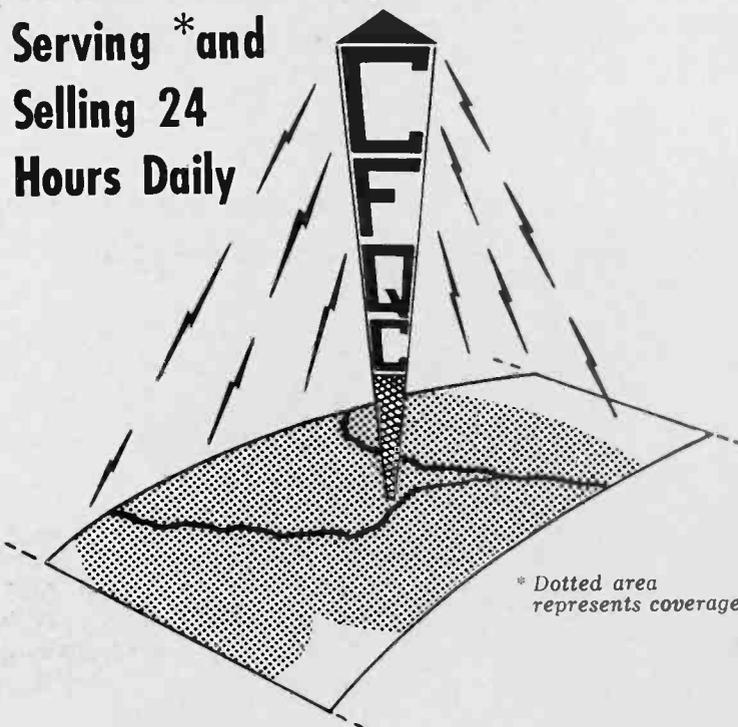
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•

* See *Canadian Sponsor Survey* —
February 22, 1960.

CANADA'S MOST COMPREHENSIVE BROADCAST RESEARCH SERVICE

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

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Vol. 19, No. 6

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March 17th, 1960

Three Day Journey Into Tomorrow

Every March, when the Canadian Association of Broadcasters meets for its annual convention, it is like the industry's New Year celebration.

Out of it comes a full measure of fellowship and cordiality and also a number of resolutions, just like any other New Year's session.

This year the fellowship and cordiality are being pushed into the background, and the resolutions to the fore. The three day period from March 21 to March 23 is being given over to soul searching and planning for the future. If it runs according to plan, it will be an arduous three day session. But out of it can come a pattern for future policy and practice which could have an incalculable effect — for the good — on the operation of each individual station in the future.

The industry is now operating under a new system, that of regulation by an independent board of governors whose sole duty is to regulate.

This new regime is as tough as we always knew it would be. But notwithstanding this fact, it is basically the system we have been after for many years, because it is replacing regulation of the private broadcasting industry by a tribunal composed of state broadcasters for a board which is truly independent of both sides of the broadcasting industry.

Because the system is a new one, it is inevitable that flaws will appear in its structure and operation. But the BBG has shown itself to be most approachable and willing to consider objections to its procedures. This was especially evident in its handling of the broadcasting regulations which were tempered considerably between the first "ground rules" and the final code.

Just as there are people attached to the CBC who are firmly convinced that the BBG is inclined to favor the private industry, so are there private broadcasters who feel that the BBG is overly influenced — dominated even — by the CBC.

Rumors like these accomplish nothing. But the closed meeting of the CAB affords the broadcasters an opportunity to examine them, determine whether they have any foundation and, if so, formulate a plan of action, if desirable, while most of the broadcasters are on hand to air their views.

There is another situation, which currently only affects one television station, but which might create a state of havoc in every private television market, if a precedent is established. This is the question, dealt with at some length in our last issue, regarding the CBC's proposal of applying for a TV license in Edmonton, to operate in competition with their own network affiliate, CFRN-TV.

A great deal has been said about a state of "partnership" between private and state stations, combining to give Canada a national service. Does this mean that one partner should be permitted to expropriate the business of another, after the latter has gone through the agonies of establishing it? Also, for the benefit of TV candidates, could not a basic "pattern" be established to enable an applicant to know, before he spends tens of thousands of dollars on his brief, that no one will be given a license who owns more than two stations, or newspapers, or whatever the conditions are.

This paper could be filled with suggestions of matters which rate consideration by the broadcasters in their closed convention at Quebec next week. We offer them, not so much for their individual worth, but in an effort to impress on the industry that this is the time to dig down and bring their problems — all their problems — to the surface.

Third Column

WESTERN

GOOD NEIGHBORS

THE TELEVISION section of the Western Association of Broadcasters has announced that the association, as a group, has unanimously agreed to make available to new television licensees on-the-job training facilities at member stations.

WAB President Blair Nelson, who is general manager of CFQC-TV, Saskatoon, outlined the agreement which his group has now reached in attempting to satisfy the great task which lies ahead of the television industry, in training more key personnel throughout Canada.

The WAB is aware, Nelson said, that the chances of new licensees being able to train sufficient staff to operate successfully poses a difficult problem.

Individual stations have, in the past, undertaken similar training operations, but this time a whole group has set up a good neighbor policy within the industry throughout the country.

Nelson feels that this step will not only be of benefit to potential licensees, but that it will also insure opportunities for applicants to enter the industry. Through this plan they will be able to come into the business with the knowledge that they will be able to receive first class training as soon as they are engaged, without having to submit to a waiting period before the new stations get on the air.

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



Board of Broadcast Governors

MONTREAL APPLICANTS VARY WIDELY IN ESTIMATES

PROMISES VARIED in the four Montreal TV applications — two French and two English — which were heard by the BBG at the Queen Elizabeth Hotel last week.

On the French side, Paul L'Anglais & Associates offered a conservative program schedule consisting of 55 hours a week of which 70 per cent would be Canadian content. The other applicant, Radio CKVL Ltd. and United Amusements Corporation Ltd. would program 87 hours a week, with a minimum Canadian content of 81 per cent, rising to a high of 90 per cent.

The two English applicants, Canadian Marconi Company and Mount Royal Independent Television Ltd. varied most in their revenue estimates.

Marconi estimated from \$3,488,000 in the first year to \$5,264,000 in the third year. Mount Royal put in a first figure of \$1,240,000 increasing to \$1,990,000 in the third year.

Some of the pertinent details of each application were as follows:

PAUL L'ANGLAIS & ASSOCIATES

Paul L'Anglais and Associates were seeking a French-language station on channel 10 with a power of 325 kilowatts video and 195 kilowatts audio.

Associated with L'Anglais, who is director of production and sales, Tele-International Corporation, Inc., and who would be vice-president

and business manager of the new company, are:

J. A. Desève, vice-president and general manager, Tele-International Corporation, Inc. He would be president and general manager of the new company.

André Ouimet, controller general, Compagnie France Film and affiliated companies and former director of the CBC's Quebec region and French-language television network. He would be vice-president and assistant general manager.

Maurice D. Godbout, attorney and senior partner of the legal firm Verschelden, Godbout & Bourret, Montreal.

Jean-Paul Ladouceur, artistic director, Compagnie France Film.

Marcel Piché, lawyer and labor consultant.

Lionel Leroux, notary public.

Capital Structure

The capital stock of the proposed company would be in the amount of \$2,000,000 and would consist of:

(1) A total of 360,000 common shares at a par value of \$1 each, of which 72,000 would be subscribed by the applicants. (J. A. Desève would hold 66,500 of these.)

(2) A total of 250,000 class A preferred shares at \$1 each, with the applicants subscribing 198,000, with a choice of converting these into common shares, one for one, after 1963. (J. A. Desève would hold 150,000 of these.)

(3) A total of 13,900 class B preferred shares at \$100 each, to be retained at present in the treasury but bearing a cumulative dividend of 7½ per cent starting in 1965.

Estimated Capital Cost of Proposed Station.

Studio building	— \$ 615,000
Studio equipment	— \$ 635,000
Transmitter building	— \$ 35,000
Transmitter equipment	— \$ 360,000

Estimated operating costs.

First year	— \$3,975,000
Second year	— \$4,340,000
Third year	— \$4,680,000

Estimated gross revenue.

First year	
Station time & facilities	— \$2,450,000
Spot business	— \$1,450,000
Total	— \$3,900,000

Second year

Station time & facilities	— \$2,700,000
Spot business	— \$1,800,000
Total	— \$4,500,000

Third year

Station time & facilities	— \$3,000,000
Spot business	— \$2,000,000
Total	— \$5,000,000

Programming

The proposed station would program 55 hours a week, 30½ hours of which would be live and 24½ hours would be film. The Canadian content of the proposed schedule would be 69.4 per cent. The station's programming would increase to 65 hours a week after the first six months of operation.

Talent.

For talent fees the station proposed to spend between \$800,000 to \$1,000,000 in the first year and would establish its own talent school where new talent would receive the best coaching and instruction available.

RADIO STATION CKVL

Radio Station CKVL and United Amusement Corporation were seeking a French-language station on channel 10 with a power of 325 kilowatts video and 184 kilowatts audio.

The group is headed by Jack Tietolman, president of CKVL. Other officials of the station in this applicant group include Marcel Provost, program director; Martin R. Cara-

bine, secretary of the applicant company and Maurice Rousseau, chief engineer.

The United Amusement Corporation group is headed by William Lester, president of UAC, and includes George Arnott, a director of UAC and Hon. Gerald Martineau, member of the Quebec legislative council.

Others in the applicant group are: Roger Baulu, radio and television personality; Jacques Desbaillets, broadcaster and CKVL staffer and Severe Godin, chairman of several Canadian companies.

Capital structure

William Lester said United Amusement Corporation would contribute \$3,400,000 in capital.

Tietolman said that under the capital structure of the proposed company, CKVL would hold 600,000 class A shares at \$1 each and UAC would hold 40,000 class B shares at \$10 each.

The class A shares would have one vote each and the class B three votes each. In addition, UAC would hold 30,000, seven per cent redeemable preferred shares at \$100 each.

Under this setup, CKVL would hold 83.33 per cent of the voting shares in the new station and UAC 16.67 per cent. The preferred shares would carry two votes each but could be exercised only if the seven per cent dividend remained unpaid for two consecutive years.

In this event CKVL would control a minimum of 76.9 per cent of the new station and UAC a maximum of 23.1 per cent.

Estimated capital cost of proposed station.

Studio building	— \$ 721,000
Studio equipment	— \$1,053,027
Transmitter building	— \$ 100,000
Transmitter equipment	— \$ 207,834
Field Production equipment	— \$ 217,409

Estimated operating costs.

First year	— \$4,058,980
Second year	— \$4,485,469
Third year	— \$4,965,920

Estimated gross revenue.

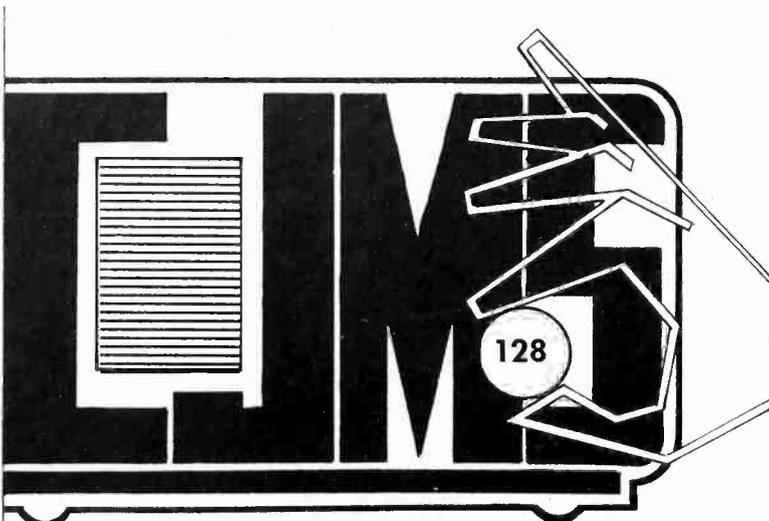
First year	
Station time & facilities	— \$2,700,000
Spot business	— \$1,062,000

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Watts

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1280

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please give me a ring at

WA. 5-1631

DON WRIGHT

Productions

Other sources	— \$ 312,000
Total	— \$4,074,000
<i>Second year</i>	
Station time & facilities	— \$3,105,000
Spot business	— \$1,274,000
Other sources	— \$ 374,000
Total	— \$4,753,000
<i>Third year</i>	
Station time & facilities	— \$3,403,440
Spot business	— \$1,559,280
Other sources	— \$ 469,280
Total	— \$5,432,000

Spot business	— \$1,902,700
Other sources	— \$ 790,780
Total	— \$3,488,000
<i>Second year</i>	
Station time & facilities	— \$1,032,719
Spot business	— \$2,473,440
Other sources	— \$1,027,850
Total	— \$4,534,000
<i>Third year</i>	
Station time & facilities	— \$1,143,000
Spot business	— \$2,905,000
Other sources	— \$1,216,000
Total	— \$5,264,000

John H. Price, J. H. Price & Associates Limited, Montreal. He would be vice-president.

Ruston B. Lamb Q.C., Lafleur, Brown, Boulton & Lamb, Montreal. He would be secretary of the firm.

Ralph G. Keefer, Lewis, Keefer & Penfield Limited, Montreal, would be treasurer of the new firm.

Geoffrey Stirling, president, Maisonneuve Broadcasting Corporation, owners of Radio Station CKGM, Montreal. He would be manager of the new station.

Stanley A. Vineberg, real estate executive.

W. L. S. O'Brien, stock broker.

Guy Charbonneau, insurance executive.

David Thomson, professor.

Second year	— \$1,645,500
Third year	— \$1,782,125
Estimated gross revenue.	
First year	— \$1,240,000
Second year	— \$1,610,000
Third year	\$1,990,000

The breakdown of revenue was not included in copies of the brief released to the press.

Programming

The proposed station would program 96 hours a week of which 56 per cent would be Canadian content.

Programming.

The proposed station would program 87 hours a week. This would be broken down as follows:

Live studio production	54 hours
Remote pickup	13 hours
Film transmission	17 hours
Other sources	3 hours

The actual Canadian content of the proposed program schedule would be 81 per cent weekly, without including Commonwealth and French films which count as 50 per cent Canadian under BBG rules. If the film quota were filled, the Canadian content would rise to 90 per cent.

The proposed station would pay 29 per cent of its total revenue in live talent fees.

CANADIAN MARCONI

The Canadian Marconi Company would operate an English-language station on channel 12 with a power of 325 kilowatts video and 160 kilowatts audio.

The presentation of the company's brief was made by Stuart M. Finlayson, president of Canadian Marconi, assisted by:

- W. V. George, general manager, Canadian Marconi.
- Richard Misener, manager, Radio Station, CFCF.
- Vincent Dittmer, commercial manager, Radio Station CFCF.
- J. C. Douglas, Canadian Marconi's chief broadcasting engineer.

Finlayson said Marconi has no associates in the application. Although they had been approached by 12 different individuals or groups seeking partnership, they preferred to manage their own affairs.

Capital structure.

Available capital for the construction of the station is \$3,353,000 and for the operation of the station for the first three years \$1,647,000.

The necessary capital would be provided from the general corporate resources which will, if necessary, be amplified through an issue of capital stock, or bonds, or debentures. As is usual in such cases, the decision as to which method would be most economic would be deferred until the funds are actually required. Meanwhile, arrangements have been made for the provision of the necessary funds in any interim period.

Estimated capital cost of proposed station.

Studio building	— \$1,100,000
Studio equipment	— \$1,087,000
Transmitter building	— \$ 175,000
Transmitter equipment	— \$ 410,000

Estimated operating costs.

First year	— \$4,277,000
Second year	— \$4,425,500
Third year	— \$4,604,000

Estimated gross revenue.

First year	— \$ 794,520
Station time & facilities	— \$ 794,520

Programming

The proposed station would program 91½ hours per week which would be broken down as follows:

Live studio production	42 hours 30 mins.
Remote pickups	6 hours 30 mins.
Film transmission	40 hours
Other sources	2 hours 30 mins.

The proposed station would spend \$500,000 each year for the first three years on live talent fees. This represents 11.3 per cent of their total revenue.

MOUNT ROYAL TELEVISION

Mount Royal Independent Television Limited would operate an English-language station on channel 12 with a power of 325 kilowatts video and 162.5 kilowatts audio.

The brief was presented by Crosby Lewis, a Montreal importer and exporter of the firm Lewis, Keefer & Penfield Limited. Appearing with him were:

Dr. Wilder G. Penfield of the Montreal Neurological Institute. He would be chairman of the board of the new firm.

Capital structure.

The total available capital is \$2,000,000. This consists of:

- (1) An issue of \$1,200,000 — 6 per cent redeemable debentures.
- (2) An issue of 300,000 common shares at \$1 each.
- (3) Bank loan of \$500,000.

Estimated cost of proposed station.

Studio building would be nil since the applicant would rent the premises. Renovation costs would amount to \$225,000.

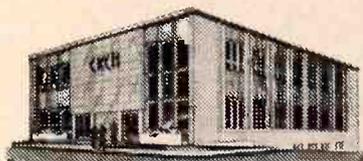
Studio equipment	— \$ 553,700
Transmitter building	— \$ 75,000
Transmitter equipment	— \$ 250,000

The total cost of the equipment and transmitter is \$878,000. This will be purchased over a five year period with \$219,675 being paid the first year and \$164,750 being paid for each of the following four years.

Estimated operating costs

First year	— \$1,738,800
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HERE IS THE NEWS from CKCH



NEW Ultra - modern radio building.

NEW Advanced technical equipment.

NEW Acoustically designed studios.

NEW Improved program production.

NEW Administrative and office methods for fast, accurate handling of client problems.

NEW Musical library with improved multi-cross index system to facilitate accurate and faster building of programs.

NEW I.B.M. synchronized clock system keeps CKCH on time all the time.

NEW INSIDE — OUTSIDE — AND ON THE AIR

the NEW CKCH

970 kc 5000 watts HULL . . . QUEBEC

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- Vancouver: Scharf Broadcast Sales Ltd.
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 GUNSMOKE—PHIL SILVERS—etc.

ADVERTISING COMES IN CAMPAIGNS—NOT ADVERTISEMENTS

by ALEC PHARE

PLANNING AN ADVERTISING campaign would have been such a simple subject to handle thirty years ago. Advertising was a much less complex subject in those days.

The advertising agent had progressed from the days when he was merely a peddler of space; when office buildings carried signs on their front door saying: "Beggars, Peddlers and Advertising Men will use the rear entrance". He was now socially accepted, but his service was little more than the preparation of good-looking advertisements and the selection of media.

Then came the depression.

Profits slipped, and, in some cases disappeared. The reckless extravagance of the Twenties gave way to penny-pinching, and business examined every item of expenditure with a microscope.

Needless to say, advertising was then, as now, one of the first expenditures to be scrutinized. And right there, advertising had to justify its very existence, because the days of advertising just to see your company's name in print, were over. So, let us pay tribute to the advertising men of that day and generation, who had the vision to see that the mere preparation of good advertisements, and the selection of sound media, was not enough.

Henceforth the advertising agency must also study a manufacturer's products, his brand names and packaging. He must know how they were regarded by both trade and consumers; and be both informed and aware of their position in the over-all picture.

Then too, he must pay equal attention to competitive products; to buying trends and consumer reaction; to public attitudes and preferences. He must study the markets for his client's products, his distribution, his entire dealer set-up.

Pricing, terms, credit, sales policies

and even sales management itself were of vital concern. And all of this new outlook, all of this new knowledge, had to be reflected in the advertising itself—so that it met the needs of every section of the business—so that it did far more than merely announce. It was now a vital extension of every one of a manufacturer's sales activities.

Today, it has gone even further, for it pre-conditions the public mind and implants a favorable attitude toward the company itself, for both present and future products. The bringing together of all those factors, or as many of them as are applicable, makes the difference between writing a series of advertisements and the creation of a campaign.

Now, how are we going to become even better informed about a client's business than he is himself?

IMAGE OF AN AGENCY MAN

The popular idea, widely spread by today's magazines and paperbacks, is that all advertising agencies are staffed by deceptively charming, utterly dissolute and slightly unbalanced geniuses, none of whom could be trusted for five minutes alone with our women folk, but all of whom could be depended upon to bring our business from rags to riches by spontaneously coming up with a brilliant slogan.

You and I know how stupid that idea is. We know that we have to work as hard, and as long, as any business in existence. We know that we cannot trust any pre-conceived attitudes. We have to dig up accurate, up-to-the-minute information, before we even form an opinion. In other words, we don't start going, until we know where we are going.

No advertising campaign can be worth much, unless its objectives have first been carefully planned and established. The eventual major motivating objective will probably be

to influence the public to buy the product and to think well enough of both product and manufacturer to continue to use it. But there are many steps to be taken before we can hope to accomplish that. There are many questions to be answered before we can put anything on paper. We must decide where we are going before we can decide how we are going.

Now suppose we leave all this theory behind for a while and have a change of pace. Let us imagine ourselves inside the office of the XYZ Advertising Agency, who have just landed themselves a new account. The product is silverware, and it is to be called "Suburban Plate". What will the agency do first?

THREE BIG QUESTIONS

Undoubtedly, they will call a meeting. Whenever an advertising agency doesn't know what to do next, it calls a meeting.

So here we are in the Board Room, where all the skilled talent is sitting around the table, and the president has just finished placing before the meeting a brand new chest of "Suburban Plate" silverware—knives, forks, spoons, butter-spreaders and all the rest of it.

He now says: "We all want to get this thing in orbit, so let's all toss a few coins in the fountain and see how the cookie crumbles." All advertising agency presidents talk that way.

So he puts three big questions before the meeting:

1. What shall our advertising say, what shall our message to the public be, about "Suburban Plate" Silverware?
2. How shall we say what we have to say? In other words, what will our advertising look or sound like?
3. To whom shall we say it? Who are the people we want to reach and

Really Top Stations

We believe the stations we represent are "REALLY TOP STATIONS" in their respective market categories. Give us the opportunity to convince you in this regard.

CFTJ — Galt, Ont.

CKCL — Truro, N.S.

CKLY — Lindsay, Ont.

CKMR — Newcastle, N.B.

CJAD — Montreal, Que.

*VOCM — St. John's, Nfld.

WCAX-TV — Burlington, Vt.

RADIO TIME SALES Ltd.

MONTREAL, QUE.

* Montreal only.

"We make careful product and market studies . . ."

how shall we reach them?

Having put these three questions, the president now calls for ideas. Stick around! This could be good! Nobody knows a thing about advertising "Suburban Plate", but nobody wants anyone else to know it.

COINS IN THE FOUNTAIN

Right off the bat, Copywriter Joan — who is employed to give the woman's viewpoint — speaks up and says: "The women of this country buy all the silverware. Let's run a campaign that tells women how to become popular suburban hostesses by setting their tables with 'Suburban Plate'."

Copywriter Herbert doesn't live in the suburbs, and he thinks Joan is a little smarty-pants anyhow, so he objects:

"I think men have a lot to say about what silverware will be bought. It's their money that pays for it, anyway. So I think we ought to tell the men that 'Suburban Plate' is a good buy because it wears so well and lasts so long."

The president asks Herbert how he knows it wears so well, and that retires Herbert, because he simply does not know, one way or the other.

That gives Harry the art director a chance to get in his little piece. Harry had dinner at a big formal affair last night, and is still a bit confused by all the different pieces of silver beside his plate — dinner forks, salad forks, fish forks, dessert forks, butter knives, dinner knives and all the rest of it.

So Art Director Harry says: "Let's have an etiquette campaign — show women what all those fancy forks, knives and spoons are for. Then there's salad servers and berry spoons and pie knives and cheese what's-their-names and things to eat oysters with and goodness knows what-all. Let's tell women that every smart hostess should have all those fancy pieces."

Then the president's secretary, who shouldn't be talking at all, but does, because she is engaged to the art director, chimes in to say that's a really wonderful idea, and we should get Emily Post to write the campaign, and explain how smart hostesses set their tables, and that will make it all auth- authin-, well, people will know it's the real thing.

Upon which, the account executive — he's just the forgotten man who landed the account — gets in his say. "That's not so hot. No silverware manufacturer sells enough of those fancy extra pieces to put in your eye. Real volume business is done in plain, everyday knives, forks and

spoons. That's what we've got to sell."

That clears the air for a minute, but only for a minute. Copywriter Joan is in again. "Few people have enough silverware — even plain knives, forks and spoons. Why don't we run a campaign to urge people to buy more silverware, to build up their sets to larger sets, so that they'll have enough for any occasion?"

THE COOKIE WON'T CRUMBLE

Now this could run on for a long while yet, with ideas popping all over the place. An agency group will always produce ideas, but there is no guarantee that all of them will be good ones.

Probably this is in the mind of the president of our entirely imaginary XYZ Advertising Agency. Anyway, he's starting to frown, and to fidget a bit in his chair. Then he clears his throat for attention and says:

"All these ideas you people have been offering may be good or they may be no good. Who's to be the judge? I don't see how we are going to know what to say about 'Suburban Plate' until we know what people want to know."

And there, of course, we have the crux of the whole matter. I know and you know that no agency today ever has a session quite like the imaginary one we just outlined. But thirty years ago, such a discussion was entirely possible; in fact most campaigns were prepared very much along these lines.

In those good old days, everybody made money, so all ideas were good ideas. Nowadays, that won't do. We make careful product and market studies to find out what people want, and not until then do we know what to say in our advertising, or how to build our campaign.

(This article, the first in a series, is taken from an address by Alec Phare, managing director of the advertising agency, R. C. Smith & Son Ltd., which he delivered to the Executives' Advanced Advertising Course at the University of Montreal, sponsored by the Montreal Advertising & Sales Executives' Club. Mr. Phare has a backlog of over thirty years in the advertising business. It was through his efforts that the Young Men's Advertising & Sales Club of Toronto was founded in 1938. For many years he was chief instructor in advertising at the University of Toronto (Extension). In our next issue, he delves in detail into the six categories of research which will have to be explored before a suitable campaign can be evolved for "Suburban Plate".)



- ✱ SECONDS IN SASKATCHEWAN IN TOTAL HOUSEHOLDS
- ✱ GREATEST TOTAL AUDIENCE GAIN OF ANY SASKATCHEWAN RADIO STATION
- ✱ TOP IN MANY HALF HOUR PERIODS
- ✱ INCREASE IN 77.77% WEEKDAY TIME PERIODS
- ✱ SOURCE BBM RADIO STATION FALL 1959 SURVEY

CHAB
MOOSE JAW 800 Kcs
 10,000 WATTS

FOR FURTHER FACTS CONTACT

- Stephens & Towndrow Ltd. Toronto & Montreal
- A. J. Messner Ltd. Winnipeg, Manitoba
- Scharf Broadcast Sales Ltd. Vancouver, B.C.
- Weed & Co. U.S.A.

C.C.A.* Is Selling Bakery Products ON CJVI RADIO VICTORIA

McGavin Bakeries — one of 17 accounts participating in C.C.A. on CJVI reports 13,385 bread wrappers, 2,197 other product wrappers, 22 new home deliveries and 4,105 Harvest Fair bread wrappers in 6 weeks of the 1st C.C.A. campaign.

*C.C.A. — COMMUNITY CLUB AWARDS
 Contact: All-Canada Program Division

*Town Meeting In Canada***No One Is Blamed But Rules Were Broken**

by SAM G. ROSS

Ottawa Correspondent

WHAT HAS BECOME known as a "most unfortunate set of involved circumstances" has shelved the rebroadcast of the February 19 program of *Town Meeting in Canada* on 14 Canadian radio stations.

The discussion on the topic "What are the national issues in the West Coast Union fight?" was aired on CJOR in Vancouver but not on other stations because of unusual factors; and there's quite a possibility the issue will be debated again with a full cast of debaters as originally planned.

Owned and produced by Arthur Helps, *Town Meeting in Canada* has been on the air with lively and controversial issues for 17 years and in its time has won two Columbus

Awards. The program is an audience-participating session after spokesmen debate a selected issue. It is taped in the CJOR Playhouse on Friday nights; broadcast on CJOR Saturday nights and distributed to other stations for subsequent broadcast.

Mr. Helps has fathered the program through storm and stress, but has never failed in 850 weeks to get the program on the air, with varied views of spokesmen and audience.

UNION DIFFICULTIES

The February 19 program, however, ran into difficulties. Mr. Helps has explained that the Seamen's International Union and the Canadian Brotherhood of Railway and Trans-

port Workers have been in conflict, and it was the issues in the conflict that were to be debated with the audience asking questions.

The invitation to supply two speakers went to the S.I.U. and, following normal practice, the B.C. Federation of Labor was asked to provide speakers because the Brotherhood is an affiliated member and would be consulted.

The S.I.U. speakers were assigned early and Mr. Helps' efforts to get names from the B.C. Federation went without success. Something went amiss, and apparently the Brotherhood was unaware of the situation.

Then came the night of the program. The SIU spokesmen appeared

but no opponents. The crowd was restless after the passing of the normal starting hour, and, finally, Mr. Helps decided to go ahead with the program, 30 minutes late.

REQUEST TAPE AND DELAY

When the program was broadcast from CJOR, a complaint went to the Board of Broadcast Governors on the grounds that both sides were not represented; and the BBG did two things. First, it asked for a tape of the program and, second, it suggested the rebroadcasts be delayed.

BBG Chairman Dr. Andrew Stewart also refers to the set of circumstances as unfortunate and involved; and that's the way Mr. Helps himself had described them. Dr. Stewart said the Board's interest was in maintenance of its policy of fair presentation of both sides to controversial issues.

When the BBG listened to the broadcast, it noted one major point.

NO ONE TO BLAME

Mr. Helps, in opening the program, explained that the Brotherhood did not know about the program and he added this was not the fault of the program producers or of the Brotherhood; and that somewhere along the line there had been a breakdown in communications.

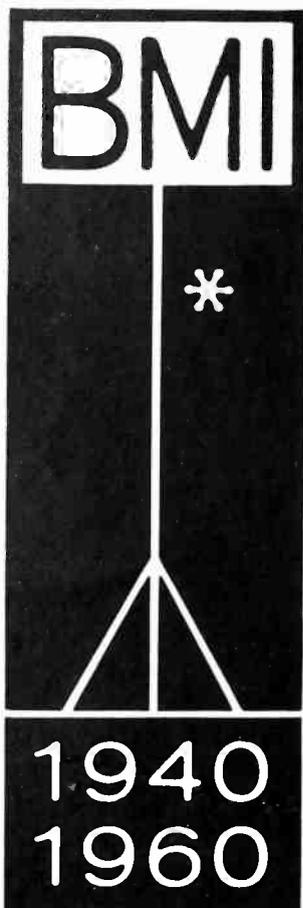
The BBG found "no parties taking part in the presentation of the program were responsible for the unfortunate set of circumstances" which resulted in the speakers for only one side appearing for the program.

But the BBG also found that its policy of fair presentation in controversial broadcasting had not been met and it proposed that the program be released to the 14 stations provided there was an undertaking that the Brotherhood's side would be presented on the "first possible" *Town Meeting* program.

Mr. Helps himself had suggested that the whole program be re-staged with the Brotherhood spokesmen on hand, and this also appears to be acceptable to the BBG.

But, somewhere along the line, there appears to have been some suspicions that all the statements made on the program and aired by CJOR may not have been entirely within the law, and this added weight to the desire to avoid the risk of a damage action and not replay the program.

With all these factors developing, it appears the rebroadcasts will never take place; and the next step may be a bigger and wider expression of views on the same issue at a later date.

**20 YEARS****OF SERVICE****TO MUSIC****BMI CANADA LIMITED**16 Gould Street
Toronto 2, Ontario1500 St. Catherine St. West
Montreal, Quebec

New York • Chicago • Hollywood

Say You Saw It
in the
BROADCASTER

TV Research

LONG COMMERCIALS MAY BE MORE OR LESS EFFECTIVE

DOES LENGTH have any effect on a television commercial?

This question has most probably been asked hundreds of times and answered by as many number of people. For the benefit of those who have asked the question and not received an answer and those who may be asking it in the future, we went to an expert.

Larry Thompson, executive director, Schwerin System (Canadian Facts Limited), said that in discussing the effect of length of commercials, it is well to remember that length is merely one of several factors which can contribute to or hinder effectiveness.

He said the basic theme or concept in the commercial and the presentation technique are just as important, if not more important, than length. "In fact the inter-relationship between length, theme and presentation is the critical consideration."

Essentially, any discussion of length will produce the same major conclusion — "it depends".

"In reducing the length of commercials", he said, "the reduction in effectiveness, if any, will depend upon such variables as the age and familiarity of the product itself, the familiarity of the basic copy story involved, the complexity of the story and the type of presentation, to name a few."

In a recent compilation of 60 versus 20 second versions of the same commercial, the 20 second counterparts were 57 per cent as effective, on the average, as their one-minute forms. However, within this average are both extremes, — very effective 60 second commercials whose shortened versions were completely ineffective and vice versa.

Thompson said that although the number of cases of comparable 60 and 30 second commercials is rather small, it would appear that the 30's average about 70 per cent as effective as their one-minute presentations.

In going to shorter lengths, the smallest loss in effectiveness occurs on well established products which have simple familiar themes. The shorter form essentially becomes reminder advertising.

However, he said, 20 second commercials for new products generally suffer the greater effectiveness loss, since there is seldom adequate time to establish the novel concept adequately.

After numerous studies, Schwerin found that the more complex the story the greater is the loss in effectiveness when the time is diminished. The most effective shorter commercials have basically contained just one central idea.

cases Thompson said that mood commercials suffer great losses in effectiveness when the length is diminished. It appears that it is extremely difficult to establish a mood or emotional atmosphere in a minimum amount of time.

Logical commercials, on the other hand, that is to say commercials where the products main claim is demonstrated and where this demonstration can be the basis for the shorter commercial, provide an opportunity for quite effective shorter commercials.

Another case was complexity commercials — commercials which have complicated stories which require covering product ingredients, manner of application and a demonstration of results. In reducing the length of these commercials, either some of the elements had to be completely dropped out or were covered so briefly that there was substantial loss in effectiveness, he said.

CHIC BRAMPTON

Is a **MUST** to reach
West Suburban Toronto

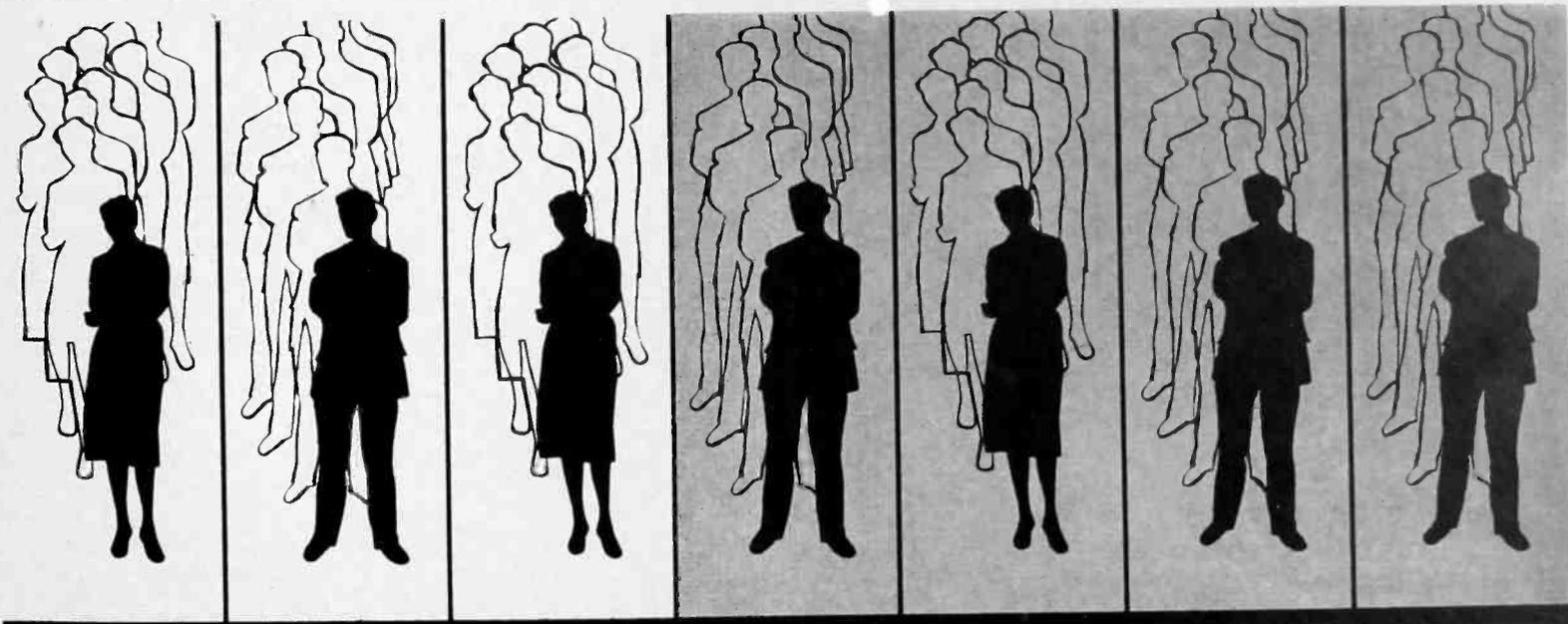
●

Call our Reps —

Stovin-Byles Ltd. — Canada
Donald Cooke Inc. — U.S.A.

MOODS NEED TIME

Getting into the area of specific



where there were **3** there are now **4**
CJGX AUDIENCE INCREASES BY AN AVERAGE OF 32.8% PER HALF HOUR PERIOD

6:00 a.m. 'TIL NOON	UP 24.1%
NOON 'TIL 6:00 p.m.	UP 36.3%
6:00 p.m. 'TIL 12 p.m.	UP 47.19%

Source: Latest B.B.M. Figures.

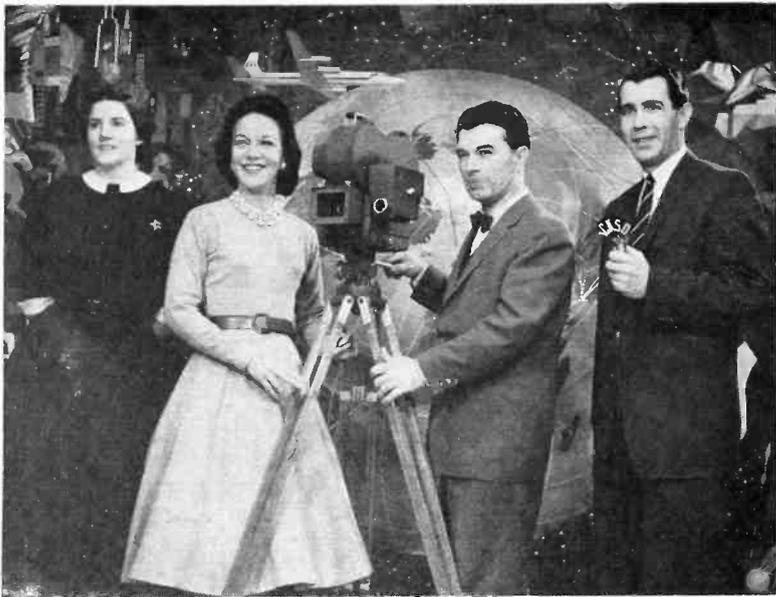


For further information see our reps.

- Radio Representatives Ltd., Montreal and Toronto
- A. J. Messner & Co., Winnipeg
- Scharf Broadcast Sales Ltd., Vancouver
- Young Canadian Ltd., U.S.A.

CKSO-79

FLY TEAM TO EUROPE FOR FASHIONS NEWS AND SPORTS



OFF TO ROME, Geneva and Copenhagen on April 7 for a three week reporting assignment are CKSO-TV's Betty Beaudry, Claire Donovan, Peter Orfankos and Hub Beaudry.

will again be sponsored by local merchants.

This year's crew will consist of women's commentators Claire Donovan and Betty Beaudry; chief photographer Peter Orfankos; and sports director Hub Beaudry. The four leave April 7 and will visit Rome, Copenhagen and Geneva. They will spend Easter week-end at Vatican City. Hub Beaudry's assignment will be to cover preparations for the 1960 Olympic Games which will be held in Rome.

Returning to Sudbury April 20, the crew will produce 48 radio and television programs.

Celebrate Royal Birth

TO TIE IN WITH the birth of the Queen's third child, CKOM-Radio, Saskatoon, presented each baby born on February 9 in the Saskatoon area with an engraved silver spoon.

Each spoon is engraved with the date of birth and the station's call letters. CKOM taped the presentation of the spoons to the seven babies and their parents and broadcast it on March 3.

Disc Winning Number

A SONG-WRITING contest, held by CHUM-Radio, Toronto, was climaxed recently with the recording of the winning number by the station's morning man, Al Boliska.

The winning song, *The Ballad of the Dying Cowboy*, was selected from literally thousands of songs which were sent into the station. CHUM arranged to have the song published and then recorded for the author, James Mullay of Toronto.

The Rhythm Pals, a western group which appears daily on the CBC's *Tommy Hunter Show*, were hired to arrange and sing the song. Boliska joined in the vocals and also spoke two of the verses.

CHUM paid all the talent fees, studio rental fee and recording costs. Boliska's fee and all royalties from the record will be passed on to the Ontario Society for Crippled Children.

Flip side of the disc is Boliska's theme, *What d'ye mean you lost your dog?* The record, on the Sparton label, is now being distributed across the country.

FOR THE SECOND successive year, CKSO-Radio and Television, Sudbury, will send four of its staff to Europe for two-and-a-half weeks to record and film fashions, news and sports. The trip

Be A
REGULAR
Broadcaster Reader
\$ 5.00 A Year
\$10.00 For 3 Years

Two Doors to...

CKVR
T.V.
Channel
3
Barrie.

CKBB
Radio
Dial
950

...the Heart of Ontario.

CKVR-TV 100,000 WATTS

2nd highest daily circulation of all English-language private Canadian TV Stations

Daily Circulation 292,849 persons

CKBB BARRIE soon 10,000 WATTS

"Summer Patrol" CKBB's Weekend Radio Service

Offers a bonus of 225,000 Permanent summer residents

REPS: Mulvihill - Toronto and Montreal • Young - U.S.A. • Scharf - Vancouver

TENSE...TERSE...
TERRIFIC...AND A

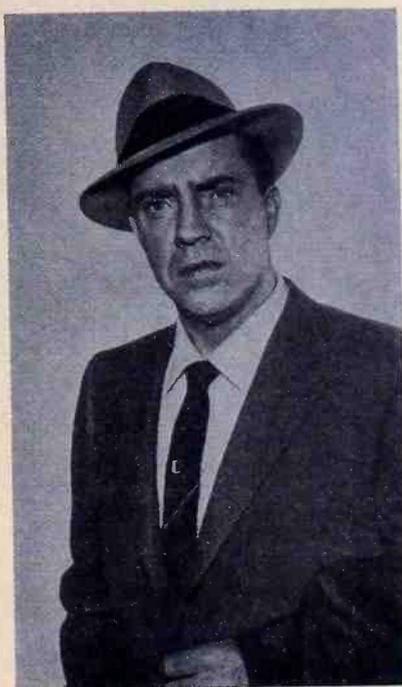
SMASH

SOLD IN 110 MARKETS TO BIG NAME SPONSORS...BALLANTINE BEER, DUKE, CAMEL, CHESTERFIELD, MARLBORO, RICHARD HUDNUT, R.G. DUN CIGARS, DIAL SOAP, STUDEBAKER DEALERS...

39 ALL NEW...ALL FIRST-RUN HALF HOURS NOW AVAILABLE TO REGIONAL SPONSORS

JOHNNY MIDNIGHT STARRING ACADEMY AWARD WINNER EDMOND O'BRIEN

So close success is written all over this "top-10" contender. Already sold solid to the biggest name U.S. advertisers: Ballantine Beer (26 markets), Camel, Chesterfield, Duke, Marlboro, Richard Hudnut, R. G. Dun Cigars, Dial Soap, Studebaker Dealers, P&C Food Markets. And sold to the key stations - WBZ-TV Boston...WGN-TV Chicago...WDSU-TV New Orleans...WRCA-TV New York...WJW-TV Cleveland - plus 105 more across the U.S. Its world is Broadway at midnight... background for the intriguing adventures of actor-turned-detective Johnny Midnight. Produced by Jack Chertok.



mca MCA CANADA, LTD., 180 UNIVERSITY AVE., TORONTO 1, ONTARIO, EMPIRE 3-4031
TV CANADA *Call your MCA representative today.*

CKSO-TV

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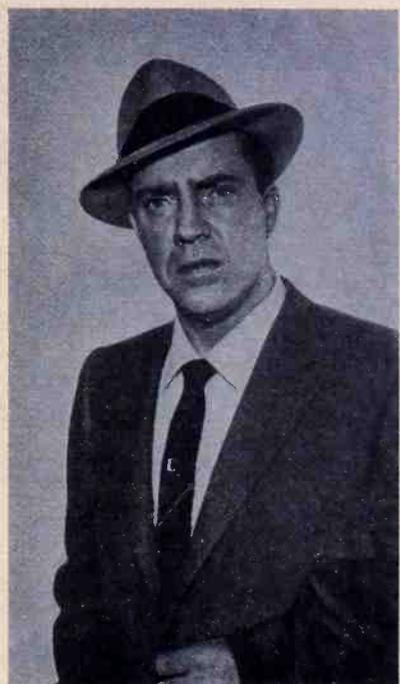
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mca MCA CANADA, LTD., 180 UNIVERSITY AVE., TORONTO 1, ONTARIO, EMPIRE 3-4031
TV CANADA *Call your MCA representative today.*

*Crystal Balderdash***NEVER SAY DIE -- OR YOU MAY**

by DICK LEWIS

ONCE UPON a time, a mad psychiatrist moved into a certain community, and, holding himself up as a doctor, proceeded to convince everyone who lived in that community that they could no longer walk without crutches.

Before he had been there a year, everyone was hobbling around with crutches under their arms, and the "doctor" used to chortle with glee as he watched his new "patients" — who had made up just about the healthiest community in the world, until he came on the scene — behaving like complete and helpless cripples.

But it went further than this.

In a sinister way, this doctor, as he called himself, had insinuated the idea into the minds of all these people that, just as he had provided them with the crutches without which they were convinced they could not walk, they needed him for all their ills, real or imaginary, — and most of them were completely imaginary — or else they would simply curl up and die.

So they began to lean on him for everything.

They learned to turn to him whenever they had the slightest ache or pain, and he would provide them with medicine. When they fell out of work, he would find them a job.

When they quarreled with their neighbors, he would make peace. When they needed advice, he would supply it.

Naturally he was making a pretty nice thing out of it all.

Until one day a stranger came into town, bought a house and moved in with his wife and family.

• • •

For a while he was a man of mystery. Nobody had ever seen or heard of him before. Nobody knew what he did. He was friendly when anyone spoke to him, but he never started a conversation.

Then, one morning, he was strolling up Main Street and an old lady tripped on one of her crutches and fell, almost at his feet.

He picked her up, looked her over carefully, carried her into a store, and proceeded to set the bone in her leg, which had been broken in two places.

Soon the word got around town and people began wondering who and what the stranger really was. He had fixed up the old lady so expertly they were convinced that he must be a doctor.

But what would a doctor — another doctor — be doing in this town where they were already so well taken care of by their own doctor, who was not only that, but

also their guide, philosopher and friend. They had no call for another doctor. The original one had shown them how they could only get along if they used crutches. This intruder would have to leave.

Naturally the original doctor did not discourage this idea at all. He saw his wonderful position in the community threatened by the stranger. Now there was a spark of annoyance beginning to spread around, and quietly he did everything in his power to fan it into flame.

He took no active part in the campaign, but when anyone said, or even suggested or hinted that the intruder should be run out of town, he certainly did nothing to discourage the idea.

The subject became the main topic of conversation wherever you went. For no apparent reason, the gossip was encouraged by some invisible and undefinable influence. So naturally, it continued — and grew.

• • •

Eventually the town council took notice of it. What was this threat, which had reared its head to jeopardize the tranquility of the community?

For the past twenty-two years, the entire community had been walking around — on its crutches —

without a care of any kind in the world. Their every need of every sort and description had been taken care of by the old doctor. What did this new man want? Had he come to upset the even tenor of their lives? This was not going to happen if they could do anything about it, and they could.

The old doctor was present as a special guest, when the town council and a number of civic officials held a special meeting. He was wearing a virtuous smile on his face as he rose to speak, but what it was he was going to say will never be known, because at that precise moment, the door of the council room opened and in walked another guest, an uninvited one, the new doctor.

The chairman raised his head. When he saw who it was, he was so taken aback that he could say nothing.

The new doctor strode to the platform, and, without so much as a glance at the chairman, who by this time was literally shaking with fury, he turned towards the audience and said: "You Fools!"

A hush fell, and for several seconds the air was heavy with it. Then the new doctor — still an intruder — let loose.

"You fools", he repeated. "How long are you going on imagining



This is one of the CKGM ROAD SHOWS — made up of young Montreal talent, and polished into an actual musical review, which is then made available to charity institutions, high schools, colleges and community groups — in and around the Greater Montreal area. Proceeds of the performances all go to the charity involved.

Each week CKGM auditions over 100 talented youngsters for these shows and auditions are now booked up into mid-summer. Already several concerts have been given, and the next ones are in the Montreal High School Auditorium on March 25th and 26th.

CKGM has a special professional musical director, choreographer and master of ceremonies developing the project.

It is estimated that within a year, over 3,000 Montrealers will have had an opportunity to perform in front of live audiences and on CKGM, as a result of this CKGM project — one of the many being introduced by Montreal's newest radio station.

PUBLIC SERVICE PROJECTS

- ★ *Road Show Troupes*
- ★ *CKGM Philharmonic Youth Orchestra*
- ★ *Open Mind Show*
- ★ *Community Chapel*
- ★ *Editorials*
- ★ *Ottawa Reporter, etc.*



yourselves incapable of walking without crutches? How long are you going to lean on one man for your food and shelter, your health, your knowledge, for everything you own?"

He stopped a moment to let it sink in. He realized that more than half the people present, half the whole town in fact, were too young to remember when people had been able to walk around comfortably on their own two legs — before the mad psychiatrist had moved amongst them. He knew though what would happen if they were allowed to go on, beholden to the man they believed was the only man who could cure their imagined ills.

The people shuffled uncomfortably for a moment. Then they were quiet again.

The new doctor stood there a moment looking at them. Then without another word, he strode out of the council room.

To say that the thirty odd people who were there were shaken would be putting it mildly.

After a few minutes, the meeting broke up without even a motion.

They went home in a daze, and most, if not all of them spent the whole night tossing in bed with scarcely a wink of sleep.

• • •

By noon the next day, the whole town knew about it.

The new doctor had spoken for less than a minute. Yet he had thrown the whole community into a turmoil.

Everywhere you went, little knots of people were gathered on street corners, in offices, in homes, everywhere, discussing in hushed tones what had happened.

For twenty-two years, which, for some of them, meant all their lives, or their adult lives anyhow, they had walked around on their crutches — physical and mental ones as well. Many of them could not remember when it was otherwise, and those who were old enough to remember,

had become so accustomed to the new way, that they hobbled around too, without thinking about the old days.

Then suddenly, this stranger had descended among them and had given them a vision — a flash-back to the way they used to live, using their own initiative, instead of depending on another's to make their way through life, and perhaps most important, walking on their own two legs without artificial supports.

They thought how wonderful it would be if they could really walk again like other people. But they also wondered what would happen if they threw away the crutches they had been using these past twenty-two years. "It's no use", they thought. "This new doctor is just a dreamer, a visionary. We'd fall on our faces and then where would we be?" So they slipped the crutches under their arms again and hobbled off about their business.

• • •

But the new doctor wasn't to be stopped this easily. He had started something and he was going to see it through.

He persuaded first one, then two, three, a dozen, to try a plan of his. If they dared not throw away both their crutches at once, why not try walking with just one -- one day a week -- for an hour?

It was a long process, in fact it is still going on. But the old doctor has disappeared from the scene. Nobody noticed him go or cared where he went. And, gradually, the people of that community have made progress. All of them are trying to get along without those crutches. Eventually it seems certain they will be self-supporting again. And this is the end of my parable -- as far as it has gone.

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This Man Knows You

HE KNOWS

where you want to be...

to sell the right agencies and clients who are interested in your market.

HE KNOWS

who you want to see...

the people in the agencies who make the decisions; the media buyer, the account executive.

HE KNOWS

what you want to say...

to research people, to radio-TV buyers about your market—to get them interested in actually buying.

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CKY ANNOUNCEMENT



D. A. (Don) McDermid



Jack M. Davidson

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JOS. A. HARDY & CO. LTD.
TORONTO EM 3-9433 MONTREAL VI 2-1101
FAST INTEROFFICE TELEX COMMUNICATION

*Crystal Balderdash***NEVER SAY DIE -- OR YOU MAY**

by DICK LEWIS

ONCE UPON a time, a mad psychiatrist moved into a certain community, and, holding himself up as a doctor, proceeded to convince everyone who lived in that community that they could no longer walk without crutches.

Before he had been there a year, everyone was hobbling around with crutches under their arms, and the "doctor" used to chortle with glee as he watched his new "patients" — who had made up just about the healthiest community in the world, until he came on the scene — behaving like complete and helpless cripples.

But it went further than this.

In a sinister way, this doctor, as he called himself, had insinuated the idea into the minds of all these people that, just as he had provided them with the crutches without which they were convinced they could not walk, they needed him for all their ills, real or imaginary, — and most of them were completely imaginary — or else they would simply curl up and die.

So they began to lean on him for everything.

They learned to turn to him whenever they had the slightest ache or pain, and he would provide them with medicine. When they fell out of work, he would find them a job.

When they quarreled with their neighbors, he would make peace. When they needed advice, he would supply it.

Naturally he was making a pretty nice thing out of it all.

Until one day a stranger came into town, bought a house and moved in with his wife and family.

• • •

For a while he was a man of mystery. Nobody had ever seen or heard of him before. Nobody knew what he did. He was friendly when anyone spoke to him, but he never started a conversation.

Then, one morning, he was strolling up Main Street and an old lady tripped on one of her crutches and fell, almost at his feet.

He picked her up, looked her over carefully, carried her into a store, and proceeded to set the bone in her leg, which had been broken in two places.

Soon the word got around town and people began wondering who and what the stranger really was. He had fixed up the old lady so expertly they were convinced that he must be a doctor.

But what would a doctor — another doctor — be doing in this town where they were already so well taken care of by their own doctor, who was not only that, but

also their guide, philosopher and friend. They had no call for another doctor. The original one had shown them how they could only get along if they used crutches. This intruder would have to leave.

Naturally the original doctor did not discourage this idea at all. He saw his wonderful position in the community threatened by the stranger. Now there was a spark of annoyance beginning to spread around, and quietly he did everything in his power to fan it into flame.

He took no active part in the campaign, but when anyone said, or even suggested or hinted that the intruder should be run out of town, he certainly did nothing to discourage the idea.

The subject became the main topic of conversation wherever you went. For no apparent reason, the gossip was encouraged by some invisible and undefinable influence. So naturally, it continued — and grew.

• • •

Eventually the town council took notice of it. What was this threat, which had reared its head to jeopardize the tranquility of the community?

For the past twenty-two years, the entire community had been walking around — on its crutches —

without a care of any kind in the world. Their every need of every sort and description had been taken care of by the old doctor. What did this new man want? Had he come to upset the even tenor of their lives? This was not going to happen if they could do anything about it, and they could.

The old doctor was present as a special guest, when the town council and a number of civic officials held a special meeting. He was wearing a virtuous smile on his face as he rose to speak, but what it was he was going to say will never be known, because at that precise moment, the door of the council room opened and in walked another guest, an uninvited one, the new doctor.

The chairman raised his head. When he saw who it was, he was so taken aback that he could say nothing.

The new doctor strode to the platform, and, without so much as a glance at the chairman, who by this time was literally shaking with fury, he turned towards the audience and said: "You Fools!"

A hush fell, and for several seconds the air was heavy with it. Then the new doctor — still an intruder — let loose.

"You fools", he repeated. "How long are you going on imagining



This is one of the CKGM ROAD SHOWS — made up of young Montreal talent, and polished into an actual musical review, which is then made available to charity institutions, high schools, colleges and community groups — in and around the Greater Montreal area. Proceeds of the performances all go to the charity involved.

Each week CKGM auditions over 100 talented youngsters for these shows and auditions are now booked up into mid-summer. Already several concerts have been given, and the next ones are in the Montreal High School Auditorium on March 25th and 26th.

CKGM has a special professional musical director, choreographer and master of ceremonies developing the project.

It is estimated that within a year, over 3,000 Montrealers will have had an opportunity to perform in front of live audiences and on CKGM, as a result of this CKGM project — one of the many being introduced by Montreal's newest radio station.

PUBLIC SERVICE PROJECTS

- ★ Road Show Troupes
- ★ CKGM Philharmonic Youth Orchestra
- ★ Open Mind Show
- ★ Community Chapel
- ★ Editorials
- ★ Ottawa Reporter, etc.



yourselves incapable of walking without crutches? How long are you going to lean on one man for your food and shelter, your health, your knowledge, for everything you own?"

He stopped a moment to let it sink in. He realized that more than half the people present, half the whole town in fact, were too young to remember when people had been able to walk around comfortably on their own two legs — before the mad psychiatrist had moved amongst them. He knew though what would happen if they were allowed to go on, beholden to the man they believed was the only man who could cure their imagined ills.

The people shuffled uncomfortably for a moment. Then they were quiet again.

The new doctor stood there a moment looking at them. Then without another word, he strode out of the council room.

To say that the thirty odd people who were there were shaken would be putting it mildly.

After a few minutes, the meeting broke up without even a motion.

They went home in a daze, and most, if not all of them spent the whole night tossing in bed with scarcely a wink of sleep.

• • •

By noon the next day, the whole town knew about it.

The new doctor had spoken for less than a minute. Yet he had thrown the whole community into a turmoil.

Everywhere you went, little knots of people were gathered on street corners, in offices, in homes, everywhere, discussing in hushed tones what had happened.

For twenty-two years, which, for some of them, meant all their lives, or their adult lives anyhow, they had walked around on their crutches — physical and mental ones as well. Many of them could not remember when it was otherwise, and those who were old enough to remember,

had become so accustomed to the new way, that they hobbled around too, without thinking about the old days.

Then suddenly, this stranger had descended among them and had given them a vision — a flash-back to the way they used to live, using their own initiative, instead of depending on another's to make their way through life, and perhaps most important, walking on their own two legs without artificial supports.

They thought how wonderful it would be if they could really walk again like other people. But they also wondered what would happen if they threw away the crutches they had been using these past twenty-two years. "It's no use", they thought. "This new doctor is just a dreamer, a visionary. We'd fall on our faces and then where would we be?" So they slipped the crutches under their arms again and hobbled off about their business.

• • •

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...a ched plus...



ONE MORE EXAMPLE OF HOW
CHED (EDMONTON)
WORKS WITH THE SPONSOR
TO PROMOTE AND
MERCHANDISE HIS PRODUCT

IN
NORTHERN
ALBERTA
"PROMOTION"
IS SPELLED



Representatives:

STEPHENS & TOWNDROW LTD.
TORONTO MONTREAL
SCHARF BROADCAST SALES LTD.
VANCOUVER

FORJOE & CO. INC.
U.S.A.
A. J. MESSNER & CO.
WINNIPEG

RADIO TEAM DEFEATS NEWS SQUAD



Photo by Frank Kennedy
THE HOCKEY TEAM made up of staff members of VOXM-Radio, St. John's, defeated the St. John's Daily News team by a score of 7 to 2 recently and clinched the Super-Ace Taxi Trophy, emblematic of championship honours in news media competition. Team members for VOXM were (standing l. to r.): Jim Butler, Charlie Noseworthy, Bob Cole, Roy Pike, Noel Vinicombe, Harold Butler and Bill Evans. Kneeling are Dave Bastow, Peter Williams and Edgar Squires.

PICTURE TROUBLE IS FLOAT THEME



"PICTURE TROUBLE is temporary, do not adjust your sets" was the theme of the CKMI-TV and CFCM-TV float which took part in the Carnaval de Québec Parade on February 27. Following this float were nine open sports cars, each carrying a CKMI or CFCM personality.

ATTENTION LES DELEGATS

Many of you will have language problems at Quebec. In the past, I have been there and at your side to help you bumble through.

This year (this annee) I am unable to attend.

Therefore I have taken the precaution of mailing several copies of The Station Break (La Station Break) to the CAB desk. It contains complete instructions (also some advertisements). Ask for a copy.

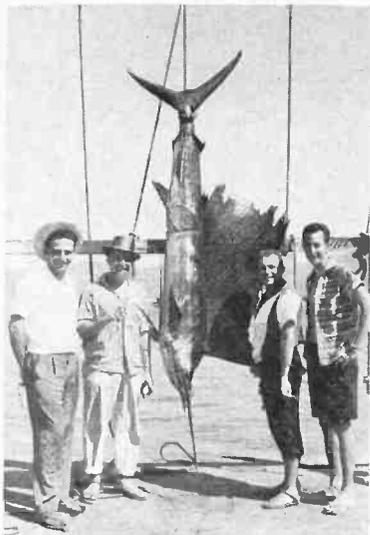
WALTER A. DALES, RADIOSCRIPTS
270 Fort Street, Winnipeg, Man.



INVEST IN SUMMER RADIO TO INCREASE YOUR SUMMER SALES. You can get all the facts from our new booklet—it tells the complete story! All-Canada Radio and Television Limited

BEGINNER'S LUCK

Television



KERRY KUMPF, assistant radio and television director at Spitzer & Mills, took a trip to Mexico last month and managed to bag himself a 125-pound sail fish — the only catch on the whole trip.

In the picture, taken while the prize was being weighed, are: Steve Damalous from Chicago, Kerry Kumpf, Herb Spindel from New York and Jim Kraft from Hobart, Indiana.

MANITOBA GOVERNMENT PRESSES HARD FOR NORTHERN TV

RESOURCES MINISTER C. H. Witney said in the Manitoba Legislature this month that the provincial government is pressing to have a television transmitter established on Mount Baldy to provide service to Northern Manitoba areas.

His statement came during a four-hour debate on the issue of providing television reception to Northern Manitoba.

Liberal-Progressives and Progressive Conservatives accused one another of having bungled efforts to provide the service.

Mount Baldy, in Northwestern Manitoba, is the site of the transmitting tower of CKOS-TV, Yorkton, Sask. Mr. Witney said a second transmitter could be set up there without the two signals interfering with one another.

Manitoba engineers had been working on a plan for a tower there when the Yorkton station's application was approved.

The television debate was touched off by Whip Gildas Molgat (L-P, Ste. Rose) as Utilities Minister J. B. Carroll introduced his department's estimates.

Mr. Molgat said the government's handling of northern television pro-

posals was one of the greatest cases of bungling, of mismanagement and lack of foresight in the government's history.

He said that by not supporting an application by CKX-TV, Brandon, to extend service to the north, the government had made it almost impossible to provide service to Flin Flon and The Pas for many years.

Under the proposal, Mr. Molgat added, the CBC would have paid for rental of the system if the Manitoba Telephone System agreed to provide transmitting towers. Now that

CKOS-TV, Yorkton, has been given approval to erect a transmitter on Mount Baldy, half the market for a Manitoba station has been taken away.

He said the Yorkton station will be received in Dauphin and Swan River. Flin Flon and The Pas will still be without television.

Mr. Molgat also said the government had not given a fair trial to a proposal made in 1958 by Northwest Electronics Company to extend service north to Dauphin by small satellite transmitting stations.

EDUCATIONAL TV IS A CRYING NEED

JOHAN F. WHITE, president of the National Educational Television and Radio Centre of New York and Ann Arbor, Michigan, says television programs don't have to include shootings to attract children.

White was in Toronto recently to address a group representing educational bodies, cultural organizations, private television interests and the CBC.

He said the problem of the lack

of educational TV programming must be dealt with at the community level with the co-operation of universities, school systems, non-profit community organizations and TV stations.

White said the cost of setting up an educational TV station is in the neighborhood of \$300,000 making it almost financially impossible for all but the larger cities.

CKLW

SERVING WESTERN ONTARIO
FOR MORE THAN 27 YEARS

SERVES *the* LARGEST* Metropolitan AUDIENCE OF ANY STATION IN CANADA

*Over 4,000,000 People Live In The
Windsor-Detroit Metropolitan Area

CKLW

* This is an extremely important DOUBLE market. When you "sell" the 300,000 Windsor's market area you also sell to the millions "across the river", of whom thousands visit and buy in the Windsor area every week. In addition, nearly 200,000 Americans from June to September, are summer residents on the Canadian side within CKLW's range. They all ask for Canadian brand names. And the nice part of it is, Canadian advertisers get this BONUS at no extra cost! Call our "reps" now — learn more about this unique and wonderfully big PLUS that CKLW offers.

TV . . . CHANNEL 9 . . . 325,000 WATTS
RADIO . . . 800 KC . . . 50,000 WATTS
WINDSOR — ONTARIO

Representatives:
CANADA — ALL-CANADA RADIO & TV LTD. U.S.A. — ADAM J. YOUNG JR., INC. — TV ROBERT E. EASTMAN CO. INC. — RADIO

CKX. Brandon

RADIO AND TV TEAM FOR WINTER FAIR

THE FORTY-EIGHTH annual Manitoba Winter Fair, the second largest exhibition of its kind in Canada, gets underway March 28 at the Wheat City Arena building in Brandon. CKX-Radio and Television will have its news and sports staff on hand to cover all the proceedings.

This year, a \$90,000 extension was built to accommodate the estimated attendance of 100,000.

CKX news and sports directors, Jim Struthers and Henry Stothard, will team up with veteran newscaster John Wallace for *Fair Facts*, a daily 30-minute television report on the Fair. The program will include interviews with Fair personalities and film coverage of the various activities.

The 6.30 p.m. newscast on CKX-TV will feature a two-minute capsule recap of Fair news over the past twenty-four hours. *Night Desk*, seen each evening at 10.15 p.m. will highlight late-breaking film stories about the Fair.

CKX-Radio will provide listeners with judging results, attendance figures and program reviews on all regular newscasts. This will be supplemented by live reports direct from the Fair.

The station will broadcast the highlights of the six evening shows at the Fair which will include the opening ceremonies, the crowning of the Winter Fair Queen and the light horse shows.

Farm Fare at 7.25 a.m. and *Agri-*

cultural Report at 1.05 p.m. will be devoted almost exclusively to Winter Fair features. Frank Bird, acting farm director, will keep listeners informed on the agricultural side of the Fair, while Henry Stothard will cover the events at the evening light horse programs. Jack Tennant, John Wallace, Bob Carle and Ken Johnson will also report on Fair activities.

Sadie Hawkins Day

AT LEAST THREE radio stations across the country hit on the same idea to promote themselves on Sadie Hawkins Day, February 29. CKCL, Truro, CKCW, Moncton, and CHAB, Moose Jaw, turned the announcing and programing chores over to the wives of the staff and sponsors for the entire day.

In Truro and Moncton, the ladies handled the music shows, aired the news, voiced the commercials and, in fact, did the complete on-air job except for pre-recorded spots. At 8 p.m. the girls at CKCW organized and announced a live talent show in aid of the March of Dimes campaign.

Out west in Moose Jaw, the staff of CHAB wondered if they hadn't gone too far in turning the station over to the distaff side for more than 100 phone calls came into the station with messages such as: "You guys better give up. The girls are doing better than you" and "I'm going to keep them on all day and stay home and listen. Best radio I've heard in years."

**FOR OUR MONEY
...AND YOURS**

**The Best Reps
In the Business**

Lately there have been a lot of changes in the station representative business and a lot of new faces. There have been a lot of new stations, too, and some of them have come to us either for advice or to join new setups. We've given them all just one answer — "we like the company we travel with now".

Frankly, we figure we have the best national sales representation any station, big or small, can get. This station is recognized by most national advertisers as the hottest merchandiser and sales promoter in Southern Ontario, if not most of Canada. We have made the Sun Parlor Market — Canada's 7th Market — a "must" on most advertising lists.

We couldn't have done it without the vigorous, able and knowledgeable help of our reps, Radio & Television Sales Inc. Staffed with experts who know Radio selling . . . who know stations and station operation . . . who give advice that makes dollars and sense . . . who really know why CJSP is the Number One choice in this big market of 325,000 people!

Our Reps. can help you . . . we know!



Andy McDermott



Keith Kearney



Fred Ellis



Don Fox



T. C. McGuire

**RADIO
71**

POWER NOW 4-TIMES GREATER

Represented By
RADIO & TELEVISION SALES INC.
TORONTO — MONTREAL

What Service Does

G. N. MACKENZIE LIMITED

Offer to the Broadcaster ?

- 1. Sells — Packages — and Distributes
NATIONAL RADIO PROGRAMS

Monarch-Purity
"CURTAIN TIME"

Dr. Chase Medicine Co. Ltd.
"JANE GRAY SHOW"

Chesebrough-Pond's
"LET'S GET PERSONAL"

Swift Canadian Co., Limited
"SWIFT MONEY MAN"
"LE GRAND ARGENTIER
SWIFT"

Imperial Tobacco
"SHOW BUSINESS WITH
SINCLAIR"

PLUS

- 2. Local production assists — that are commercial —
THE JIM AMECHE SHOW — ED McCREA'S AUTOMOTIVE SALES LIBRARY — YOUNG HOLLYWOOD — DEAR SHIRLEY — THE BOB AND RAY SHOW.

PLUS

- 3. The NEWEST and BEST in feature programming for the station that serves its entire community.

MYSTERY ADVENTURE SHOWS — COMEDY PROGRAMMING
RADIO THEATRE SHOWS

Try Us — For Quick Action — We Guarantee SATISFACTION !

G. N. MACKENZIE LTD. HAS THE SHOWS

TORONTO MONTREAL WINNIPEG VANCOUVER

Radio Reps Clinic

PROBE PROGRAMS AND SALES AT WINNIPEG GABFEST

PEOPLE ENGAGED in one phase or another of actual programing were among the star performers at the fifth annual sales and program clinic of the Radio Representatives Ltd. group of stations, which took place at the Marlborough Hotel in Winnipeg March 4 to 6.

Thirty-eight people, representing twelve stations attended the meeting and it was decided to do a repeat performance in Calgary next year, probably in January.

Speaking on the subject of "Good Music", Roy Currie, program director of CFQC, Saskatoon, stressed the importance of the selection of the right music. He scored the tendency of some stations to "accept the promoter's wax and play it without question, and advocated the employment of announcers and others of high academic standing to direct and handle the programs."

Currie preferred to use the term "acceptable broadcast music" rather than the usual "good music". Actually, he said, the right kind of music is "the emotional reaction within the mind of the listener to sound which is organized towards beauty".

Beyond this, he said consideration must be given to "the physical factors in the organization of sound, such as grammatical rules.

"When the performance is not in accordance with the grammatical rules and the physical laws of sound organization, it is obviously not music and should not be presented as such," he said.

"Most newscasters", he continued, "would hesitate to mispronounce words and generally to mutilate the language, and this is no less abominable when it occurs in the presentation of a popular song — slack jawed treatment in articulation," he said.

The first step, Currie said, is to see to it that "broadcast music is performed by highly qualified musicians and not by totally untrained

persons taken off the street to make a record."

Currie pointed out that the term "good music station" can be a very negative sort of thing in that it can and often does describe a station which simply "does not play bad music". This, he said, does not make a sufficient contribution to the general public interest in music.

Radio has so much influence upon musical education of the public that a station's musical output "should not be left to the discretion of those who are not knowledgeable in music or music education." He urged "executive members of the industry" to acquaint themselves with "the philosophy of modern music education as expounded by leading music educators". He felt that "its methods are aimed at turning out intelligent consumers of music which is exactly what radio needs in order to maintain a firm hold against other media in the entertainment field."

Currie included in the functions of a good music station such endeavors as assistance, on the station's part, to school music activities; giving local talent an opportunity to go on the air; the general encouragement of worthwhile live music. "This assistance must be given", he said, "in a sincere and knowledgeable manner and not for any reason but that of increasing the general public interest in music."

Stations which exclude their activities to the heaviest of classical music could not be considered good music stations, because they fail to give the average listener any enjoyment, and the station which only plays the top forty is worse, he said. In the latter instance, he felt, the station is refusing to recognize the need for any standards, however low, for broadcast music.

Currie called on the industry to exercise the same care in choosing and training people responsible for their music as it does in the case of

newscasters and announcers. Apart from everything else, he said, "we have to face the fact that unless we are able to create a mature set of standards for ourselves, someone else will."

ALL NEWS MUST BE LOCAL

News rates top billing as a program ingredient. It is also of interest to all of a station's listeners and is therefore one of the more tangible aspects of the broadcasting business.

In these words, George Duffield, program director of station CFRN, Edmonton, stressed the importance of this phase of programing. He defined news as "any current, unbiased and accurate account of developments affecting the interest, lives and welfare of persons who listen to the report."

He quoted CFRN's news director as saying that "all news must be local news." Expanding this thought, he said: "A news event from the other side of the world must be related to local interest or reaction, or else it has little value. This", he said, "requires the skill, imagination and know-how, to take a national story and relate it to the local scene, to give it interest."

The great thing about news, he felt, was that it "gives us the now factor, the feeling of immediacy, one of our great assets."

Each station must determine what part the news service contributes to the whole operation of the news department and then obtain the personnel to do the job, he said. "Its effectiveness", he added, will only be as good as the person who directs its efforts." He stressed the need for the industry to do something toward the "training and encouragement of intelligent news people who have depth and aren't steeped in the idea that sensationalism is the sure, short road to success."

Stating that he was not proud of the fact that newspapers seem to

provide the training and experience that makes a good newsman, Duffield wanted to know what the industry is doing about scholarships to recognized schools of journalism.

The news director, Duffield felt, should have a fair amount of air experience. This would enable him to participate personally in newscasts and special events. As well as coaching his staff in writing and editing, he must direct them in newscasting, sportcasting and so forth.

The news director should report to the program director, Duffield thought, because the PD must have control of the ingredients of his schedule in order to get the results he visualized. Editorial policy should be set by the station manager or a management committee.

The news department needs dedicated people who know when a wire story is incorrect or incomplete and are familiar with world affairs and politics. "It does not matter who provided the incorrect copy", he said. "It's the newscaster who establishes a reputation with listeners for both himself and the station for accurate and comprehensive news." It is worth the effort to find good writers, editors and newscasters, and program announcers are not usually effective as newscasters because they are less interested in the significance of the news.

On the actuality side, Duffield said the CFRN news department is always on the look out for talks by well-known speakers on subjects of wide interest made at Chamber of Commerce, Service Clubs and other public gatherings. "Our objective", he said, "is one a week. We tape them on the spot and only use the section we consider of high listener interest."

While the legislature is in session, CFRN's city editor does a daily round-up in the 6.30 news. "This year", he said, "we have another feature at 9.05 p.m., called *Capital Comment*, consisting of comments by cabinet ministers or others who have been most active in the House that day."

NO CO-HABITATION PROBLEMS

Eric Davies, assistant manager of CKX-Radio and CKX-TV, Brandon, Man., supplied for the clinic an answer to the question: "Is it possible to operate a radio and television station under one roof?" The answer was "Yes."

"On the whole," Davies said, "we have found that it is possible to operate with fewer staff than if the radio and television operations were carried on separately."

There were no co-habitation problems as far as administration was concerned. Elsewhere minor staff increases were called for; in some, none; and in others, greater increases.

Specifically, a TV traffic girl and a girl for book-keeping were required, but correspondence was easily absorbed by the existing stenographic staff.

Additional staff was needed for departments which have no counterpart in radio — such as a film editor,

STEPHENS & TOWNDROW Ltd.

Toronto—Montreal

Taking Time to Sell Creatively

a chief photographer and assistant; a girl sign-writer; and a set-designer who also acts as floor manager. "You'll find that the sign-writer is no artist", he said, "and the artist is no sign writer, so there's no doubling up there."

A full-time TV production manager is essential, but, he said, "If your radio production manager has a good theatrical and musical background, there's no reason why you can't move him over and promote his former assistant."

"Your radio announce staff can handle the TV work on an overtime basis", he continued. "They'll all be champing at the bit to get 'on camera', and some of them will make the transition admirably."

"All station ID's, promos, program intros and extros and off-camera voice-over film-or-slide commercials can be pre-recorded and timed, thus obviating the necessity for the physical presence of announcers throughout the TV schedule," he added. "Live commercials and shows are, of course, different", he said, "and don't overlook your own radio staff when looking for specialists for particular TV features."

The technical department, Davies pointed out, required the greatest increase in staff. "In our case", he said, "the entire staff of radio operators was moved over to TV and the radio announcers became self-operating."

"The size of the operating staff was doubled", he said, "and a chief engineer and an assistant were also hired."

The radio continuity editor took on the bulk of the TV writing and farmed out various accounts to two

other TV writers.

"In the news, farm and sports departments", Davies continued, "the biggest increase is in the use of carbon paper. Our news, sports and farm directors and three news announcers were easily able to absorb the work entailed in providing two daily news and sports telecasts and a weekly *Farm Show*, through a minor re-adjustment of their shifts. Rewriting of local and teletype news is done in duplicate", he said, "and our chief photographer, who is a former newspaper photographer, is able to write the stories for the news film he shoots. Conversely, our news announcers are able to shoot film when required."

The radio music librarian can easily handle the music required for TV; the promotion department can absorb the work for both media; maintenance personnel couldn't care less whether they're scrubbing a radio control room or a TV studio.

"The only areas where the 'happy couple' doesn't get along very well together are the sales departments, and we don't want them to", Davies said.

"We don't allow any cut-throat knocking, but neither do we allow any consorting with the enemy. The sales departments have to be completely separate", he said, "and with the additional competition faced by the radio salesmen, it was found necessary to increase their numbers."

FARMERS ARE PEOPLE

In an area with three hundred thousand people living in a radius of a hundred and twenty miles from the station, but with only one community with a population of over five thou-

sand, farm programming is a must. This is the situation of CJGX, Yorkton, as outlined to the clinic by George Gallagher, manager of this western farm station.

From a commercial standpoint, Gallagher likened programming to a farm market to programming to a twin market. "Farmers are good prospects for most consumer products, living as they do on as high a standard as their city counterparts", he said. "Besides this, they make up an industrial market too."

Expanding on this second area, Gallagher said: "Every farmer is in himself a manufacturer. He has to buy the manufacturing implements of his trade, such as tractors, combines, trucks, farm machinery of all types, plus fertilizers, feed and seed. Therefore", he added, "he is a potential customer for both domestic and industrial articles."

While admitting that radio will not replace full-fledged agricultural short courses and degrees, the speaker pointed up the importance to the farmer of information by radio which draws attention to and whets the farmer's interest in a program or a new idea.

"A man with a strong back, a bucket and a scoop shovel just can't make a living farming any more", he said, "and the operators who are getting ahead and are making a success of agriculture have their eyes and ears open for any of the new advances in machinery or methods that can help make their farm an efficiently run unit."

Again stressing the importance of farm programming in Western Canadian radio, Gallagher pointed out that in metropolitan areas, the

average listening time per household is 3 hours and 32 minutes, whereas in rural areas the average is 4 hours and 27 minutes.

"It may also be interesting to note", he said, "that the percentage of farm television homes in Canada is 49, meaning that radio has less competition in the rural areas than in the city markets."

Continuing in statistical vein, Gallagher came up with these facts:

Farm family daytime radio listening is 13 per cent above and nighttime listening is 28 per cent above the national average.

Asked in a recent survey, "which medium is the most help in your daily farm operation," 43 per cent reported radio; 27 per cent reported TV, 17 per cent national farm magazines; 13 per cent daily newspapers; 10 per cent farm papers.

"Is radio important to you in planning farm work?" — 88 per cent answered "yes". 51.7 per cent of the daily radio listening on farms takes place in farm kitchens where the whole family meets at least three times a day for meals, where not just one member of the family but all the family participates.

"Farmers like news, sports, plays, commentaries and music, just as anybody else", Gallagher summarized. "Their musical tastes may vary, but they still enjoy good music, whether it be western, popular or formal", he said.

The three-day clinic was conducted under the general chairmanship of Gordon Ferris, president of Radio Representatives Ltd. Rory MacLennan, CJOB, Winnipeg, acted as sales chairman and Gordon Carter, CFCN, Calgary, was program chairman.

NOW GET BROADCAST QUALITY

WITH THE Fi-Cord FEATHERWEIGHT TAPE RECORDER

for the

- REPORTER
- PROFESSIONAL MAN
- ENGINEER
- HOME MOVIES
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The FI-CORD a precision built tape recorder that offers amazing fidelity and high sensitivity in a compact unit. Fully transistorized, the Fi-Cord is equipped with its own speaker for full volume playback and monitoring. In addition the Fi-Cord operates on re-chargeable long life batteries for extra value. Price, including microphone, tape and batteries — a low

\$295.



Size: 9 3/8" x 8" x 2 1/4"
Weight: 4 1/2 lbs.
Two Speeds:
7 1/8" and 1 3/8" ips



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CUTS & SPLICES

by BOB MILLER

CBC Series on Eskimos

THE CBC has awarded a contract to Robert Anderson Associates, Ottawa film company, for the production of a series of six half-hour documentary films on the last of Canada's primitive Eskimos.

Camera crews will travel to the Pelly Bay area of the Arctic this year to record the customs and cultures of Eskimos who have not yet been influenced in their way of life by the white man.

Robert Anderson, producer of the series, said the signing of the contract by the CBC to make this series on the Pelly Bay Eskimos will make it possible to have a record of the vanishing aspects of a Canadian culture at a time when all other Eskimos are rapidly being assimilated into the white man's ways.

Anderson is a former National Film Board producer. He is well-known for his part in starting the series of films on mental health for the Department of National Health and Welfare.

A unique feature of the series, tentatively called *The Last Hunters*, is that a music composer will be taken on location to prepare the first suite of Eskimo music for use in the programs.

"It is our expectation," Anderson said, "that we will be able to record

for posterity the way of life of what might be called the last of the primitive Eskimos."

Director of the series will be Doug Wilkinson, who has lived with the Eskimos and is one of the few white men to have been adopted by an Eskimo family. Formerly with the NFB, Wilkinson has directed two prize-winning films about Eskimos and has also written two books on the subject.

Christopher Chapman, who has won awards for his filming of *The Seasons* and *Quetico*, will be cameraman.

RKO Buys into RLP

RKO GENERAL Inc. has bought into Robert Lawrence Productions both in the United States and in Canada. There will be no change in executive personnel of the commercial production firm.

Reason for the purchase is that RKO General, which sold its Hollywood lot in 1958 to Desilu, wants to get back into the production side of the film business. RKO also owns several TV stations across the US, the facilities of which will be made available to RLP for service to its clients.

Since RKO will not actively engage in production, John Ross, president of RLP in Canada, said the trans-

action means that he now has two partners in the company whereas before there was just himself and Robert Lawrence.

Maxwell Leaves Canada

A RECENT ISSUE of VARIETY reported that Robert Maxwell, executive producer of Trans-Video Productions in Toronto, has definitely pulled out of Canada and will film *National Velvet* at MGM in Hollywood. The series was originally slated to be made in Toronto.

Maxwell said "Canada is neither ready nor equipped for topdrawer film production." While he intends to keep his stock interest in Trans-Video -- now inactive -- he went on to say: "The Board of Broadcast Governors will have to face a few of the facts of film production life before I try again."

"Once the BBG gets around to defining 'Canadian content' realistically and accepts the help of trained Hollywood technicians, things may develop there," he said.

Mining Company Enters TV

NEW VINRAY MINES Ltd. has received approval from its shareholders to purchase a library of British-made films for distribution to television stations in Canada.

The company's corporate name will be changed to Atlas Telefilms Ltd. Ten million shares will be issued, of which 3,234,607 will be outstanding.

The company, which claims a number of mining prospects in Quebec, is buying the film library from Mobile Films for \$100,000 plus 1,500,000 shares of Atlas.

US Series on CBC-TV

TWO AMERICAN FILM series began thirteen-week runs on the CBC-TV network this month.

One Step Beyond, distributed by ABC Films Inc., returned to the network March 16, replacing *The Unforeseen*. Sponsors are Lever Bros. and Houde and Grothe. The series of dramas deals with the experience of people who have observed extra-sensory phenomena.

The Twilight Zone, which began March 12, replaces *Staccato* and is sponsored by American Home Products. Distributed in Canada by S. W. Caldwell Ltd., the series has a stranger-than-fiction theme.

Can. Kodak Appointments

TWO NEW APPOINTMENTS at Canadian Kodak Sales Ltd. were announced recently by President Donald C. Kerr.



C | K | X



BRANDON

RADIO

MANITOBA

The **POWER**
in a **POWERful**
market!

SOON **10,000** WATTS

CONTACT:

RADIO REPS — Toronto, Montreal
SCHARF BROADCAST SALES — Vancouver

A. J. MESSNER — Winnipeg
YOUNG CANADIAN LTD. — U.S.A.

D. Douglas Lauder has been made vice-president, sales and advertising. He was formerly sales manager and secretary of the firm.

John O. Arrowsmith, formerly director of manufacturing, is now a vice-president.

Would Curb Film Imports

BRITAIN'S LEADING movie and Television union, the Association of Cinematograph, Television and Allied Technicians, is pressing for control on imports of American films.

At its recent annual conference, the Association condemned the average quality of American films shown on British TV screens.

The Association said in a resolution that the average American movie poses a threat to the education of children and to the British way of life and thought.

General Secretary George Elvin said it was hoped to limit the number of foreign movies shown on television to about 30 per cent.

He said: "We don't want to ban the importation of American television films, we just want the influx controlled."

Changes of Address

THE ASSOCIATION of Motion Picture Producers and Laboratories of Canada moves its offices to Prudential House, 55 York Street, 13th floor, Toronto 1, on March 19. The phone number remains the same: EMpire 3-8374.

Master Film Studios in Calgary now has its studios located at 811A — 17 Avenue SW. Phone number is AMherst 9-3200.

C-JOY ANNOUNCEMENT



J. A. "Jack" Jackson

Mr. Wallace Slatter, President of C-JOY Ltd., recently announced that J. A. 'Jack' Jackson, has been appointed Station Manager of Radio C-JOY, Guelph.

This appointment is one of several which recognize the increased responsibilities of the soon-to-be completed 10,000 watt installation. Mr. Jackson, who has managed area and national sales for Radio C-JOY for the past five years, has named Mr. Clifford Muir, Area Sales Manager and Mr. Jackson will continue to direct the National business on the station.

Mr. Jackson served as a Flight Lieutenant Navigator in the European theatre with the R.C.A.F. during World War II and was awarded the Distinguished Flying Cross. He re-joined General Motors as a District Manager and later became General Manager at a large automotive dealership, from which position he came to Radio C-JOY in 1955.

Pay Television

TELEMETER GOES ON THE AIR IN WEST TORONTO SUBURB

ABOUT A THOUSAND homes in the Toronto suburb of Etobicoke were hooked up in time to see the world premier of Telemeter, Famous Players Canadian Corp.'s pay-before-you-see method of closed-circuit television, on February 26.

Telemeter held open house at its 3010 Bloor Street West location, where press and people in the television and film industries could watch the opening ceremonies and tour the building.

Larry Henderson, well-known news commentator, acted as master of ceremonies. He introduced John J. Fitzgibbons, president of FPCC, who called the new entertainment medium a marriage of motion pictures and television.

He was followed by Adolph Zukor, chairman of the board of Paramount Pictures, which developed Telemeter. Appearing on Videotape, Zukor spoke of the various developments

which have taken place in the entertainment industry, climaxed by this most recent development.

L. M. Mackenzie, chairman of the Ontario Boxing Commission and Clarence Campbell, president of the National Hockey League, both appeared and expressed their feelings that Telemeter is a good medium through which to view sports events.

Margaret Aitken, MP for York-Humber, which includes Etobicoke, saw the new medium as an instrument for public service and information on the community level.

Larry Henderson then introduced the Hon. James Allen, provincial treasurer, who connected two cables, officially putting Telemeter into operation.

Following the opening ceremonies, the film portion of the evening got under way with previews of feature-length films that will soon be shown. The previews were of such films as

Gigi, North by Northwest, The FBI Story and Career.

First film of the evening was a short subject, Wonders of Ontario, which was narrated by George Jessel. After the film ended, Larry Henderson reappeared on the screen and announced that the main features were about to start -- A Journey to the Centre of the Earth on Channel "A" and The Nun's Story on Channel "B" fifteen minutes later. Cost of each picture was \$1.00.

\$561,000 For Satellites

THE HOUSE OF Commons was informed earlier this month that the CBC has spent \$561,000 since January 1, 1958, to build satellite television stations, TV relay transmitters and low-power radio relay transmitters. The information was tabled for Liberal member H. J. Robichaud of Gloucester.

PROGRESS

5 in '58

16 in '60

In less than two years — this has been our growth

It has been made possible by three groups of wonderful people — Stations • Agencies • Advertisers. We at Trans-Ocean wish to thank you — for the support and help you have extended us.

Sixteen of the GROWIN'est GOIN'est stations in Canada

- CFAX — Victoria
CHQM — Vancouver
CKRD — Red Deer
CJDV — Drumheller
CJSS — Cornwall
CKTR — Trois Rivieres
CFLM — La Tuque

- CKVD — Val D'or
CHAD — Amos
CKLS — La Sarre
CKRN — Rouyn
CHLT — Sherbrooke
CKTS — Sherbrooke
CJLR — Quebec

- CHLT-TV — Sherbrooke
CJSS-TV — Cornwall
CKRN-TV — Rouyn
CJFB-TV — Swift Current
CHCA-TV — Red Deer

TRANS-OCEAN RADIO & TV REPRESENTATIVES

TORONTO: RADIO: Ted Pepler, Al d'Eon; TV: Alex Stewart, Bruce Masters; MONTREAL: RADIO: Guy Davlault; TV: Gil Laroche; 357 Bay Street — EM. 6-5455; 1500 St. Catherine St. W. — WE. 7-9327

*BBC Television***WOULD RATHER LOSE VIEWERS THAN LOWER STANDARDS**

GERALD BEADLE, director of BBC Television Broadcasting, spoke in New York recently about Britain's two different television systems.

"To anyone concerned about television as a social force, I recommend Britain as a field for study, especially just now," Beadle said. "It has two powerful networks, one operating on the public service system, the other on the advertising system. There is no third network to confuse the issue. Neither system is likely to ruin the other, but one of the two will in the end come to be regarded as the more acceptable to an educated democracy.

"The British advertising network is compelled, by financial consideration, to adopt a style of programming designed to attract a large, steady, pre-

dictable average audience. It must slant itself towards that section of the population which has the most money to spend on advertised consumer goods.

"The wholly different financial status of the BBC leads to a wholly different style and policy of programming. The British people as individuals pay annual fees for their radio and television. This creates a relationship between the BBC and the people which is more like the normal relationship between a business and its customers. For the BBC, the customers come first. They are individual men, women and children, with varying standards of education and taste and an age range between infancy and 100. We have no financial temptation to favor any particular section. All the people are equally

important to the BBC. We have set ourselves the task of satisfying the diverse needs and the interests of every substantial element of the population. It is a formidable task."

THIRST FOR KNOWLEDGE

"It is no good attempting to use television to force down people's throats something they don't want. On the other hand, I am convinced that great developing peoples like the British and the Americans have a real thirst for information, for knowledge, for ideas and for artistic appreciation. Television is a superb medium for gratifying all these needs. I guess that before very long television services everywhere will come to be judged by this standard more than by any other.

"About half of the BBC's prime

viewing time is devoted to programs of information, of ideas and of important works of art. The competing advertising network does not altogether neglect these things, but it devotes a much smaller proportion of its prime time to them. The BBC would be prepared to let its average audience go down to one third, maybe even one quarter of the total rather than lower its professional standards or reduce its high proportion of intelligent programs. But in fact this has not happened.

"There is no short cut to success in public service television as there is in commercial. The road to success for a public service network is long and straight. It involves fidelity to principles, and the highest possible professional standards in all types of programming. It is a policy which takes a long time to mature.

"I regard television as an industry in its own right, taking a pride in the perfection of its own products and devoting itself to the needs of its customers — the people. Wherever it is used as a mere channel for the sale of other people's goods or the propagation of particular ideologies it becomes something less than its true self.

"Next to the home and school, I believe television to have a more profound influence on the human race than any other medium of communication. It deserves to be taken very seriously indeed."

A Nation Informed . . .

Broadcast News serves 223 private radio and television stations broadcasting to all the settled communities of Canada.

Teletype circuits spanning the nation pulse day and night with news from around the world, from the nation's thriving cities, from its rural areas.

The flow is unceasing: news of government, business and labor, of progress and disaster; news of sport, the farm and of the active world of women.

Development of the news service so vital to broadcasting is guided carefully by the private stations. Their editors meet regularly to pool ideas for news-handling and presentation. Their representatives on the Broadcast News board set the pattern for progress.

Three Great Services in One

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

BROADCAST NEWS

Head Office

Toronto

Hockey for Crippled Kids

THE ANNUAL hockey game between the Press, Radio & TV All-Stars and the London Lords raised \$1,500 this year for the London and District Crippled Children's Treatment Centre.

A capacity crowd packed the Ontario Arena March 1 to watch the action and the antics between the CFPL and CKSL personalities and the London hockey club.

George "Punch" Imlach, coach and general manager of the Toronto Maple Leafs, coached the All-Stars and his assistant, Frank "King" Clancy coached the London Lords.

Playing for the All-Stars were Pat Murray, CFPL-TV; Bill Brady, Dorca Ballantyne, Dick McFarland, Jack Stephens and Al Hinge of CKSL.

The action was swift and plentiful throughout the game. Bill Brady, who wore hockey garb from the waist down and a tuxedo from the waist up (he thought dress for the game was semi-formal), received a round of applause when he started arguing with Referee Tory Gregg. The dispute arose because Brady had repeatedly blown a concealed whistle when the referee's back was turned. When he was told to give up the whistle, Brady skated over to the player's bench, returned to centre ice with a telephone and put through a protest call.

The game, which was organized by CFPL-Radio sports personality Peter James, wound up 8-6 in favour of the All-Stars, who were then presented with the Kernohan Trophy by its donor, Jerry Kernohan.

BIG 6 FOR '60

6 modern approaches to one old broadcasting problem:
finding the right music at the right price.

SESAC RECORDINGS announces the new all-LP music

Program Service, brilliantly produced on hi-fi recordings and featuring the great names of the industry. Six different purchase plans to choose from. Outright ownership. Your choice of albums. New releases.

Popular, jazz, classical, country and western, religious, band music, and the "DRUMMERS"* – SESAC's all-new recorded sales starters, station promos and production spots.

To see and hear and learn about the Big Six purchase plans, visit the SESAC Hospitality Suite at the Chateau Frontenac Hotel during the 1960 CAB Convention.

* Trademark

SESAC INC. THE COLISEUM TOWER
10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

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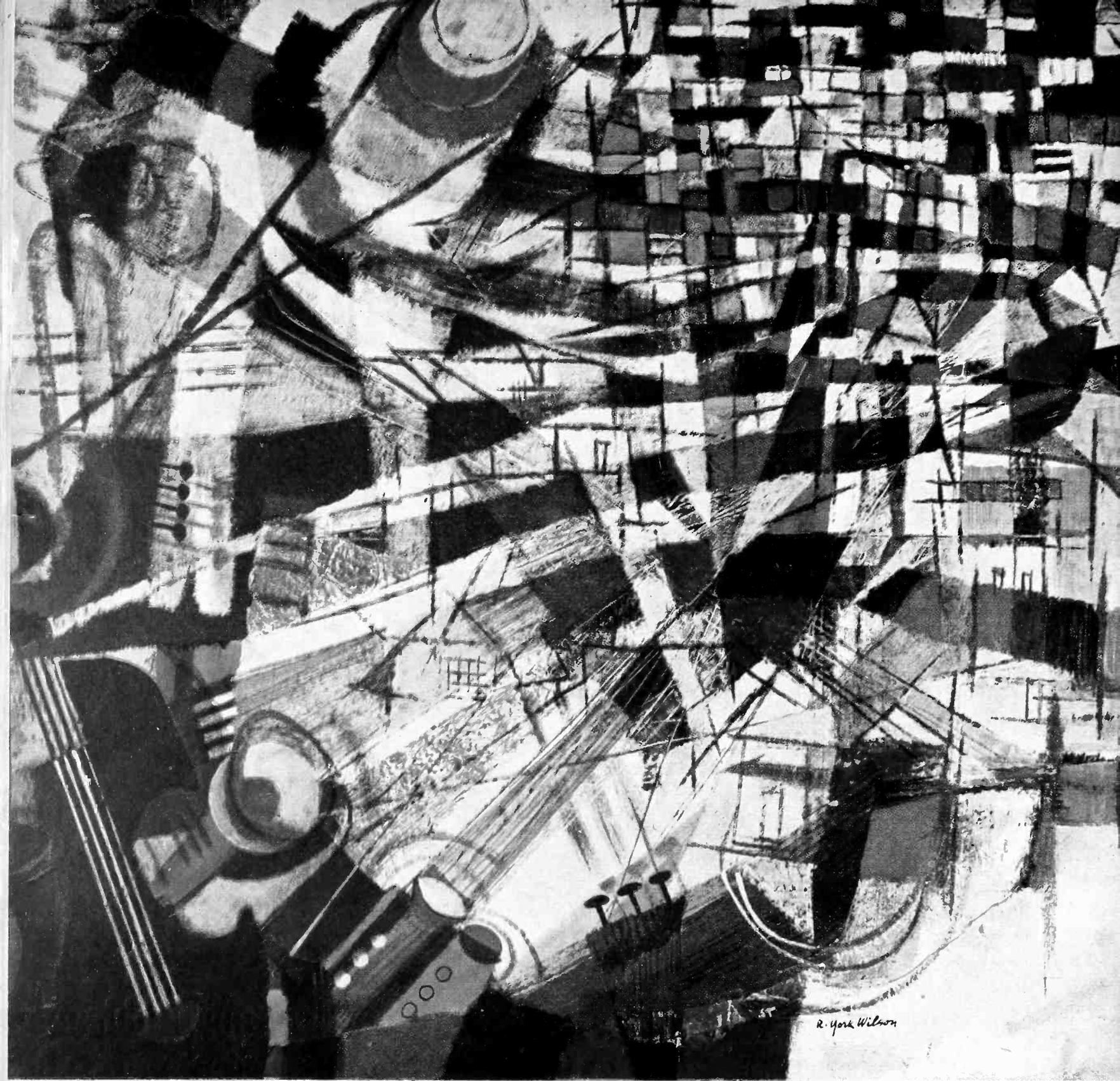
Program Service, brilliantly produced on hi-fi recordings and featuring the great names of the industry. Six different purchase plans to choose from. Outright ownership. Your choice of albums. New releases.

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* Trademark

SESAC INC. THE COLISEUM TOWER
10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.



ELECTRONIC COMMUNICATION—an abstract interpretation created expressly for All-Canada by R. York Wilson, R.C.A., O.S.A., contemporary Canadian painter (see opposite page).

DYNAMIC! Radio and television are the most dynamic, most forceful of our media of communication.

The most human. The most immediate. The most intimate. ■ In these exclusive characteristics lies the key to why radio and television can tower high above competitive media in public preference; why radio and television can disseminate advertising messages with undisputed success—today—and in the years to come.

Radio

THIS DEEJAY HELPS THEM WITH THEIR HOMEWORK

TEEN-AGERS in and around Edmonton look to radio for their favorite music, like all other teen-agers. But from CJCA they are getting help with their homework as well.

The benefactor in the case is Lorne Thompson whose program, *The Lorne Thompson Show*, takes to the air each evening from 10 p.m. to 1.00 a.m.

It started in October, 1959, a month after Lorne began his late evening program. A student called Lorne at the station looking for help with a problem in homework. Lorne mentioned the student and his problem on the air. Other students soon called to lend a hand and many said they had similar problems.

Lorne welcomed the calls. He even encouraged them. Sometimes he would tackle a problem himself and



Lorne Thompson

give the caller the first steps to get him started on the right track. The student would then work out the problem, call back and check the answer with Lorne to be sure he'd done his work correctly. This

still happens, but in the great majority of cases, Lorne encourages the boys and girls to help each other.

The idea has caught on to such an extent that today Lorne spends the first hour-and-a-half of his show helping and advising his teenage listeners. Proof that his advice is welcomed and accepted comes in almost every night.

Several weeks ago, an Edmonton mother called Lorne to say that her son, whom she had never been able to persuade to open his school books on Sunday evenings, was now studying, and this studying was completely voluntary. She gave full credit for the change to Lorne's influence.

Another call came from a welfare worker who wanted to let Lorne know that he was responsible for a student returning to school after having left because of difficulties with chemistry. The student, in this instance, went to Lorne personally to discuss his problem. Lorne encouraged the boy and aired his problem as well. Other students, and teachers, too, called the boy. The result was that the boy returned to school, determined to give it another try.

Recently, Lorne received a call from a teacher in a small country school outside Edmonton. Because he had no telephone himself, the teacher had driven eleven miles to call Lorne long distance. He wanted to discuss the meaning of a rather obscure English word with him and he wanted to tell Lorne of the great improvement in the work of his students since his homework campaign began.

Another instance started as a practical joke, when a girl phoned Lorne asking for help for her friend Betty in her Ukrainian course. Betty's phone began to ring, but both she and her parents had already gone to bed. Later, Betty's mother called Lorne and said that at first she had been highly annoyed, but after an hour had gone by and calls were still coming in giving Betty assistance which she really needed, she now

wanted to thank Lorne for his help.

CONCERNING LORNE THOMPSON

Lorne isn't conducting his homework campaign simply to attract listeners. He has long combined a thirst for knowledge with a busy life at the microphone. He began his radio career eleven years ago as a staff announcer for CHAT-Radio, Medicine Hat, Alberta, and from there went to Vancouver.

While working in radio in that city, he took the first year of an arts course at the University of British Columbia.

When he moved to Edmonton in 1955 and started with CJCA, he decided to continue with his schooling by attending the University of Alberta. In spite of suggestions that it would be impossible for him to work nights as an announcer and attend school during the day, Lorne enrolled as a student. During his second year at the university, illness caused him to cut his studies in half.

Today, Lorne, who is 29, is married and has four children, is only half an academic year away from a degree of Bachelor of Science in chemistry. Yet he is vitally interested in a radio career and feels he can do a great service by using his show to further the importance of education and the enjoyment that can be found in acquiring it.

Station Shares in Careers Day

RADIO STATION CHLO, St. Thomas, was recently invited by the local Board of Education to take part in "Careers Day", an extension project organized by St. Thomas secondary school guidance teachers and pupils once each year.

Forty high school students attended the broadcasting presentation conducted by John L. Moore, CHLO's president and general manager. Also on hand were George Harper, sales

manager, and Don Lumley, program director.

Moore briefly covered the history of the industry since its inception and the growth, expansion and change which have created demands for more qualified personnel. Harper and Lumley spoke of the opportunities in broadcast sales and programming and the training and aptitudes required by those who wish to pursue careers in these fields.

RONALD YORK WILSON

... celebrated Canadian artist, has painted, exhibited and won innumerable awards around the world. It is this painter's feeling that, "when electronic communications are successfully handled, the audience is quite unaware of any relay operation taking place." Hence, in his interpretation of *ELECTRONIC COMMUNICATION for All-Canada*, Wilson, "attempts to show an impression of a program as a complete unit—a unit in which the performers, the broadcasters and even the audience are a part."

For twenty-five years by representing leading Canadian radio and television stations, and distributing program material of the finest quality, All-Canada has served advertising agencies and their clients through the most dynamic of media—radio and television.

ALL-CANADA RADIO & TELEVISION STATIONS

Radio Stations

CHWK Chilliwack/CFJC Kamloops
Okanagan Radio/CKPG Prince George/CJAT Trail/CKWX Vancouver/CJVI Victoria/CFAC Calgary
CJCA Edmonton/CFGP Grande Prairie/CJOC Lethbridge/CHAT Medicine Hat/CKBI Prince Albert
CKCK Regina/CKRC Winnipeg
CKOC Hamilton/CKSO Sudbury
CFRB Toronto/CFPL London/CKLW Windsor/CKKW Kitchener-Waterloo/CFCF Montreal/CFCY
Charlottetown/CHSJ Saint John
CHNS Halifax/CJLS Yarmouth
CJCB Sydney

Television Stations

CJCB-TV Sydney/CFCY-TV
Charlottetown/CHSJ-TV Saint John
CKWS-TV Kingston/CHEX-TV
Peterborough/CHCH-TV Hamilton
CFPL-TV London/CKLW-TV Windsor/CKNX-TV Wingham/CKSO-TV
Sudbury/CJIC-TV Sault Ste. Marie
CFCJ-TV Port Arthur-Fort William
CKX-TV Brandon/CKCK-TV Regina
CKBI-TV Prince Albert/CHAT-TV
Medicine Hat/CJLH-TV Lethbridge
CHCT-TV Calgary/CHBC-TV Okanagan Valley/CFRC-TV Kamloops



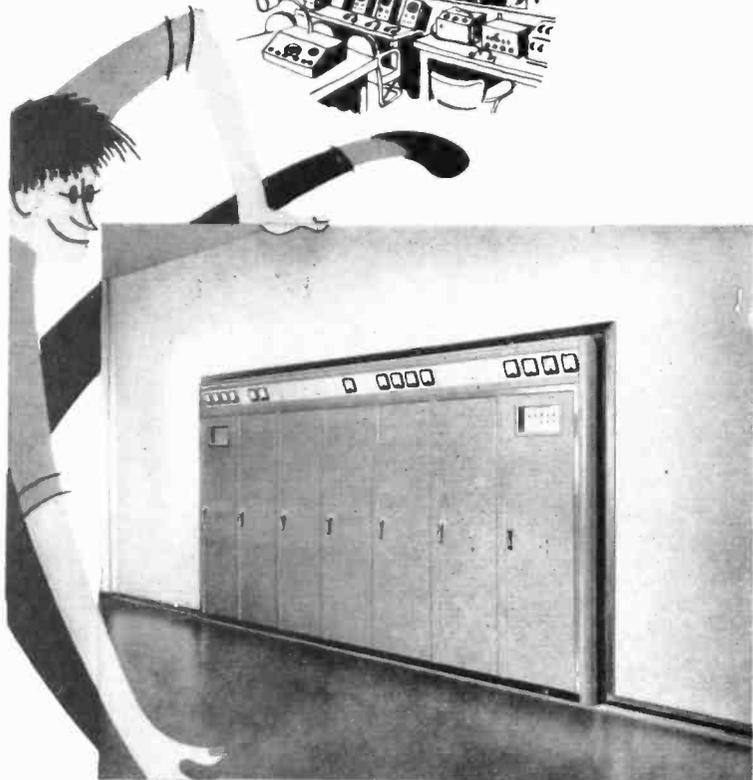
Best wishes to
the Canadian Association of Broadcasters
for a Successful Convention



HOUSEHOLD FINANCE
Corporation of Canada



PYE ACROSS THE WORLD



Pye transmission equipment is operating in 28 different countries throughout the world, including Canada and the U.S.A. 75% of all T.V. stations in Canada use Pye equipment. Pye can provide you fully engineered turn key system packaged stations backed by twenty-five years of television experience. The same experience and know-how is built into the Pye range of audio broadcast equipment, remote pick-up vehicles, control equipment, microwave links, teletext and all ancillary broadcast equipment. Let Pye quote you on your requirements.



TRANSMISSION DIVISION

Pye Canada Limited,
McMaster Avenue, Ajax,
Ontario. Phone: Ajax 1510.

Technical

GE SPEEDS UP RECORDING PROCESS

A NEW RECORDING system, which combines the processing speed and much of the versatility of magnetic recording, and the storage capacity of photography, has been developed by General Electric in the United States.

The new system, still in the development stage, was introduced by Dr. Guy Suits, General Electric vice-president and director of research, at a recent press conference in New York City.

"Thermoplastic recording can already concentrate 100 times as much information in a given space as can magnetic recording" Dr. Suits said, and it has the potential for still greater concentration. As an illustration of its extreme storage capacity and speed, TPR could, in principle, record all 24 volumes of the Encyclopedia Britannica on a reel the size of a spool of thread, taking only a minute to record each volume.

"Like photography, TPR possesses the advantage of almost instantaneous recording and will produce pictures either in color or black and white, but does not require the chemical processing needed by photographic film and can be erased and reused as desired", he said.

Dr. William E. Glenn, physicist at the General Electric Research Laboratory and inventor of TPR, explained how the system works.

"In Thermoplastic Recording we use electrons to convert information, including visual images, into microscopic wrinkles in a plastic material. In the recording or 'writing' phase, an extremely fine electron beam, modulated by the information to be stored, 'writes' upon plastic tape. This 'writing' consists of a pattern of charges that the electron beam lays down upon the plastic surface.

"After the charges have been deposited, the plastic is temporarily softened by heat. This enables the electrostatic forces created by the charges to deform or wrinkle the molten plastic surface. The plastic is immediately allowed to harden. This freezes the information bearing wrinkles on the surface, forming the record."

All of this, Dr. Glenn said, is completed in less than 1/100th of a second.

PHENOMENON OF DIFFRACTION

Reproduction or "reading" of the transparent thermoplastic record is effected by an optical system which makes use of the phenomenon of diffraction. The pattern of wrinkles recorded on the film diffracts, or scatters, light in a systematic way to

reproduce information. This can be done on a screen, as with motion pictures, or on a photoelectric device to generate an electrical signal, he said.

For color reproduction, Dr. Glenn invented a special optical system which projects an image in full color from the wrinkled surface of the thermoplastic record.

To illustrate some of the applications of TPR at the press conference, General Electric demonstrated the process of recording pictures picked up by a television receiver and the projection of television pictures from a thermoplastic record. Elements of the color projection system were also demonstrated.

Harold A. Strickland, vice-president and general manager of the Industrial Electronics Division, said that TPR should "greatly expand the total market for recording devices of all kinds. We believe that its bandwidth, density and other capabilities enable us to achieve results not possible with present recording media. To the extent that it might compete with established media such as photographic film and magnetic tape, we would expect both economic and performance considerations to determine its degree of acceptance", he said.

CBC-TV Eyes Pembroke

THE CBC HAS applied for a license to establish a television station at Pembroke, Ontario, it was announced recently by J. Alphonse Ouimet, CBC president.

The application is subject to the approval of the Department of Transport and a favorable recommendation by the Board of Broadcast Governors.

The corporation is seeking a satellite transmitter which would provide television service to some 63,000 people living outside the "B" contour of the CBC's English-language TV station in Ottawa, CBOT. The new service — on channel 5 — would be available to an area including Pembroke, Deep River, Chalk River, Petawawa, Eganville, Alouette Island and Fort Coulonge. Viewers in Barry's Bat, Renfrew and Arnprior will also be able to receive the Pembroke signal.

The new station would carry the complete service of CBOT. Construction would include a 300-foot tower near Highway No. 62 on the outskirts of Pembroke and microwave facilities at Renfrew.

C.C.A.* WILL SELL GASOLINE

ON CJSP SUN PARLOR RADIO

Sunoco joins 19 other accounts participating in C.C.A. on CJSP beginning April 4. Among the 20 clients are General Bakeries, Super Suds, Sealy Mattresses, Firestone Tires, Purity Dairies, Heinz Soup, Heinz Baby Food, Lazares Furs, Hucker Brothers Carpet House, Baum and Brady Furniture, Webster Motors, Waddell's Appliances and Vanity Theatre. These clients will be sold through more than 100 ladies clubs in the Sun Parlor.

*C.C.A. — COMMUNITY CLUB AWARDS

Contact: All-Canada Program Division

THE CHAT-EAU CONVENTION GUIDE

Published, at standard space rates, by CHAT and CHAT-TV, Pharmaceutical Chapeau.

Some of you are gathering for the first time, within these historic walls, and many of you have assembled here so often that you are taking the various services and customs of le joint for granted. So, for both classes, the nouveau and the not-so-nouveau, this convention guide is provided as a service of a delegate who has been through this routine several times . . . and survived.

YOUR KEY

When you register, you are assigned to a room with a room number, and a corresponding key. The first number does not indicate your floor number. It indicates, so we're told, your wing number. Now, if you can find the prayer that goes with the wing, you and your bellboy should be able to find your room before the convention breaks up.

YOUR BELLBOY

This young man goes, on a temporary basis, with the key. Don't try to get his number. He's probably a direct descendant of La Verendrye, which qualifies him to find your room. He's not interested in your low rates. That's loose talk within these walls, and not practiced. He's not qualified to understand Western lingo or Maritime folklore. His job is to get rid of you and your bag (no offence intended, if your wife is with you, and reads this.) And, after he has checked the bathroom to see if you have une towel or deux, don't shake his outstretched hand. Adorn it. He'll accept Western Wealth or Maritime Moola.

ROOM SERVICE

You've great need to be careful here. The lady on the other end of the inter-floor inter-com is an expert at taking or-ders, or supplying or-dooves, but don't stray from the script. If you are prone to become coy with phone operators, desist in Quebec. One delegate tried the oldie, "Where have you been all my life?", and wound up with a copy. Don't ask room service for margarine. They only serve the stuff that Paper Mate uses as a prop.

YOUR MAID

This little lady is not grinning at you. She's smiling the smile that says . . . "Smile back, but don't start a conversation." She understands no English, no Western, no Maritime. After she has turned down your bed, and starts to back out before you start yapping, she'll answer your "Thank You" with the same two words, but she'll think she's saying good-night. Don't make an issue out of it.

THINGS TO DO

Whether you know it or not, you're surrounded by ancient Canadian history. Matter of fact, this is The Town Above the Town Above. Just outside your window, Wolfe and Champlain exchanged nasties, and Jacques Cartier used to paddle up and down that river, which incidentally is not the start of the St. Lawrence Seaway. It's the end. Water runs downhill. When you get to the stage of not being able to find anybody else to disturb, and you're not ready to go to bed, read the laundry list. The ladies list will kill you.

THE DINING ROOM

This place has as many hazards as a golf course on the Florida Keys. Don't try to help your lady with her chair or you'll get body-checked. The waiter comes with the chair. Don't show off your limited knowledge of French when ordering. One delegate tried it a few years ago, and then found out that he had asked the waiter for directions to the men's room. Just ask for Pea Soup and Roast Beef and Coffee. Every-time the waiter says something after that, simply nod. It'll cost you a pretty sou but it's the only way out. And don't be misled by the grey wig that the trio violinist is wearing. You're probably old enough to be her father, and she's probably just about as interested in you as though you were. If the dining utterly confounds you, be happy in the knowledge that the news stand is open, and that French for Jersey Nut Milk is Jersey Nut Milk.

IN ESSENCE

Don't let your short-comings spoil your stay. There's no point in wishing that you'd studied your High School French when you had a chance. Most of the staff members did not attend High School. When it's time to check out, everything will return to normal. You'll be asked in your own tongue if you enjoyed your stay, and then you'll be presented with a document that will prove that they certainly did.

IF DESPERATE

If, and we beg you not to get to this state, you feel that you must have some help with a few French phrases, call Dick Lewis. He won't be able to help you, but he'll prove to you that misery loves company.

CHAT CHAT-TV

MEDICINE HAT

"WHERE THOUSANDS OF LISTENERS AND VIEWERS HAVE A CONVENTION EVERY DAY"

FM Radio

CBC NAMES FM NETWORK OFFICIALS

LAURENCE GRANT WILSON of Toronto and Paul Roussel of Montreal have been appointed as program officers for the CBC's new FM radio network. They will be in charge of all programming on the bilingual network, scheduled to go into operation in April.

The network will link up three existing CBC stations: CBM-FM, Montreal; CBC-FM, Toronto; and CBO-FM, Ottawa.

Laurence Wilson has been assistant supervisor of variety with the CBC since September 1959. Born in Saskatoon, he received his Bachelor of Music degree from the University

of Saskatchewan in 1938. After freelance work with the CBC in Vancouver and Toronto as a producer, conductor, composer and arranger, he joined CBC staff in Toronto in June, 1955, as assistant director of music.

Paul Roussel, editor for three years of LA SEMAINE A RADIO-CANADA was born in Montreal and studied at College de Montreal and Mont-Saint-Louis. He studied music at Le Conservatoire de Musique de la Province de Quebec. He became well known in Montreal music circles as music critic for the French-language daily LE CANADA which ceased publication several years ago.

CKUA Will Re-Apply

RADIO STATION CKUA, Edmonton, plans a renewal of its application for a commercial broadcasting license, it was announced in the Alberta legislature recently by Telephones Minister Raymond Reiersen.

CKUA is owned by the province and is operated by Alberta Government Telephones. The station boosted its power from 1,000 to 10,000 watts on March 9.

Replying to a question in the Alberta legislature by Calgary Conservative Ernest Watkins, Mr. Reiersen said the cost of operating the station in 1959 totalled \$116,500, adding that its only revenue at present is from the cutting of records. This amounted to \$8,245 last year.

Back To School

RADIO STATION CKXL, Calgary, promoted Education Week, March 7 to 12, by asking listeners to phone in any grammatical errors made on the air by its eight announcers.

Five errors reported sent the announcer in question back to school for a week. The announcer had to report on the air once each hour from class to prove he wasn't playing hookie.

CAAA Starts Evening Course

THE CANADIAN Association of Advertising Agencies will launch a four-year evening course for account executives commencing in October, 1960. Conducted in cooperation with institutions of higher learning in Toronto and Montreal, the lectures and case studies will be given by both professional academicians and authoritative advertising agency personnel.

R. C. Baker and Frank de B. Walker co-chairman of the CAAA's committee on employees' educational programs, said that details of the course are now being developed by several sub-committees. H. D. Roach heads the group on syllabi and content. C. B. Brown is in charge of instruction methods, personnel and arrangements. Mark Napier is guiding the group studying qualifications and admissions and T. L. Anderson is supervising examinations and diplomas. Student information, promotion and public relations is being handled by a committee working with Bryan Vaughan.

CBS Frames New Rules

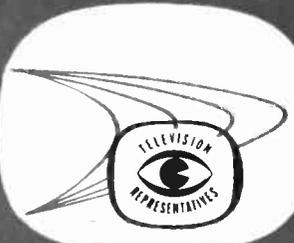
THE COLUMBIA Broadcasting System recently announced new regulations covering the content and frequency of commercials in its network television shows.

The new rules, which will come into effect September 15, give CBS the final say on acceptance or rejection of all TV commercials. The regulations provide:

Fifteen-minute news and public affairs programs may have three commercials, but the main news portion of the program may not be interrupted more than once.

On fifteen-minute entertainment shows, only two commercial interruptions will be permitted.

On thirty-minute programs, three commercials will be allowed but the main part of the show may not be interrupted more than twice.



CONCENTRATION



EFFORT



CREATIVITY



RESULTS!

BRIGHTEN YOUR SALES PITCH..

..With an ANIMATED Song and Dance

animation productions
WA. 2-5515 TORONTO.



76 ST. CLAIR AVE. WEST
TORONTO

Offices in:
MONTREAL
WINNIPEG
VANCOUVER

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

for Radio call: Air Time Sales - Toronto
Radio Reps - Montreal
A. J. Messner - Winnipeg
Scharf Broadcast Sales - Vancouver

for TV call: Television Reps. Ltd. - Montreal & Toronto
A. J. Messner - Winnipeg
Scharf Broadcast Sales - Vancouver



Hal Crittenden, richly experienced general manager of Transcanada Communications Ltd., and CKCK-TV: "Canadian General Electric helped us to plan our initial operations at CKCK-TV, smoothed our expansion through six successful years. We use CGE equipment throughout the station. I can recommend this service, these products, without qualification."

Jingles by RADIO Rap! TV

Some of the Ninety-five
**NOW! Playing
and Selling
Across Canada!**

- A & P Stores
- Alka Seltzer
- Chase & Sanborn
- Christies' (Various)
- Cities Service
- Dutch Cleanser (& U.S.A.)
- Dutch Bleach (& U.S.A.)
- Evening Telegram
- Firestone Tires
- Hydro (Hippity Hop)
- I.G.A. Stores
- Kitten Sweaters
- Libby's Tomato Juice
- Minard's Liniment
- Nugget Polishes
- People's Credit Jewellers
- Proctor Appliances
- St. Lawrence Oil
- Sunbeam Bread
- Sweetheart Soap (& U.S.A.)
- Swift's "Money Man" Theme
- Tip Top Tailors
- Tums
- Weston's Bread
- Wilson's Ginger Ale

MAURICE RAPKIN

Studio — 107 Carlton St.
Toronto EM. 6-1831

Radio

CKCH TRIPLES SPACE IN NEW STUDIOS

RADIO STATION CKCH, Hull, recently moved its offices from rented premises on Notre Dame Street to its own radio building at 72 Laval Street.

The new building provides the station with more than 18,000 square feet of floor space as compared with the 6,500 available at the old location. CKCH now broadcasts from three studios — 25' x 21', 13' x 12', and 10' x 8'. In addition, the master control can be readily utilized for deejay programming.

The newsroom, as well as secondary control, have been equipped with microphone outlets, so as to provide facilities for special broadcasts such as election results. The office of the station's managing director, Jean-Paul Lemire, has also been equipped with a microphone outlet so that visiting personalities can air their comments in the more relaxed surroundings of the manager's office.

The new CKCH studios were designed by Professor V. L. Henderson of the University of Toronto, a specialist in acoustics. One of the features incorporated into the building of the studios was that no one can enter a studio or control room at any time without first passing through a sound lock.

Technically, the new equipment and the broadcast arrangement also represents a major improvement

from that of the old. In the old building, the main control handled broadcasts originating from studios "A" and "C". There were three 3-speed manually operated turntables, four tape recorders, a consolette from which studio "C" only could be operated and a recording room with four manually operated tape recorders and a disc-cutting machine.

In the new set-up, studios "A", "B" and "C" will operate through a master control, equipped with a new McCurdy unit, comprised of three 3-speed turntables and two console model tape recorders, all remote controlled.

Broadcast control and studios are designed so that the chief engineer or any of his operators seated in master control can view the recording room and all studios.

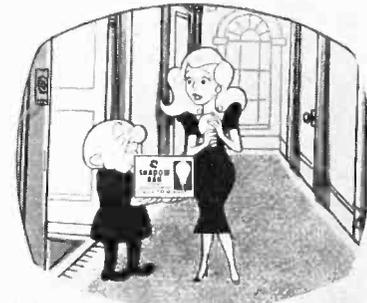
A secondary control from which studio "C" is operated is equipped with two 3-speed turntables and one console model tape recorder. This secondary control is linked with the recording room which has been provided with three console model tape recorders that can be operated either manually or by remote control. In addition, there are two 3-speed turntables and one disc-cutting machine. Because the recording room is equipped with a console, it can be used as an auxiliary control if necessary.

Mr. Magoo Branches Out

THAT NEAR-SIGHTED little man of cartoon fame, Mr. Magoo, has branched out. He has become a lamp salesman for Canadian General Electric.

Magoo was signed by CGE to make a series of commercials which are currently running on their weekly television program, *The Four Just Men*.

Besides demonstrating the virtues of CGE's light bulbs on television, Magoo is being featured in point of sale display material by retail stores



AFTER the pretty young thing's light bulb has failed, Magoo comes to the rescue with a General Electric Shadow Ban bulb.

across the country. Two-color newspaper ads are also running in 18 cities across Canada.

Canadian General Electric is receiving additional support for their campaign in border cities from television spots being run by General Electric in the US.

This account is handled by R. Westlake at MacLaren Advertising.



IN SASKATCHEWAN CKBI HITS THE BULLSEYE!

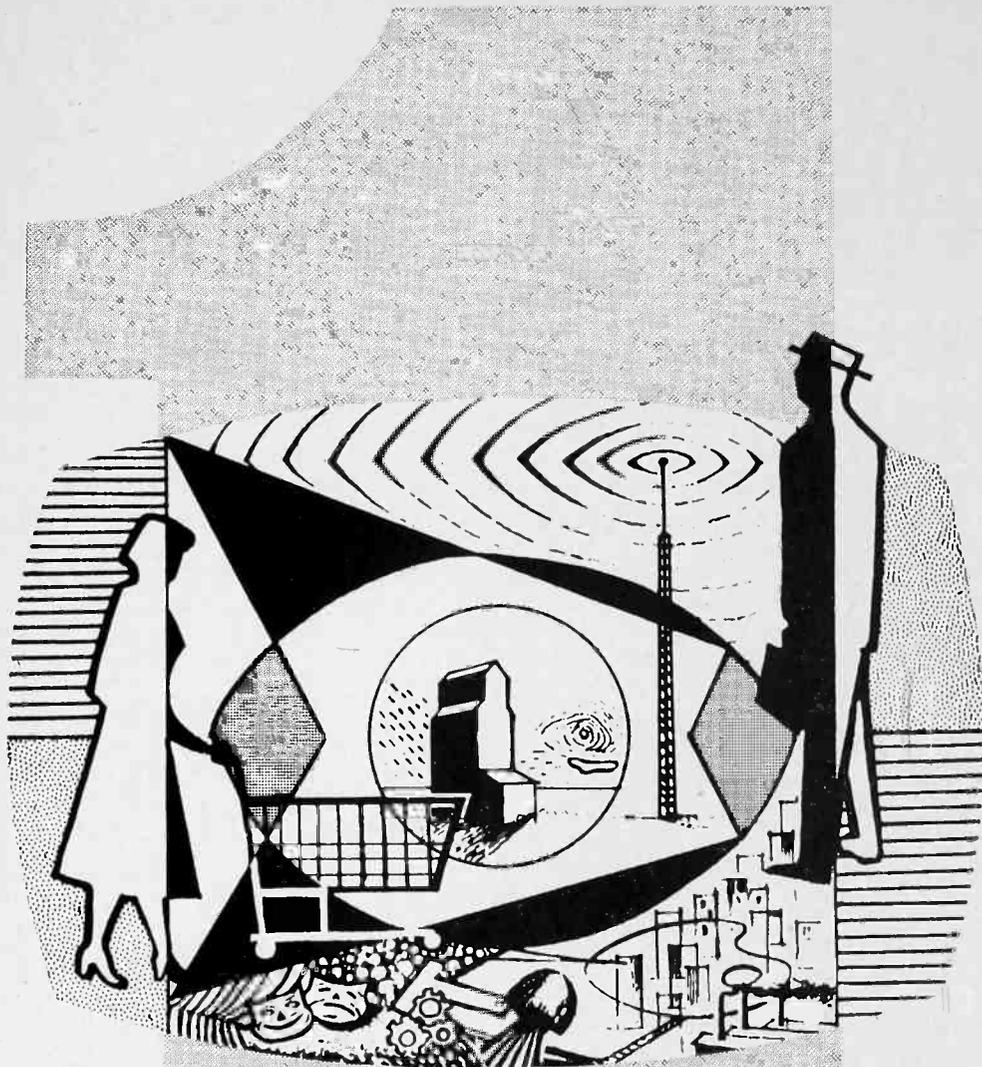
CKBI now has the lowest cost per thousand in Saskatchewan. For details, see your ALL-CANADA man.



CKBI

10,000 WATTS
900 KCS.

PRINCE ALBERT, SASKATCHEWAN



the first **ONE** in Western Canada

THE NUMBER ONE — symbolic of dynamic leadership in the field of electronic communications. CKCK TV has (and still is) been the leader in the development of television in Western Canada. Leadership demands the highest qualifications and **PROVEN** leadership is the mark of distinction and quality. The challenge of the future has been assured by the solid foundations built during nearly six years in the forefront of Western Canadian Television.

The **FIRST** television station in Western Canada with **THREE** 'live' studios and a completely new integrated control operation. Facilities will soon be ready for videotape installation. The future of this **FIRST** privately-owned Western Canadian station was never brighter — there's 75 people waiting to work for you!

FIRST in responsibility to its market — its public — its advertisers.

still the leader



CHANNEL 2 REGINA



CHANNEL 2 REGINA

5th Television Seminar
 April 21, 1960
 R.S.V.P.
 Queen Elizabeth Bldg.

JUST THE SAME OLD ^{NEW} CONCEPT
WE SELL TIME
 FOR THESE
RADIO STATIONS

- CKVL** VERDUN - MONTREAL — French Canada's best salesman by far!
- VOCM** ST. JOHN'S, NEWFOUNDLAND — Seen the ratings lately? Now best buy!
- CKBM** MONTMAGNY — The farm station of eastern Quebec province.
- CFDA** VICTORIAVILLE — Voice of the old and new central industrial Quebec.
- CJQC** QUEBEC CITY — Winning new listeners with its "Family Radio" style.
- CHUC** COBOURG - PORT HOPE — Reaching more farms than any other station east of Toronto.
- CJSP** LEAMINGTON — Soon with 1,000 watts to serve Windsor and the whole Sun Parlor.
- CHLO** ST. THOMAS — Now the best farm buy in the rich London area by far!
- CFRS** SIMCOE — The only "daily" serving the heart of Canada's rich tobacco land.
- CJNR** BLIND RIVER — Still the only daily news service for uranium-rich Elliot Lake.
- CKEK** CRANBROOK — Now reaching 50,000 British Columbians in the Kootenays.

Plus Canada's only separately programmed FM Stations for the "trend-innovators" of Canada.

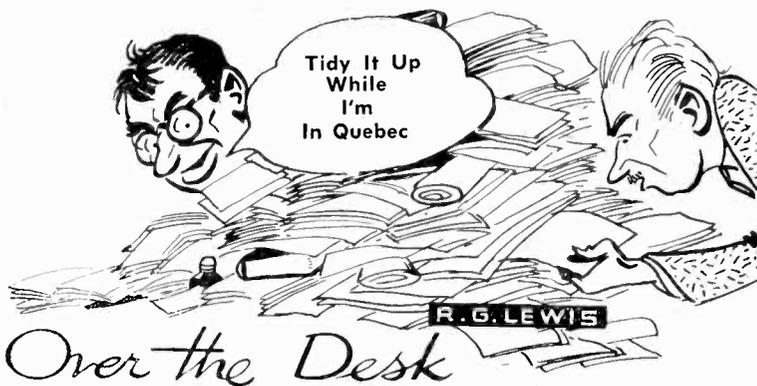
CFRA-FM OTTAWA NOW 250,000
 CKVL-FM MONTREAL SETS IN
 CHFI-FM TORONTO DAILY USE

AND NOW — The Jamaican Broadcasting Corporation!

Radio & Television Sales Inc.

TORONTO
 EM. 6-8944

MONTREAL
 UN. 6-2749



BUSY-BUSY-busy-busy!
 Lots'n lots'a things have been happening since I last came in range of your bi-focals and there's lots'n lots'a things on the slate for the period which will elapse, I hope, between this offering and our next.
 The BBG hearings in Montreal will be over and they'll be way into the Toronto dittos by the time this appears. Ian Grant is wielding his ball-point at the press table at both these functions. Your humble servant will definitely be at the CAB shindig to exercise his prerogative as CAB's only honorary associate member. Ian's appearance will depend upon how long-winded the nine TV applicants are.

Highlight of last week was CFRB's dinner celebrating their 33rd anniversary in radio which they hope will concur, more or less, with their entry into the TV field.

W. C. Thornton "Winks" Cran presided over the festivities as CFRB's president, but was extremely modest in his own appearances at the microphone.

The affair was devoted, in the main, to a recap of CFRB's third of a century in the business, with plenty of play being given to present staff and past and present performers.

Wally Crouter and Bill Deegan shared honors at the microphone during a talent broadcast which went out from the stage of the dining room at the Royal York with over 400 guests as a studio audience. P. D. Bill Baker produced the show.

Musical Director Wishart Campbell did his share of introducing some of the artists on an amateur talent contest called *Talent Searchlight*. Betty Kennedy, the station's women's editor, interviewed two erstwhile CFRB broadcasters, Claire Wallace and Kate Aitken, who brought the house down with their rendition of *You're Much Older Than I*.

Jack Arthur spoke his sincere tribute to his radio alma mater. Bows from the floor were taken by Stan Francis, Cy Mack, Ruby Ramsay Rouse and there was a taped greeting from the one-time stars of the *Javex Wife Preservers*, then a couple

of up-and-coming young comics named John Wayne and Frank Shuster.

The prime minister of Ontario, Hon. Leslie Frost, was introduced by Joe Sedgwick, Q.C., looking more like a senator than ever. Mr. Frost told how he had been married the same year as CFRB's first appearance on the air, and that he and his family had grown up with CFRB as part and parcel of their family life.

Almost at the end of the proceedings, "Winks" Cran announced the winners of the *Talent Searchlight* contest and presented the winners with cheques.

During the dinner, tributes were expressed by various speakers to the late Harry Sedgwick, former president of CFRB, who died just a year ago. Mention was also made, by the prime minister, of the late Jim Hunter, CFRB's home-spun newscaster, who passed on in 1949.

Comments on this birthday celebration were many and varied, but within them all was the feeling that it was a happy family party.

HOMEWARD BOUND

WORD COMES FROM Roy Ward Dickson, who gained fame in Canadian radio for such programs as the *Fun Parade*, and went to England in 1956 to wait for independent television, that he is returning to Canada in August.

Roy has developed various original audience-participation TV series which he considers suitable for national slotting by videotape.

Among these are *Abracadabra*, *The \$1,000 Word*, *Claim to Fame*, *Around The World in 80 Ways*, *Think of a Number*, *How? What Would YOU Do?* and so forth.

Roy says his new shows will "contribute materially towards Canadian program-atmosphere, combining mass-appeal with low production cost."

He says each format is devised to make the impossibility of rigging obvious to viewers.

Since arriving in England in 1956, Roy has aired some 240 of his own network and regional shows in British commercial TV.

C.C.A.* IS SELLING CARS
ON CKWX RADIO VANCOUVER

Dueck on Broadway — one of 16 accounts participating in C.C.A. on CKWX reports 14 new cars sold, 17 used cars sold, 98 demonstration drives and 238 service department receipts as a result of 4 weeks in the first C.C.A. campaign.

*C.C.A. — COMMUNITY CLUB AWARDS

Contact: All-Canada Program Division



Photo by Herb Nott

SOME OF THE CFRB ALUMNI are caught on the stage at the close of the birthday party last week. From left to right they are: Betty Kennedy, CFRB Women's Editor; Kate Aitken and Claire Wallace, veteran commentators; orchestra leader Fred Rous; Joan Fairfax; Jimmie Shields; Bill Deegan; Wally Crouter.

HOW THINGS CHANGE

REMEMBERING the lobby conducted a few years ago by Maclean-Hunter Publishing Co. Ltd. which persuaded the then Liberal government to impose a tax on advertising contained in Canadian editions of American publications, it seems newsworthy that this same company is now printing the Canadian edition of the American publication SPONSOR. Maybe they are trying to get even because the

present Conservative government repealed the act.

With which merry quip, I'm going to rush for my plane. Any plane will do because I have to go just about everywhere. So buzz me if you hear anything, won't you?

Dick Lewis

MEMO

*Call Caldwell for your
Film Handling Equipment
and Audio Visual needs
Phone or wire collect -
at your service
24 hours a day!*

HERE ARE A FEW OF THE LINES WE SELL . . .

- Califone
- EMI Recorders
- Bell and Howell
- Neumade
- Stancil-Hoffman
- Graflex
- Premier
- Kodak
- Sound Effects

CALDWELL  EQUIPMENT CO. LTD.
447 JARVIS ST. TORONTO

Announcing

PROCTER & GAMBLE

MERCHANDISING AWARDS

presented to

CJIC-TV and CKX-TV

SAULT STE. MARIE, ONTARIO

BRANDON, MANITOBA

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

NEW Oxydol

CFOX

Montreal - Pointe Claire

is
pleased to
announce the
appointment of

**Paul Mulvihill
& Co. Ltd.**

TORONTO

as

**National
Representatives**

effective

March 7, 1960

CJAD Contest

CALL DOWN THE BOSS AND WIN A TRIP

RADIO STATION CJAD, Montreal, held two contests last month — both for the benefit of working girls. The first asked for opinions of "My Boss" — good, bad or indifferent — with Bulova Transistor Radios going to the four finalists and an all-expense trip for two to Bermuda for the grand prize winner. The second promotion offered a Sadie Hawkins "February 29" night on the town, courtesy of CJAD.

The "My Boss" contest ended with a luncheon in the Panorama Room of the Queen Elizabeth Hotel for the four finalists and their bosses. Through a process of elimination during the luncheon, Miss Inez Wayland, a Bank of Montreal employee, was named the winner of the Bermuda trip. Her entry read:

Take a letter
Call my broker
Pay my tailor
Lose that joker.
Call the Missus
See who's phoning
Get the blueprints
Stop that moaning.
Dial the Airport
Get the forecast
Phone my dentist
Where's my breakfast?
My life's a rush
Day after day,
A real good guy
But do I earn my pay?

The Sadie Hawkins promotion invited gals to write in the name of their best beau, along with his

address and phone number. CJAD promised to make all the arrangements for the winner, including the calling of her boy friend. The night on the town included dinner, nightclubbing and transportation, with station personnel popping in on the couple at the various spots they visited.

Highest Tower

THE HIGHEST television tower in Canada, that of CKWS-TV, Kingston, now stands on Wolfe Island, three miles from the city. Standing 825 feet high, the new transmitting tower is made up of thirty 25-foot sections topped by a 75-foot radiating wavestack antenna.

The 44,000-pound tower was manufactured by Walcan Ltd. of Carleton Place, Ont., and was erected by Paul Kettner Ltd. of Winnipeg. Five riggers spent one month erecting the structure.

Work on the 75-acre transmitter site began last September with the building of the transmitter house. This was followed by the laying of the tower base: a huge block of concrete extending ten feet below the surface and resting on a footing of natural rock. Six guy anchors are used to hold the twenty-one cables which enable the tower to withstand a wind velocity of 100 mph.

For safety purposes, two red obstruction lights are spaced every 100 feet and the tower is topped by two 500-watt beacons. As soon as the weather improves, the station will move its transmitter equipment to the site. Programming will not be interrupted as a stand-by transmitter will take over during the transfer period.

With its new location and extra height — double that of the old tower — CKWS-TV will improve its signal strength appreciably to the East and North of the city and also in the downtown section of Kingston, with an estimated 25 per cent increase in the number of households served.

**CFCM-TV and CKMI-TV
Appointment**



Monic Breton

Mr. Jean A. Pouliot, P.Eng., General Manager, Television de Quebec (Canada) Limited, takes pleasure in announcing the nomination of Miss Monic Breton as traffic manager for both CFCM-TV and CKMI-TV.



STRICTLY BUSINESS

It is to be hoped that the CAB station men will attend their closed convention with open minds.

NOTE TO TV APPLICANTS

No race can have more than one winner.

DOUBLE ENTENDRE

If you treat it properly, private enterprise will serve you right. If you abuse or neglect it, it will still serve you right.

PEOPLE ARE PEOPLE

People don't buy insurance from companies. They buy it from agents, because people are people, even insurance men.

POET'S CORNER

You can blame it on bias,
Payola or fate,
But your broadcasting
programs
Will rate what they rate.

UNFAIR ADVANTAGE

Then there's the one about the newspaper sports reporter, who failed to turn in his story on the big game because his television set went on the fritz.

MOBILE MEETINGS

It is quite untrue that Dr. Andrew Stewart will be holding private meetings of the BBG in the club car of the Montreal-Toronto train.

That's what you think. —
Andrew Stewart.

WEATHER RETORT

In the current Toronto snow season, how is it that so many more people were snowed in at home than at the office?

WORTH WHILE APPEAL

Picture your kid in a cast. Then send a cheque to Timmy.

★ **Everybody in the Annapolis Valley knows Irish Wolfhound "Sam" after a "doggy" interview by CFAB-CKEN's Ann Ramey with owner Norman Craik who operates Palmetter's Country Home — a foremost tourist attraction.**



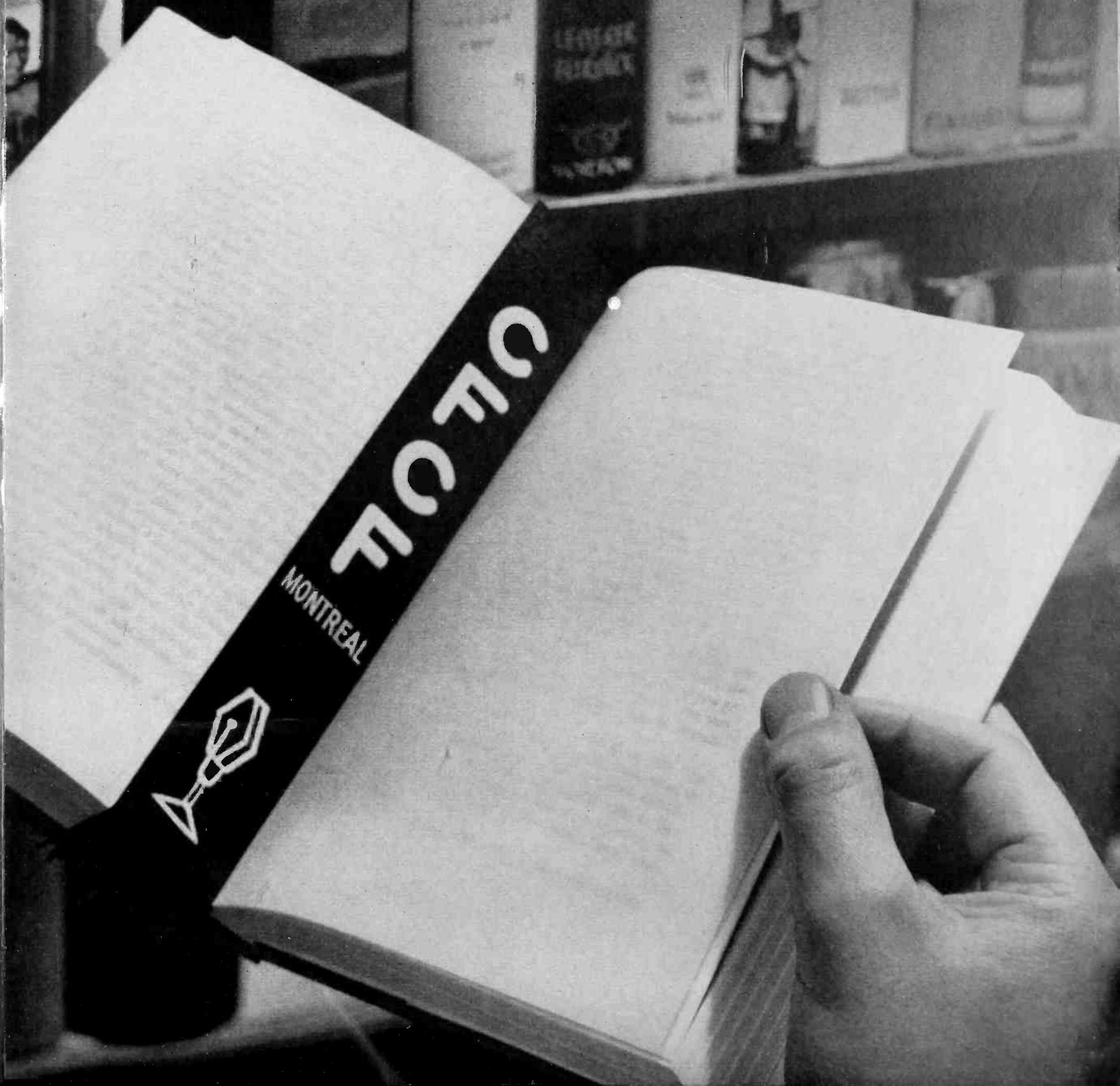
★ **And Ann will tell and sell your story, too, on CFAB-CKEN. There's a local success story every week on CFAB-CKEN . . . where Ann teams up with a male announcer and sports staff to top the parade of local events and happenings.**

The local salesman for the National Product knows his retailers use CFAB-CKEN and that the local consumer listens to the Valley's Twin Stations for news of his products. He knows you get the best sales results when you use . . .

CFAB, Windsor & CKEN, Kentville

See Lorrie Potts and Company in Toronto and Montreal

Today's Best Seller in Montreal!



RADIO



GEOFF STERLING
CJON, St. John's, Nfld.



T. H. (TOM) TONNER
CKCW, Moncton, N.B.



E. GORDON ARCHIBALD
CHOV, Pembroke, Ont.



TERRY FRENCH
CKLC, Kingston, Ont.



FRANK MURRAY
CJBQ, Belleville, Ont.



WM. HAWKINS
CFOS, Owen Sound, Ont.



RON JOYNT
CJBC, Toronto, Ont.



JOHN FOX
CHIC, Brampton, Ont.



W. WYLIE
CJRL, Kenora, Ont.



LLOYD E. MOFFATT
CKY, Winnipeg, Man.



R. A. (BOB) HOSIE
CKOM, Saskatoon, Sask.



ROY MALONE
CJME, Regina, Sask.



HARRY G. DEKKER
CJNB, North Battleford



AL MACKENZIE
CKXL, Calgary, Alta.



A. R. RAMSDEN
CKLN, Nelson, B.C.



WM. C. HANKINSON
CFPR, Prince Rupert, B.C.



GEORGE C. CHANDLER
CJOR, Vancouver, B.C.

TELEVISION



DON JAMIESON
CJON-TV, St. John's, Nfld.
CJOX-TV, Argentia, Nfld.

MICHAEL R. SMITHSON
CJCN-TV, Central
Newfoundland

HORACE N. STOVIN
Chairman of the Board

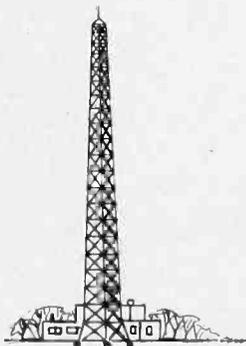
W. D. "BILL" BYLES
President



F. A. (LIONEL) LYNDS
CKCW-TV, Moncton, N.B.

ANDRE LECOMTE
CJBR-AM-TV, Rimouski

These are the men, and these are the stations,
we are proud to represent and serve.



STOVIN-BYLES

Limited

Radio and Television Station Representatives

MONTREAL TORONTO WINNIPEG VANCOUVER



HAROLD OLSEN
CKOS-TV, Yorkton, Sask.

HENRY AUDET
CKTM-TV,
Three Rivers, P.Q.



ROGAN JONES
KVOS - Serving
Vancouver-Victoria, B.C.

WALT STASKOW
ZBM & ZBM-TV,
Bermuda

SIGHT & SOUND

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



IAN GRANT

Agencies

A MAJOR ENTRY into the international advertising field was announced earlier this month by Batten, Barton, Durstine & Osborn Inc., an agency which has confined its operations to the United States and Canada since its founding in 1891.

The new foreign operation, BBDO International, will have offices in London, Geneva, Paris and Frankfurt. Nucleus of the overseas organization was obtained by acquiring the international advertising and public relations organization built in England and Europe by American advertising executive, Patrick Dolan.

His firm, Dolan, Ducker, Whitcombe and Stewart Limited, with headquarters in London and offices on the continent will become BBDO International. Charles H. Brower, president of BBDO, becomes chairman of the international division and Patrick Dolan, president.

The Dolan organization consists of two parallel companies, DDWS, the advertising agency and PDA, Patrick Dolan Associates, the public relations organization.

Last year it reported billings of \$8,000,000. Among its clients are: Unilever, The Nestle Company, TWA, Chrysler International, Chesebrough-Pond's, American Cyanamid, Associated Bulb Growers of Holland, Hawker Siddeley Group, Scripto Pens, British Cod Liver Oils, Bata Shoes and Hambros Bank.

T HOMPSON-PETERSEN Advertising has been appointed to handle the advertising of West Point Securities of Toronto effective immediately. Plans call for the use of Ontario daily newspapers, foreign language newspapers, radio and direct mail.

West Point specializes in loans, using real estate as collateral. The account will be handled by John McKinnon.

CURREY BULMER LTD., Toronto outboard motor dealers, are sponsoring *Outdoor News from Currey Bulmer*, 6.50 to 7pm on CFRB, Toronto, Thursday evenings. This program, which started March 10, features Pete McGillen, outdoors editor of THE TORONTO TELEGRAM, and offers weekend road and weather information for fishermen, campers, cottagers, photographers and weekenders in general. This series will probably run until the end of October. Release is through Alec Phare, R. C. Smith & Son Ltd., Toronto.

People

GEOFFREY HINE has been appointed as a copywriter in the Toronto office of Baker Advertising Agency Limited. He was previously with MacLaren Advertising Agency.

A L D'EON HAS joined the Toronto office of Trans Ocean Radio and Television Representatives.

He was formerly general manager of CHUC, Cobourg. Prior to that he was sales manager of CKOC, Hamilton.

LES F. CHITTY, former head of the Toronto office of Batten, Barton, Durstine & Osborn Inc., has gone into business for himself, operating a media representative firm.

The new firm, Les Chitty & Associates, began operation with seven clients, all Ontario provincial dailies: KITCHENER-WATERLOO RECORD; OWEN SOUND SUN-TIMES; ST. THOMAS TIMES-JOURNAL; ST. CATHARINES STANDARD; PETERBOROUGH EXAMINER; KINGSTON WHIG-STANDARD and NEW GLASGOW NEWS.

G. J. SAMSON has been appointed vice-president and account supervisor at Ronalds Advertising Agency, Toronto.

During his extensive career he has worked for Campbell Soups, Maple Leaf Milling, Ogilvie Flour Mills and other food and packaged goods firms.

Research

LOOKING AT BRITISH Columbia in general and Vancouver in particular, Regional Marketing Surveys Limited, Vancouver research firm, have come up with the following predictions for 1960:

Due to increased incomes and a stable labor situation, total disposable income for the province could rise to 6 or 7 % above the 1959 level.

Although tight money policies may curtail consumer expenditures in 1960, department store sales, food purchases and total retail sales are expected to increase a few points over 1959.

Capital expenditure will be down due to unused capacity in the industrial plants and mills, and due to tight money in the field of housing and general construction.

Soft spots among exports will be lumber and base metals such as lead and zinc. Offsetting this will be increased demand from Japan for lower grades of ore and coal. Also exports to United Kingdom and United States will maintain the level of 1959.

Stations

FOUR NEW CLIENTS have contracted time on KVOS-TV, Bellingham.

Rowntree Chocolates have bought four, 20-second AA spots a week from April through mid-July.

Sifto Salt will use two 20-seconders a week; Esquire Shoe Polish has taken five one-minute announcements a week starting immediately, and Shirriff's instant potatoes will have five one-minuters a week for the next 14 weeks.

Spot renewal contracts have been signed by Maybeline and Knox Gelatine.

Obituary

HAROLD FELLOWS, president and chairman of the board of the National Association of Broadcasters, died in Hospital in Washington on March 8, a few hours after suffering a heart attack at his office. He was 60 years old.

Fellows became head of the old National Association of Radio and TV Broadcasters in 1951. In 1954 he became president and board chairman of the organization, known now as the NAB.

Recently Fellows had been busy leading the battle of American radio and TV stations to police themselves, rather than face new government regulation, in the wake of the quiz show and payola scandals that hit the industry.

Experienced Television Maintenance Personnel

required for studio in Toronto area. Send complete resume to:

Box A 480
Canadian Broadcaster
219 Bay Street, Toronto, Ont.

EXPERIENCED TECHNICAL ENGINEER

can take complete charge of station, preferably up to 1000 watts. All phases; operation, maintenance, controls, etc. Desiring change, willing to relocate. Married with family. Particulars to:

Box A 482
Canadian Broadcaster
219 Bay Street, Toronto, Ont.

I LIKE YOUR COUNTRY!

I have visited there often and I desire to re-locate in Canada.

After thorough and wide experience in U.S. broadcasting as producer, director and writer of a number of successful radio and television series, I seek an opportunity to put my know-how to work for one of your many progressive stations.

During my assignments in both Hollywood and New York I have been: announcer, Chief Announcer and Production Manager for an independent station; director and Eastern Production Manager for a major network; Supervisor, Producer, Director and Script Editor for three New York advertising agencies.

I am single with no encumbrances.

I BELIEVE IN CANADA AS THE LAND OF THE FUTURE!

May I send you a complete personal resume?

LINDSAY MacHARRIE
Spion Kop, Saranac Lake, New York, U.S.A.

Northern Ontario Television Station

needs experienced commercial announcer. Write to Box A481, Canadian Broadcaster, 219 Bay St., Toronto, stating experience and references, expected salary and recent photo.

Radio

Live Broadcast System Offers Year-Round Program Service

RADIO STATION CFRS, Simcoe, has organized Live Broadcast System, a subsidiary service which will supply "live" broadcast material to radio stations across Canada on a regular basis. Manager of the new service is Robert Watmough, who will be operating out of CFRS.

LBS will provide its subscribers with 365 special events shows a year. It's the obvious equivalent of one a day, but the broadcasts will be sent to the stations in flights as the events occur. The shows will be mostly three-minute packages designed to fit into a five-minute format. No more than ten per cent of the shows will be ten-minute shots — or seven-minute inserts to fit ten-minute shows.

The entire package of Live Broadcast System specials is offered at a monthly fee and includes tailored introductions and tie-ins where desired. Program production will be controlled from the CFRS studios, but many feeds will be sent direct from LBS correspondents. Feeds will be sent either by collect phone calls or broadcast quality circuit.

Features planned for LBS' first year include: The Air Age — Canadians Overseas; The Harmsworth Trophy; "Hello, Canada"; The International Plowing Match; The Canadian Na-

tional Exhibition; The World Series; The Grey Cup Game; The Calgary Stampede; The Sportsmen's Show; The Royal Winter Fair; Canadian Open and Amateur Golf; Summit Meetings; Commonwealth and Prime Ministers' Meetings; and the Geneva Disarmament Committee.

Live Broadcast System is also offering a series of broadcasts composed of feature material. It is made up of four separate series — a total of seventeen minutes of daily programming five days a week; a total of 1,020 broadcasts a year. The four series are: *Focus in Fashion*, a three-minute fashion forecast; *Bette Barber in Wonderland*, a one-minute entertainment gossip bit; *Ten with Three*,

ten minutes with Canadian men of music and their featured guests; and *Notes on the News*, a three-minute news analysis of current and upcoming events.

LBS also has a news department which will provide stations with an average of ten live broadcast news stories a day, each about a minute long. The stories will come from permanent bureaus or established contract reporters. Many of the stories will contain the actual sound of the event or person involved in the story. There will be a daily story from Ottawa, Washington, London, Rome and Hong Kong, with five other daily stories from these and other news spots across the globe.

C.C.A.* Is Selling Potato Chips

ON CKOC RADIO HAMILTON

Lever Potato Chips — one of 15 accounts participating in C.C.A. on CKOC reports 20,973 bags turned in plus 4 new retail outlets and 4 film showings to clubs in the 4 weeks of the 1st C.C.A. campaign. Levers also report their PR film booked solidly for showings both during and after the campaign.

*C.C.A. — COMMUNITY CLUB AWARDS

Contact: All-Canada Program Division

In the  OTTAWA VALLEY
 only the snow covers as many homes as   
 CHOV radio PEMBROKE
 + + +
 IN LAST HALF '59 TO '58 - NATIONAL CLIENTS BOUGHT 18.4% MORE TIME ON CHOV RADIO
 ©SEE-STOVIN-BYLES©

responsible representation

for our station clients has been and will continue to be, the reason for our growth as salesmen in the United States for some of Canada's finest radio and television stations.

DEVNEY INCORPORATED / RADIO-TELEVISION STATION REPRESENTATIVES

- New York
- Boston
- Chicago
- Los Angeles
- San Francisco

PRELUDE *to* BEAVERS

The remainder of this issue is devoted to "Prelude to Beavers" or, in other words, a selection of stories chosen by our staff from those which appeared in this paper during 1959 and which are reprinted here on the strength of the contributions to radio and television broadcasting they represent.

These stories will be closely studied by our Beaver Awards Committee, which will regard them in the light of nominations, and select from them from three to nine. To the stations involved in these stories the committee chooses, the 1959 Beaver Awards will be presented.

In selecting these "nominations", our staff has concentrated on stories which point up the broadcast medium's power for good. This may mean the good of the community, in terms of education, meeting of emergencies, public information, public health, citizenship and just plain entertainment. There is also the important economic function of promoting the sale of merchandise.

We believe that the twenty-nine stories are typical of the many public services that are being rendered to people wherever radio and television stations are heard. We regret that more such stories have not been accessible to us, but we hope that "The Beavers" will encourage broadcasters to enhance the fine works they are

performing continuously in the public service with a better job of proclaiming their accomplishments and so encouraging others to follow their fine examples.

There are no categories or specifications for Beaver Awards. All Canadian stations — radio or television — are eligible to receive awards for conduct deemed by the judges to reflect distinction on these two kinds of broadcasting. Awards take the form of framed copper plaques.

Miniature reproductions of the awards won by their stations will be presented to individuals who, in the opinion of the judges, are directly involved in the award-winning enterprise.

The committee will be appointed and the final selections made in time for the winners to be announced in our issue of May 5th, which will be dedicated to the Association of Canadian Advertisers during their 1960 Convention. Presentation of awards will be made in the home territory of each winner, if possible before representative groups of influential business people.

In commending our Beaver Awards project to the industry, the national advertisers and their advertising agencies, we would like to point out that it is designed to enhance the power of radio and television, for the good not only of the industry but of audience and sponsors as well.

INDEX

Listeners Fete CBC Station Staff	CBE, Windsor	43	They're In The Swim	CKVR-TV, Barrie	56	
CJON Stages First TV Drama Festival	CJON-TV, St. John's	44	Viewers Give Eyeglasses — Station Offers Prizes	CKCW-TV, Moncton	58	
Calgary Stations Team Up In Winter Work Campaign	CFCN } CFAC } CKXL }	Calgary	45	Students Learn To Spell On CJLH-TV	CJLH-TV, Lethbridge	59
Schools Vie In CJET Contest	CJET, Smiths Falls	48	Television Stands In For Schools In Polio Epidemic	CJON-TV, St. John's	60	
The More They Know The More They Give	CJVI, Victoria	48	CHCA-TV Breakfast Club Adopts Two Children	CHCA-TV, Red Deer	60	
They Train Tomorrow's Drivers Today	CFPL-TV, London	49	Little Theatre Has Monthly Airing	CJLH-TV, Lethbridge	62	
Around The World In 132 Days	CFRS, Simcoe	51	CJCA Sponsors Club 93 Orchestra For Edmonton Teeners	CJCA, Edmonton	63	
CFQC Program Salutes The Old West	CFQC, Saskatoon	51	Television — A Yukon Success	WHTV, White Horse	64	
Station Airs Actual Court Cases	CFPL-TV, London	53	Students Take Over At CJBQ	CJBQ, Belleville	66	
Junior Fire Department Is CHCH-TV Project	CHCH-TV, Hamilton	53	Design Program To Stir Civic Interest	CKRM, Regina	66	
Homespun Drama Rates High On CFPL-TV	CFPL-TV, London	54	TV Links Rurals With Urbans	CKX-TV, Brandon	67	
Wherever You Go There's The Kountry Kings	CKDM, Dauphin	54	CHUM Stages Concert For Unknowns	CHUM, Toronto	67	
Locals Are Filmed for CKNX Focus	CKNX-TV, Wingham	55	Announcer and Switcher Start TV Science Series	CFQC-TV, Saskatoon	70	
Moore-Durelle Fight Is High Spot For Atlantic Broadcasters	Atlantic Broadcasting System	56	Hand Pick University Students For Radio Careers	CJSP, Leamington	73	
			Celebrate Quarter Century With Old West Pageantry	CHEC, Lethbridge	74	

Radio

LISTENERS FETE CBC STATION STAFF



KEN MURRAY, STATION MANAGER of CBE, Windsor, is shown cutting a cake with Mrs. George Marcia, founder of the "Listeners' Lobby" from Detroit. Others in the picture are station staffers and visiting Americans.

SOMETHING UNIQUE for Canadian radio occurred Saturday, December 13.

More than 100 Americans crossed the border from Detroit to entertain the staff of station CBE, Windsor.

Members of a new organization, *Listeners' Lobby*, the Detroit people gave the party at CBE studios to show their appreciation of the station's programming. The group

brought along all kinds of home cooking, refreshments, and entertainment in the form of a versatile folk-singer, Rowena.

On hand to welcome the American visitors at the CBC Windsor studios were station manager Ken Murray and his staff.

During the evening, a Citation of Merit to CBE was presented to Ken Murray by the founder of *Listeners'*

Lobby, Mrs. George Marcia of Detroit. The citation reads:

"In recognition of your consistently high standard of radio programming, and your consideration for the discriminating listener, we of the 'Listeners' Lobby' take this occasion to extend to you our most sincere appreciation."

The *Listeners' Lobby* was formed recently in Detroit to promote better radio programming on American networks and stations.

The group is among many American listeners who have been writing CBE expressing gratitude for "the superior programs presented by the CBC in contrast to most American radio stations."

In November, over 60 members of the *Lobby* signed a petition which was sent to the Board of Broadcast Governors in Ottawa. It expressed the hope that "the Canadian public — and others — would continue to benefit from the excellent standards of broadcasting developed by the CBC."

Also in November, American mail to CBE increased by over 300 per cent from the preceding month, to a total of 1,398 unsolicited letters.

There are over 30 AM and FM stations operating in the Windsor-Detroit area, and a number of television outlets.

— January 8, 1959

CKOS-TV
YORKTON
SASKATCHEWAN

"Centre of the Prairie Market"
CHANNEL 3

We hold
our listeners and
help our advertisers
by providing programs
of local interest,
such as top weekly
half-hour shows
featuring local talent
and important
community events,
besides top-rated
network features.

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

ANNOUNCING 1959 - 60 AWARDS

for

CHCT-TV CALGARY

LIBERTY SHOWMANSHIP AWARD
Best Interview Show - "Nightbeat"

TV RADIO MIRROR (U.S.A.) AWARDS
Best Children's Program, Canada - "TV Hi-Jinks"
Best TV News Interview Show, Canada -
"Nightbeat"

PLUS PAST AWARDS:

LIBERTY SHOWMANSHIP AWARDS
for outstanding station promotion 1956 - 1958
- 1959

TV REPS AWARD
best station promotion Canadian TV Week,
1958 - 1959

TORONTO ART DIRECTORS
10th ANNUAL SHOW, 1959
only private Canadian station selected for
representation of outstanding graphic design

CHCT-TV's creative programming
wins viewers - rewards advertisers!



CJON STAGES FIRST TV DRAMA FESTIVAL

DURING THE week of January 12, CJON-TV, St. John's, Newfoundland, sponsored and staged the very first live *Television Drama Festival* in the history of the station.

So satisfactory was the outcome, and so enthusiastic the reaction of Newfoundland viewers, that everything points to the continuation, and extension of the idea as an annual event.

The entire project was conceived, planned, carried through and financed by CJON-TV. This involved paying the travelling and hotel expenses of theatrical groups from towns and cities outside St. John's; covering all production expenses; obtaining and financing the services of an adjudicator from outside the Province and, generally, acting as sponsors and financial "angel" for the entire project.

CJON-TV's Don Jamieson, originator of the *Festival* idea, estimates that the total cost of the project to the station was in the neighborhood of \$10,000.00. "It's not the sort of thing we could do every day" he admits, "but you can't put a dollar value on this kind of project. If you did, you just wouldn't attempt it at all".

Amongst the "intangible" benefits of this first *TV Drama Festival*, Jamieson lists the fact that there has been an obvious and unmistakable increase of interest in the live theatre, amongst tens of thousands of viewers.

"We received letters of congratulations from people in small communities and large, most of whom didn't have a clue what a festival was all about before they saw it on TV," he revealed.

Then there was the advantage to the participating actors themselves. They were given training and experience, in a new and difficult medium, which they could not possibly have obtained in any other way.

Three separate groups, one each from St. John's, Corner Brook and Grand Falls, presented plays in the *Festival*. Thus, between them, as many as fifty people, actors, directors, scene designers and many others, all received what amounted to an intensive week-long course in TV production.

Not only was this done entirely at the expense of CJON-TV; but all the groups obtained cash grants from the station which will aid in their future activities.

A third distinct advantage of the *TV Festival* is the fact that viewers have been made aware of the high calibre of local theatrical groups.

Adjudicator Don Wetmore, active in drama work in neighboring Nova Scotia, told the Newfoundland audience that the plays presented in the CJON-TV *Festival* were "as good as many on the CBC TV Network".

Thus, when these Newfoundland groups present their next productions in local little theatres, audiences will be much more inclined to attend, thus easing the chronic problem of amateur theatricals — a sagging box office.

ACCENT ON QUALITY

The staging and financing of the *TV Drama Festival* is in keeping with the long-held policy of CJON-TV with regard to the encouragement of live talent.

"We believe that quality in local live productions is just as important as quantity" explains Jamieson. "Too often in program summaries and reports to responsible agencies, the only yardstick considered is the number of hours of live programming in a given period.

"Getting such an impressive total is easy", continued Jamieson. "All that's necessary is to put a mediocre hill-billy band in front of the cameras often enough and you're home free. But you're not doing very much, really, to advance the cultural standing, or the level of appreciation, of the viewers in your coverage area".

For this reason, CJON-TV consistently has followed a policy of creating local programming with a definite emphasis on *quality*.

CJON GLEE CLUB

It was that policy that resulted in the creation of the *CJON Glee Club*, again financed entirely by the station, and noted today, across Canada, for its authentic recordings of the Newfoundland Folk Songs.

To maintain this 80 voice mixed chorus, CJON-TV has engaged the services of a highly experienced

music director, Ignatius Rumboldt. It is his responsibility to provide the musical numbers for a 30-minute live TV show each month.

Talent fees are paid by the station to the *Glee Club* for all such performances, and, as well, the station absorbs all production costs and other expenses.

Once again, Don Jamieson explains, as with the *Drama Festival*, the cost of these productions bears no

aid them, the station has not cut corners on equipment.

It's one of the few private TV stations in Canada equipped with 3 cameras and complete mobile facilities to cover outside events.

But even with the experience of many live productions behind them, station personnel approached the staging of the *Drama Festival* with certain misgivings. Two of the participating groups knew nothing of TV



MEMBERS OF THE CORNER BROOK, Newfoundland, Amateur Players in a scene from their presentation in CJON-TV's live *TV Drama Festival*. The players (left to right) Doreen Fitzpatrick, Mary Monaghan and Henry Carter were highly commended by adjudicator Don Wetmore of Nova Scotia who called the *Festival Plays* "as good as many on the network".

relationship to what might be classed as practicality under the circumstances.

"How do you measure the value of 30-minutes of Newfoundland Folk songs, or other good music?" he asks, and goes on to reveal that for each *Glee Club* show, the station's out-of-pocket expenses run close to \$1,000.00, probably making these productions the most costly one-station presentations in Canada, by a wide margin.

But, the station feels it has a responsibility to give talented Newfoundlanders an opportunity to be heard and it will continue to do so as long as it is feasible to do so financially.

HOLD MONTHLY AUDITIONS

To find new talent, the station holds auditions regularly and, each month, a 60-minute live variety show is featured in order to showcase the newcomers as well as more experienced artists.

This month, too, CJON-TV will revive its *Focus on Youth* series of weekly half-hour talent shows. These are designed to discover new youthful talent in the teen-aged and sub-teen category. Local music teachers co-operate in this particular effort.

The CJON-TV production staff has become quite proficient in the staging of these "local spectaculars". To

— had not even seen a TV picture in some cases.

Also the station had done only one full-length drama previously. Nevertheless, things went off without a hitch. Each of the three plays achieved a high degree of professional polish. At the end of each performance, Adjudicator Wetmore, appeared on camera and gave his comments and criticism.

Because of the frankly experimental nature of the project, the competitive factor of the festival was kept at a minimum. There was, however, a handsome rose bowl and a cash award for the best over-all production and this went to the St. John's Players, the group representing the Capital City.

Is live talent encouragement, on the scale undertaken by CJON-TV worth all the time, money and effort required? "Very definitely" answers Jamieson, without hesitation. "Radio and TV are creative fields. If you aren't doing anything creative, then you might as well get out of the business entirely.

"And", he adds, "when you're committed to this kind of expensive live talent programming, it keeps you sharp commercially. After all, the money has to come from somewhere and CJON-TV can't look to the government for aid if we have a deficit!"

—February 12, 1959

Quality

More correctly, Quality
with Speed—that's the
story at the Caldwell Lab.
Your TV film receives
the finest, most expert
care in the world.

S.W.
Caldwell
LTD.

FILM LABORATORY
447 Jarvis • Toronto
Phone WAlnut 2-2103

Radio

CALGARY STATIONS TEAM UP IN WINTER WORK CAMPAIGN

INSTANT REACTION was gained from the city of Calgary on Thursday night, January 15, when its three radio stations, CFCN, CFAC and CKXL, pooled their facilities in an effort to create jobs for those seasonally out of work.

In a two hour broadcast from 8:00 to 10:00 p.m. called *Operation Employment*, two featured announcers from each station took turns at the mike. Their tally for 120 minutes on the air, was 411 job opportunities and 273 applications for work. All applications were screened through the National Employment Service.

Calgary, with a population of about 222,000, has one of the best winter unemployment records in Canada. Last year 11,000 were without work at this time of the year and this year according to the NES this number is down to 9,600.

The slogan for this year's campaign was "Calgary Works in Winter".

A network of the stations was arranged and 16 phones were set up in the auditorium of the Agriculture Building at the Stampede grounds. These phones were staffed by members of the NES, who recorded the details of the telephone interviews. Each call required about two and a half minutes to complete. The phones were kept busy right through the program and were still ringing half an hour after the broadcast had ended.



HARD AT WORK on their two hour program, to promote winter work in Calgary, "Operation Employment", are left to right, Don Thomas, CFCN; Stu Phillips, CFAC; and Ted Soskin, CKXL.

STATIONS FORM COMMITTEE

The idea for the broadcast was conceived in November last year, when it was presented to the Winter Work Campaign Committee by Mrs. Pearl Borgal of CKXL, who is also a member of the committee.

A committee from the three stations was formed to explore the

idea and formulate a plan. This committee was comprised of George Brown, CFAC; Gordon Carter, CFCN; Dick Tregillus, CKXL; and Roman Weppler of the National Employment Service, who is employer relations officer and co-ordinator of the Winter Work Campaign.

The technical requirements were handled by the originating station, CKXL, and the broadcast was co-ordinated by CFCN's Don Thomas. The talent for the two hour show came from the radio stations themselves and comprised a Western band, vocalists and specialty features.

These acts had to be kept to a minimum as the telephone response easily outstripped the number of appeals that it was possible to broadcast.

Calgary's Mayor Don MacKay and many prominent business men were on hand and were interviewed during the course of *Operation Employment*.

Telegrams were received from William Duncan, regional director of the NES in Winnipeg and Hon. Raymond Reiersen, minister of Industries and Labor.

NES officials reported that the venture was a complete success and are hoping to fit this combined effort into their plans for 1960.

Dick Tregillus, CKXL, said the outstanding feature of the combined project was the co-operation received by the three stations from local business men. Calgary Power defrayed the costs of the broadcast; CPR Telegraphs donated their facilities; the Calgary Exhibition & Stampede Board supplied the space for the broadcast and others helped by supplying other needed services.

—February 26, 1959



ANNOUNCING

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

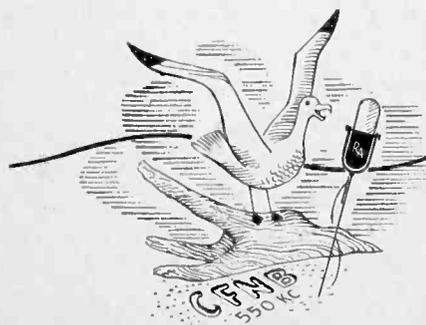
We've chosen the ubiquitous Sea Gull, keen-eyed resident of the seacoasts and inland waterways of those Canadian Provinces which touch the shores of the Atlantic. Like the Gull, **RADIO ATLANTIC**, with its 50,000 wonderful Watts, is known and respected throughout this area. As the strongest independent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



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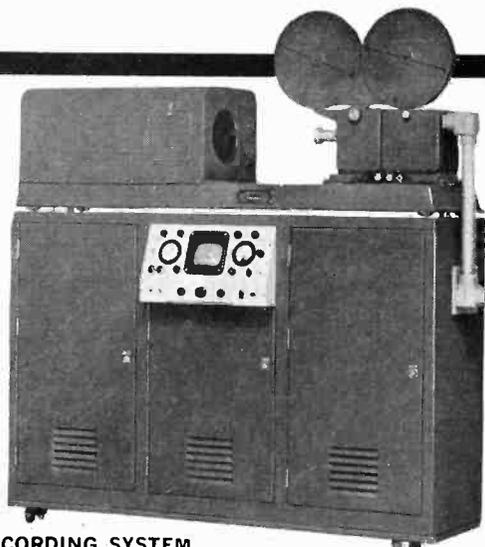
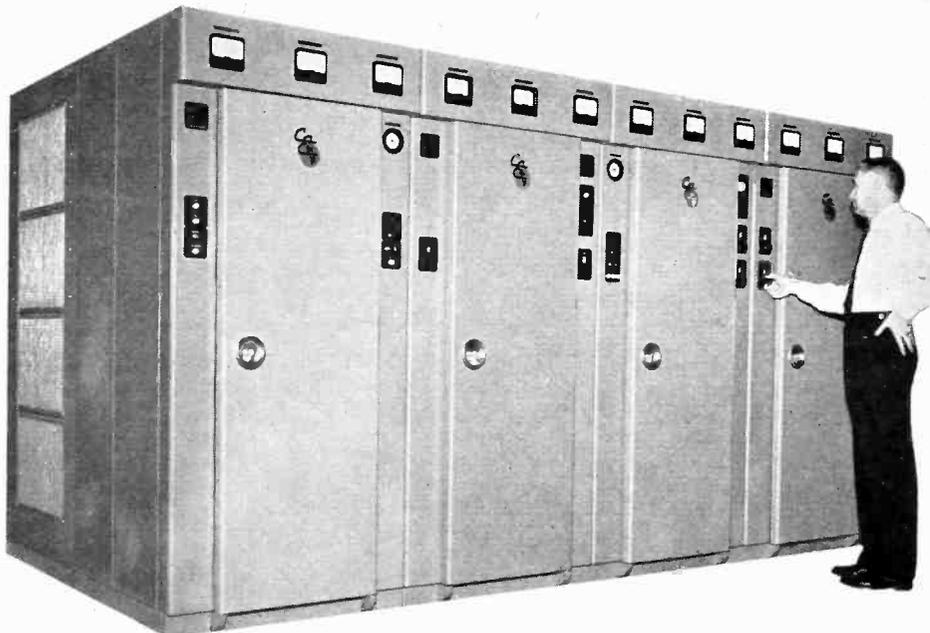
GPL GENERAL PRECISION LABORATORY

NE NORTHERN ELECTRIC



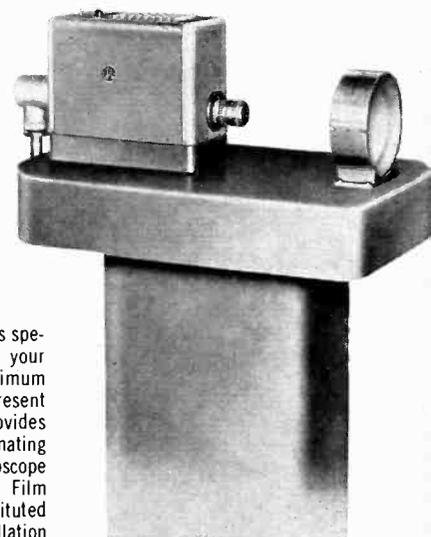
AM TRANSMITTERS

The Type 317B transmitter is a standard AM broadcast transmitter with a power output of 50,000 watts. High level screen modulation of the 5 KW RF driver stage makes possible excellent performance. The 50 KW amplifier is a high efficiency linear stage using the "Weldon Grounded Grid" circuit. The advantages realized in this circuit are many, including high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustment.



VIDEO RECORDING SYSTEM

The GPL Video Recorder is a complete high quality TV recording system which produces standard 24-frame-per-second motion picture film with excellent picture resolution and correct grey scale. The system is designed for 525-line 60-fields-per-second FCC standard TV. The input signal is standard 0.5 to 2 volt white positive composite video. This is equivalent to better than 1000 lines resolution in television terms. A non-linear amplifier having an effective "gamma" of 0.5, is included in the system and may be used at will to provide the correct grey scale rendition.



VIDICON FILM CHAIN

The GPL Vidicon Film Chain is specifically designed to replace your iconoscope camera with a minimum rearrangement of your present facilities. Optical system provides throw distances approximating those used with the iconoscope camera. Thus the Vidicon Film Camera can be easily substituted for an iconoscope. This installation can be accomplished over night. All your present projectors, master monitors, utility monitors and standard racks can be used.

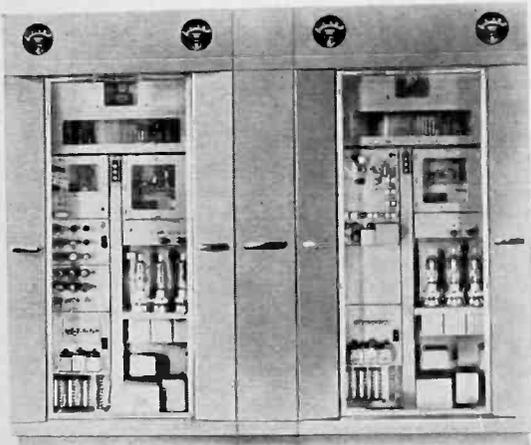
AM-FM-TV BROADCAST EQUIPMENT



CONTINENTAL ELECTRONICS

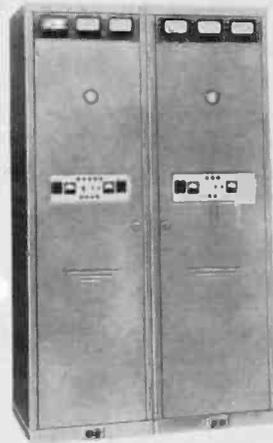


STANDARD ELECTRONICS



500 WATT VHF-TV TRANSMITTER (Low Band and High Band)

The 500 watt transmitter is the basic unit in the Standard Electronics VHF television transmitter product line. The visual portion of the transmitter is designed to deliver a standard AM signal of 500 watts peak power, when a standard composite video signal is fed to the visual transmitter input. Together with the aural portion, the equipment comprises a complete 500 watt television transmitter, the output of which after duplexing, may be fed into a suitable television antenna. This transmitter can be used, without modification, as the driver for a 10 KW, 25 KW or 50 KW transmitter by means of Standard Electronics' "Add-A-Unit" feature.



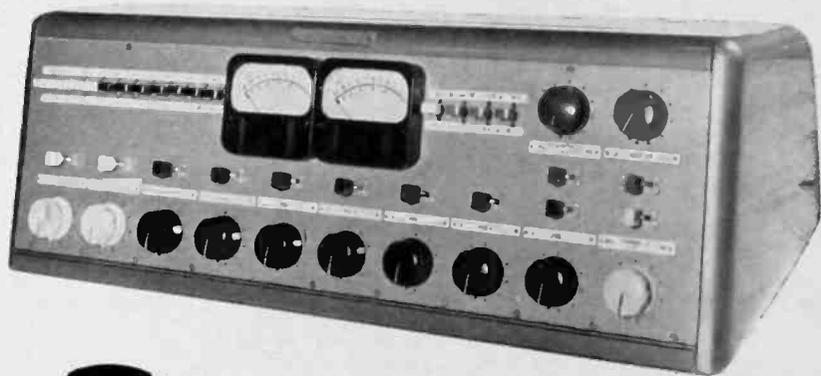
VERSATILE FM TRANSMITTERS

Standard Electronics has a new range of equipment for simplex, FM/FM stereo, and other multiplex operations. Features include built-in "Patchover" system, provision for multiplexing as standard equipment, Serrasoid modulator for inherent stability, and compact accessibility that saves as much as 45% of space.



TRANSISTORIZED PORTABLE AUDIO CONSOLE R5460B

An AC or battery operated, all transistor, single channel console type program mixing unit designed expressly for the amplification, control and monitoring of program material originating at microphone level in remote broadcast operations.



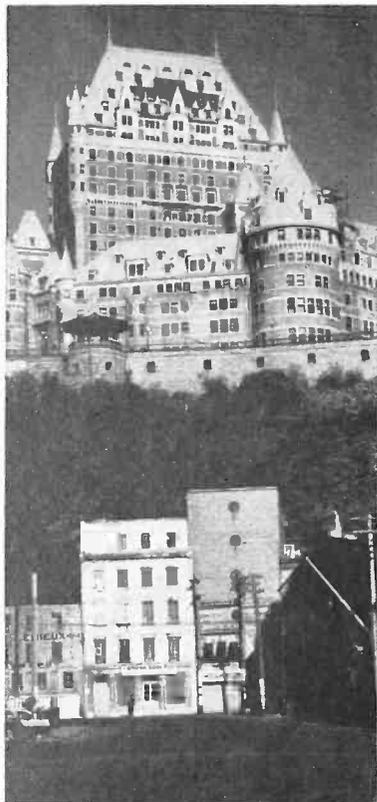
SPEECH INPUT CONSOLE R5430A

An audio console having two main program channels which are capable of simultaneous operation on separate programs without interfering with one another.



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Public Affairs

Schools Vie In CJET Contest

ON SATURDAY MORNING, March 7, an eight week series of an hour long educational program entitled *It's Your World* was completed on CJET, Smiths Falls.

The program was a competition on current events between four high schools in the district. The winner walked off with the OTTAWA CITIZEN "Current Events Trophy".

The teams from the various schools were made up of three students chosen by the school to represent them. The questions were asked by Don Auty, CJET news director, who acted as moderator for the series. To assist the moderator in his job were two judges, who were usually newspaper men from the parliamentary press gallery in Ottawa.

The questions put to the teams were prepared by Ronald Grantham of the OTTAWA CITIZEN who edits the paper's Saturday feature, *The Week's Current Events*.

HERE'S HOW IT WORKED

The show itself was broken into two half-hour segments, with two teams participating during the first half-hour and the other two teams taking part in the last thirty minutes. The two half-hours were divided into two sections. The first ten minutes of the show was allotted to questions which could be answered by a simple yes or no. Each contestant had ten seconds to answer.

The teams then took a five-minute breather while the moderator interviewed one of the judges.

The last fifteen minutes of the half-hour was devoted to a series of questions where the students would have to give their answers in detail. They would have twenty seconds in which to elaborate.

The judges would then discuss their answers or correct the students by explaining to them how the answer given was wrong.

One of these judges was Bill Boss, formerly with The Canadian Press and now director of public relations for the University of Ottawa.

A musical interlude followed the first thirty minutes allowing time for the other two teams to take their places in the studio and then the same pattern followed for the last half-hour.

The station says that the judges remarked after every program that



Photo by Newton

IN THE CJET, SMITHS FALLS, studio are the three members of the winning team on the "It's Your World" contest, from St. Pat's High School on the right and the team from the South Carleton High School on the left. In the foreground are left to right: Judges Bill Boss and Tom Van Deusen and moderator Don Auty, news editor of CJET.

it was gratifying to see youngsters of high school age so well informed on current events. The teachers from the various high schools taking part were very enthusiastic about the program and stated that an hour on the air with such a program was worth many hours of teaching in the classroom.

The winner of the eight week series was the team from St. Pat's High School in Ottawa. They were presented with the OTTAWA CITIZEN "Current Events Trophy" at a special

luncheon given for all the participating teams, in the Chateau Laurier in Ottawa.

Prime Minister Diefenbaker greeted them on their arrival and welcomed them to the Capital. Guest speakers at the luncheon were Hon. Lester B. Pearson, leader of the opposition and Dr. Sydney Smith, minister of external affairs.

The award was presented by R. W. Southam, publisher of the OTTAWA CITIZEN.

— March 26, 1959

THE MORE THEY KNOW THE MORE THEY GIVE

TO HELP THE Royal Jubilee Hospital in Victoria in its campaign for funds to construct a new hospital wing, CJVI - Radio has scheduled a series of 12 weekly half-hour broadcasts.

Called *Assignment Jubilee*, the series is planned with the idea that people will donate more freely toward the new wing if they have more knowledge of the present facilities and staff at the hospital.

Dick Batey, promotion manager of CJVI, does the research and records



IN AN OPERATING ROOM at the Royal Jubilee Hospital in Victoria, Dick Batey of CJVI (right) interviews Dr. Murray Anderson, medical administrator and Phyllis Gray, operating floor supervisor.

the broadcasts. He visits each department of the hospital, describing procedures and interviewing the staff.

The hospital is trying to raise \$410,000 towards the cost of building the wing. Total cost of the new addition will be about \$2,500,000 with the major share being carried by federal, provincial and municipal governments. William Guild, manager of CJVI, is publicity chairman of the campaign.

— April 30, 1959

CKNX
TELEVISION

Dominates Town & Country in Western Ontario

CHANNEL 8 — WINGHAM

repped by ALL-CANADA TELEVISION

Television

THEY TRAIN TOMORROW'S DRIVERS TODAY

A TELEVISION STATION and its local board of education have just teamed up to give a driving course to students from five high schools. To extend the benefits of this course to the public, they held the classes in a studio, from which they broadcast them in a ten-week sustaining series.

It all started when Bob Reinhart, operations manager of CFPL-TV, London, and Secondary Schools Superintendent McCall got together to decide just how the Driver Education program should be attacked from the television standpoint.

Bob Reinhart and Jim Plant, producer of the series, then attended a meeting organized by the local Council of Women. This meeting, which simply confirmed that CFPL-TV and the Board of Education would go ahead with the series, was attended by Board of Education, Department of Transport, Department of Highways and London Safety Council representatives. The station says that all offered aid. However, most noteworthy was the offer of the London Safety Council to purchase a supply of textbooks for each school library.

These books, on which each program in the series was based, were: *Sportsmanlike Driving* — published by the American Automobile Association. *Man and the Motor* — prepared by the Centre for Safety Education, New York University, and published by Prentice-Hall Inc., Englewood Cliffs, N.J. *Youth at the Wheel* — by Harold T. Glenn and published by Charles A. Bennett Co. Inc., Peoria, Ill.

The next step was Jim Plant's meeting with all the instructors, the instructor co-ordinator and the director of education to consolidate the program schedule and assign lessons to the instructors after determining the subject matter and duration. This meeting took place January 20.

A week later all the instructors reported to CFPL-TV studios and gave "on camera" resumes of their program material.

The instructors for the series were local high school teachers. When they appeared on the program they had students from their own schools. Jim Plant said it was felt that the teachers were better than qualified driving instructors or professional television performers, because the students would be right at home with them.

The instructors and the schools they represent were as follows: Patricia Prouse, G. A. Wheable Collegiate; Don Simpson, Beck Collegiate; Roy Kenny, H. B. Beal Technical School; Robert Lewis, Central Collegiate and Dorothy Hollingsworth, South Collegiate Institute.

For each weekly program a get-together was held with each instructor about two weeks before his or her program was aired. These meetings served to finalize all program concepts and methods of presentation, with recommendations

for improvement.

Then on the Saturday morning of their program they got together with the producer and held a dry run. This usually took place between 10.00 and 11.00. The students arrive about 11.15 and rehearsals continued to air time at 12.00 noon.

were acquainted with controls, gauges, fuel, ignition and braking. Instructor Roy Kenny used a cut-away instrument panel and a body-less car to point out the importance and safety values of the car's basic controls and mechanism.

Natural Laws Affecting Driving.

between students and instructor Dorothy Hollingsworth.

HELPS WIN AWARD

Even before the series was completed, the local Council of Women won an award in connection with *Driver Education*. The Shell Oil Company officially announced that the Council was the recipient of the top award in the "Carol Lane" awards for traffic safety.

These awards have been created to recognize, foster and reward women's achievements towards the preservation of lives through traffic safety programs in their community, province or nation. The local Council's award was based on its promotion and eventual realization of the series, *Driver Education*.

When asked his opinion of *Driver Education*, Dr. A. B. Lucas, director of education for London, told the BROADCASTER:

"The experiment in teaching Driver Education to secondary school students being conducted through the co-operation of the London Board of Education and CFPL-TV, has, in my opinion, been highly successful. The early results have been beyond our expectations. As the course nears completion, the interests remains as keen . . . even keener, than at the beginning of the series of lessons.

"The effect of the lessons have been very telling upon a very wide audience of adults as well as upon secondary school students. All comments are most favourable.

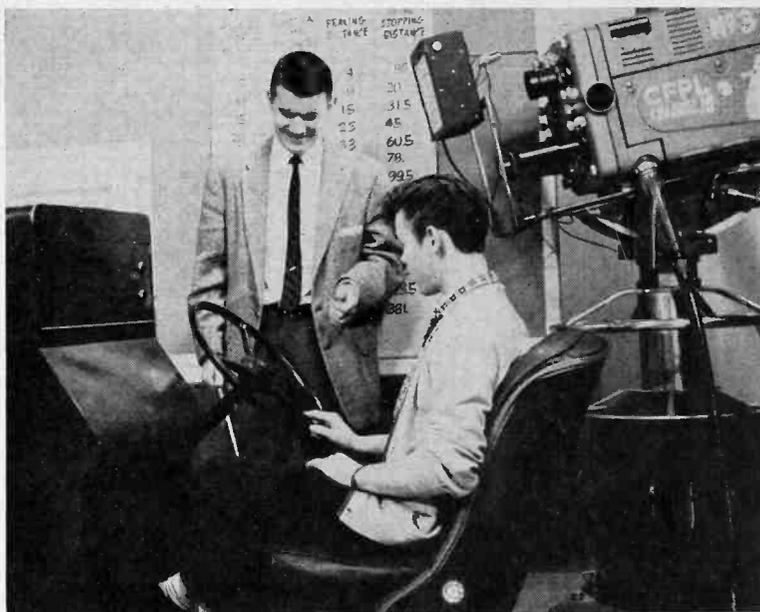
"This experiment verifies to some extent the findings of many research studies in the use of television in teaching.

"Many subjects can be taught as effectively, perhaps more effectively, by television to large classes, as can be done in smaller groups. We have used the talents of master teachers (not TV personalities) and have spread these talents to many hundreds of learners instead of limiting them to small groups of students.

"I am convinced that the development of right attitudes and the acquisition of proper knowledge necessary to become a good automobile driver can be accomplished very effectively by the use of television.

"This penetrating medium of mass communication, when used by a competent producer and conducted by master teachers, in this series of lessons is making a tremendous contribution to safe driving practices in this community."

— April 30, 1959



DON SIMPSON, who teaches at London's Beck Collegiate, is one of the five high school teachers who instruct students in driving. He is seen here giving a brake reaction test to one of the students from his school, in the CFPL-TV studio.

PROGRAM SCHEDULE

The series got under way with the first program, Saturday, February 7. The program topics were as follows:

The Automobile and Modern Life. By stating the history of the automobile and its tremendous importance in our modern way of life, the instructor, Patricia Prouse, attempted to extract from the students the proper attitude towards driving generally. By means of adroit questioning she got the students themselves to realize the importance, and the dangers, of our modern automotive way of life.

Natural Equipment of the Driver. Here Don Simpson impressed upon the students the importance of each driver knowing his or her physical capabilities in relation to driving. Basic testing devices were used and their importance was described. Topics covered during the program were field of vision, depth perception, braking reaction, night vision, color blindness and eye fatigue.

Mental Makeup and Physical Fitness of the Driver. Returning for the second week in a row, Don Simpson dealt with driver attitudes, the problem of alcohol and the teenage driver and showing off at the wheel. In connection with the physical fitness, Simpson told the students that a physically fit student is a physically fit driver. Common problems such as body fatigue and carbon monoxide poisoning were also covered.

The Driver's Compartment and Under the Hood. Here the students

After a general scientific explanation of friction, gravity, kinetic energy and the like, Robert Lewis related these laws to the actual driving and control of an automobile. Students were asked to relate these laws in their own terms to typical driving conditions.

Man-Made Laws Affecting Driving. Robert Lewis was present again to stress the consequences of breaking the rules of the road. A local lawyer was on hand to illustrate the importance of driving laws, based on his own courtroom experience.

City and Highway Driving. In this program, Roy Kenny related the rules of the road to the two techniques required for driving in these situations.

Driver Versus Pedestrian. After a general assessment of the types of pedestrian the teen-age driver will have to cope with, Patricia Prouse asked students to suggest a basic set of rules for pedestrians which could be used effectively in the art of "defensive" driving.

Causes and Prevention of Accidents. This was a general discussion

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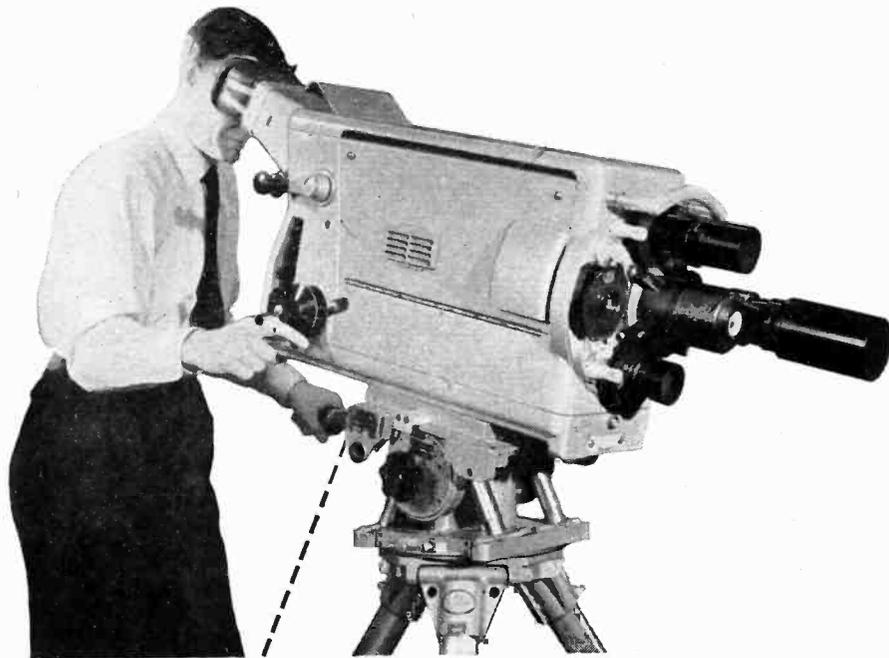
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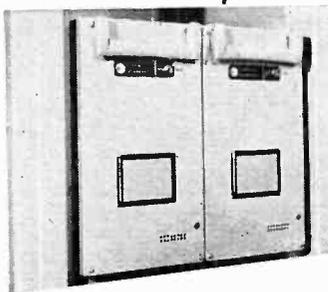
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Printed wiring boards are mounted on panels which slide out from the printed wiring cases — used for mobile and studio equipment alike. Here the camera control and power supply are shown mounted side-by-side in a standard 19" rack.



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

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

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Roaming Reporter

AROUND THE WORLD IN 132 DAYS

TED FIELDER, 28-year old majority shareholder and general manager of Radio Station CFRS, Simcoe, Ontario, proposed a resolution to the CAB meeting last month, calling for the establishment of an international association of broadcasters, designed to facilitate and improve the exchange of international news on a mutual or co-operative basis.

Moscow, to people involved in education.

"I talked to people in the Ministry of Education," he said. "I talked to students in the Moscow University and let them tell their own story of what they were trying to teach and what they hoped to learn."

To overcome the language problem, Ted headed for a seventh grade class where the teacher and her

ern foreign ministers were holding their first conference in Paris.

He went straight to the Bonn and East German governments to find out what the official position was and then took his tape recorder out into the streets to ask the people what they thought about it all.

CFRS has run most of this material

locally on an sustaining basis. But a number of stations have taken it on and found it a substantial vehicle for commercial sponsorship. CJSP, Leamington, for example, has sold it as a prestige program to Pyramid Canners, a growing young Leamington industry.

— April 30, 1959



HERE IS TED FIELDER on one leg of his round-the-world tour, aboard the American President Lines liner, "President Cleveland", as she was being brought alongside Kowloon Wharf in Hongkong. Ted is seen recording an interview with the commodore, Commodore Hobart J. Ehman. Later he interviewed the pilot, Mr. Cheng Shu-Tao.

Fielder was just back from a world tour, which he undertook at his own expense (around \$10,000). During it he taped 210 three-minute interviews and made five hour-long documentaries, which had been ordered by the CBC. The interviews which he brought home for use on CFRS covered a wide range of personalities from Prime Minister Nehru of India; and President Sukarno of Indonesia to President Garcia of the Philippines. Then there was a guide at the Pyramids, in Egypt, and school children in Moscow.

Ted's trip ran 40,000 miles, taking him on and off airplanes 51 times in 132 days, starting October 25 of last year.

Ted has the starry-eyed dreamy look that belongs in a broadcaster's eyes, but with it there is an aura of practical businesslike horse sense, which might be the reason why some of his dreams will come true.

"At CFRS", he said, "we want national advertisers to realize that there is a quality about our 250-watt station which would place us out of and over the realm of an average small-market station." To this we can add "a belief, which was wholly substantiated while I was away, that news media are inadequate without on-the-spot and actuality reporting."

EDUCATION IN RUSSIA

At the beginning of his tour, Ted found that top news time and space was being devoted to the relative merits of education in North America and the USSR. So what he did was to make a beeline, while he was in

students all spoke English, although in a limited form.

POWER, DOPE AND POLITICS

Fielder also spent some time at the Warsak Power and Irrigation project on the north west border of Pakistan, about twelve miles from the Khyber Pass. He explained that the Warsak project is a dam which is costing Canada fifty million dollars as our major contribution to the Colombo Plan. When it is completed in 1960, this dam will irrigate 100,000 acres of hitherto unproductive land and triple the available power in the north west quarter of Pakistan.

In Hongkong, Ted took his tape recorder out onto the junks and police boats as he pried into the problems of narcotics and illegal immigration.

In Indonesia, he ran headlong into the internal turmoil of a young country which proclaimed its independence in 1945 and gained full sovereignty in 1950. He found them experimenting with a form of government they called "guided democracy", designed to control both communism and democracy by a complicated form of statism.

In Indonesia, he talked to President Sukarno, Prime Minister Djuanda, Foreign Secretary Suvandrio and many others.

NEXT, PLANE TO BERLIN

While he was in Moscow the lid blew off the Berlin crisis, so Ted changed his course and arrived in the German capital the day the west-

Radio

CFQC Program Salutes The Old West

RADIO STATION CFQC, Saskatoon, recently completed a series of 18 half-hour public service programs called *West of Yesterday*, in which tribute was paid to the pioneers that built the Gateway to the West.

posed by Robert Farnon.

Each week the program told a story of the people who faced hardship and toil, tragedy and loss, but whose courage made their dream a reality. Listeners heard true life stories told by men and women who



THIS LIVING ROOM EXHIBIT at the Western Development Museum near Saskatoon shows many of the furnishings used in the pioneer days of the old west. Inspecting the relics are, from the left: George Sheppard, museum curator; Mrs. Bernice Norman, executive director of the museum, and Russ Down, CFQC producer of "West of Yesterday."

The series was to promote the Western Development Museum's week long pageant "Pion-era", held annually to preserve the colorful history of the old west.

Western Development Museum is an old unenchanted-looking hangar on the outskirts of Saskatoon. It houses relics symbolic of the west of yesterday.

With this historical museum at their doorstep, CFQC decided that people should be informed about the history, progress and aims of the museum and its annual show.

After extensive research by CFQC staff and the museum's curator, *West of Yesterday's* initial show was aired February 20. The theme chosen for it was "Gateway to the West", com-

learned them when the west was just an infant. The series ended three days before "Pion-era" was officially open.

"During "Pion-era" the relics housed in the museum are brought to life to re-enact the part they played in the building of the Canadian west.

Among the many comments and letters received by both the radio station and the museum was a recommendation that the series be recorded and deposited in the Natural History Museum at Regina as a record of that period of the west.

The Western Development Museum liked the name *West of Yesterday* and adopted it as the title for this year's "Pion-era".

— August 13, 1959

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DING DONG SCHOOL . . . noted educator "Miss Frances" has fun and lessons for pre-schoolers, advice for their parents.



NEW YORK CONFIDENTIAL . . . a newsman's inside look at the world's largest city . . . filmed on location . . . Lee Tracy stars.

THE GALE STORM SHOW . . . set sail for fun as lovely Gale plays hostess on a cruise ship. Co-stars Zasu Pitts.



SUSIE . . . famed actress Ann Southern as a blond — and smart — private secretary in a zany talent agency.

THE HALLS OF IVY . . . Ronald Colman and Benita Hume in a deft comedy about a college president and his wife.



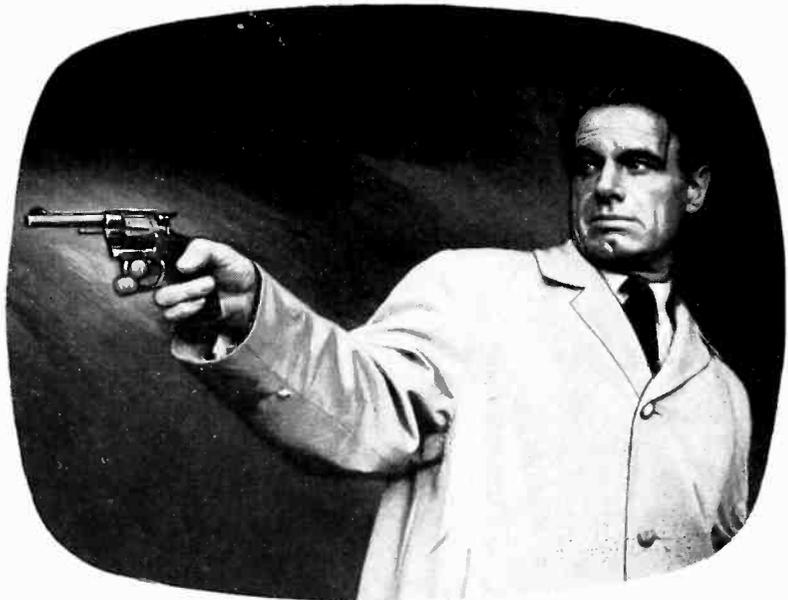
NEW ADVENTURES OF CHARLIE CHAN . . . no mystery too deep for Mr. Chan and his "Number One Son!" . . . J. Carroll Naish stars as Chan.

RAMAR OF THE JUNGLE . . . daring adventures of a white doctor-hunter in the wilds of darkest Africa . . . Jon Hall stars.



STAGE 7 . . . Thomas Mitchell, Diana Lynn, other major stars . . . a distinctive and widely varied anthology series.

THE COUNT OF MONTE CRISTO . . . saga of Alexandre Dumas' dashing hero . . . drama of 18th century France!



INTERPOL CALLING — national selective — the new series about the international police of 63 nations, including Canada, from The Rank Organisation Limited (of J. ARTHUR RANK fame). Starring CHARLES KORVIN.

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THE LONE RANGER . . . his cry of "Hi-O, Silver" heralds the best-known and best-loved of all Westerns.

SERGEANT PRESTON OF THE YUKON . . . a Northwest Mountie fights for law and order in the days of the Yukon gold rush.

Television

STATION AIRS ACTUAL COURT CASES

ACTUAL CASES heard in Middlesex County Courts are the subject of a new television series, *Before The Law*, currently being shown by CFPL-TV, London.

The 12 programs in the series are re-enactments of trials held in the County Courthouse of Middlesex. Presentations are not the Hollywood-type courtroom scenes with their pre-fixed dramas, but rather the day to

script form, which is approved by the lawyer or lawyers who submitted it. Naturally, names, places, dates and other information is changed in the television script.

Casting is accomplished with the aid of the London Little Theatre Group, London Police Department and the Ontario Provincial Police. All personalities are type-cast as much as possible.



RE-ENACTING AN ACTUAL trial for CFPL-TV viewers are members of the cast of the London station's new series "Before the Law", which began last month. Twelve programs, each showing different types of cases heard in Middlesex County Courts, are being presented by the station to provide viewers with a better understanding of Ontario courts and their procedures.

day proceedings of county and city courts.

Drama existing in the programs involves the solving of a problem, whether it be between two persons or between one person and the Crown.

Public interest in the series is two-fold. First, there is a natural interest in the trial proceedings and the mechanics of Ontario courts, as well as the results of the cases. Secondly, the viewer gets a better understanding of the laws, which in the future might help him avoid similar infringements with the law.

The series began earlier this year when CFPL-TV's Chief Producer, Jim Plant, met with George Mitchell, QC, local member of the legal radio-television and literary sub-committee of the Canadian Bar Association, to determine the amount of co-operation the Middlesex Law Association would extend to a series of programs using transcripts of cases, both criminal and civil, heard in London by local lawyers.

Angus McKenzie was appointed to act as liaison with Plant and plot the program format. The Law Association approved the participation of local lawyers in the series to portray lawyers and judges.

Transcript selection is based on point of law, public interest and condensation factors involved. Programs deal with a wide variety of cases. Condensation of the transcripts is done after a thorough reading by the program producer, Jim Plant, and the director, Ken McMaire. The director re-writes the transcripts in

The courtroom used is a scaled-down model of the duplication of the actual courthouse used during trials. Set designer Walter Stasiak and producer Jim Plant made several trips to the Middlesex County Courthouse and the City Magistrate's Court to sketch them for reproducing in the actual telecasts.

— August 13, 1959

Television

JUN'R FIRE DEPT. IS CHCH-TV PROJECT



Hamilton Fire Dept. Photograph

FIREMEN AND YOUNGSTERS team up for CHCH-TV's "Junior Fire Department", designed to alert kids on the dangers of fire. Shown in the picture, from left to right, are Fireman Ivan Harris, Janet Shea, Acting Lieutenant Milt Kindree, "Mr. Ron" (the show's host), Firemen Bill Hart and Walt Goddard.

CHCH-TV, HAMILTON, in cooperation with the Hamilton Fire Department and Fire Prevention Bureau, has organized a Junior Fire Department as a daily feature on its *Popeye Cartoons* show.

Purpose of the feature is to further children's knowledge of fire prevention and make them aware of the dangers of fire. CHCH-TV receives assistance from the fire department in presenting items of interest to the children on fire prevention.

To date the station has featured "Mr. Ron", host of *Popeye Cartoons*, on an aerial truck and in a demonstration of putting out fires with chemicals.

Children are requested to write the station and join the Junior Fire

Department. They receive a membership card, a badge and a folder listing the fire prevention rules. More than 200 children have joined since the feature began.

The station intends to make the feature a year-round presentation. Included in the schedule are theatre parties, demonstrations at shopping centres and other pointers on fire prevention.

Membership in the Junior Fire Department is not limited to Hamilton children. The station already has members from Toronto, Niagara Falls, St. Catharines, Galt and many other centres throughout their coverage area.

—August 27, 1959

Best wishes to all for a most
Successful Meeting

CHRC
Radio - Québec

800 Kc.

10,000 Watts

Efficiently Represented by:

Jos. A. Hardy - Canada
Young Canadian - U.S.A.

The Growing Market

B.C. Power Commission predicts

Triple present electrical output in Prince George by 1968

CKPG

PRINCE GEORGE, B.C.

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

Television

HOME-SPUN DRAMA RATES HIGH ON CFCL-TV

TO COMMEMORATE St. Jean Baptiste, the patron saint of French-Canadians, CFCL-TV, Timmins, recently televised an hour-and-a-half comedy play in French, written, directed and performed by station personnel.

Called *Salute to St. Jean Baptiste*, the play was written and directed by program manager Jean DeVilliers. The producer was Mario Cappadocio, CFCL's production supervisor. Featured in the play were station manager René Barrette, music director Georgette Barrette, Adèle DeVilliers, Yvon Ducharme and Jean DeVilliers. Music and lyrics were written and composed by Georgette Barrette and Jean DeVilliers.

The play was about TiWi Raccourci (Jean DeVilliers), a more than frequent inmate of the local jail-house. While in prison, he meets René, played by René Barrette, who is innocent of the theft for which he is serving time. When the two get out, René learns that his sister's home is to be taken over by a miserly merchant (Yvon Ducharme), in lieu of a debt of \$500, left outstanding by René's deceased father. Worse yet, René's fiancée is the miser's daughter.

TiWi comes to the rescue and steals \$500 from the miser and gives it to René, who in turn gives it back



Photo by Normand Gauthier
SALUTE TO ST. JEAN BAPTISTE, an original play presented by CFCL-TV, Timmins, recently, starred (standing l. to r.) René Barrette, Yvon Ducharme, Jean DeVilliers, Georgette Barrette (seated left) and Adèle DeVilliers.

to the miser as settlement of his father's debt. So everything ends happily with René married to the miser's daughter (Georgette Barrette) and TiWi married to René's sister (Adèle DeVilliers).

Letters and phone calls came into the station from English-speaking as well as French-speaking viewers. Viewers who understand little French wrote in asking if it would be possible to reproduce the play in English. A number of people wrote in that they enjoyed the play even without being able to understand the French dialogue, because of the play's broad slapstick qualities.

FRENCH DRAMA SERIES

Telecasting original plays in French is nothing new to CFCL-TV, where they have just completed a series of six hour-long French dramas. All the scripts were written and directed by Jean DeVilliers, produced by

Mario Cappadocio and acted out by the staff of CFCL radio and television.

Two of the presentations were entitled *Ma rue* and *Le Miracle de la Pluie*. For the production of *Ma rue*, a complete reproduction in the studios of a street in the Lower East Side of New York was necessary.

For *Le Miracle de la Pluie*, a rainfall was needed to provide authenticity. Special pipes were attached to garden hoses and water fell for fifteen minutes. The studio floor was covered with sand bags to absorb the water.

Since CFCL-TV has only one studio camera and a limited budget, careful planning was required for all productions. The response to the plays from the French viewers was so favorable that the stations is now planning another such series.

—September 10, 1959

Wherever You Go There's the Kountry Kings

THE CKDM KOUNTRY KINGS are a common sight to almost all Manitobans because this western band from the Dauphin radio station make it a point to try and visit as many of the province's fairs as it can.

Under the leadership of Bev Munro, the band has sung and played its way all over Manitoba. In the past few months, it has entertained crowds in a grandstand, on a rocking hayrack and from the back of a

Coca-Cola truck.

At the Dauphin Agricultural Fair, the Kountry Kings were part of CKDM's three-unit parade. At the Swan River Fair, 105 miles away, the band played to packed houses two nights at a barn dance. At McCreary, Bev Munro and the Kings performed on a tractor-drawn hayrack. Their next stop will be the fair at Gilbert Plains, and after that, a well-deserved rest.

—August 27, 1959

G. N. MACKENZIE LIMITED HAS the SHOWS
like *The Newest Mystery Adventure Shows*

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



1290 on the Dial — ALTONA, Manitoba, on the Map

Providing ADULT Radio for an ADULT Audience

- ▶ **GOOD Music**
All Day — Every Day
- ▶ **COMPLETE**
Agricultural Coverage
- ▶ **EXTENSIVE**
Community Service

THE ONLY RADIO STATION IN SOUTHERN MANITOBA — including Winnipeg — TO SHOW LISTENER RATING INCREASE according to B.B.M. and Elliott-Haynes Fall Survey.

NOTE { DENNIS BARKMAN, CFAM manager, will be pleased to meet delegates and agency and advertiser personnel at the C.A.B. Convention, and tell the whole story.

Television

LOCALS ARE FILMED FOR CKNX 'FOCUS'



BRUCE ST. GEORGE, CKNX-TV, Wingham, interviews airport foreman George McKnight, in the crash truck, at the Warton Emergency Airfield, for his program "Focus on the Town". Filming the scene for the show is cameraman Bill Connell.

AS A SUMMER ADDITION to its nightly Focus program, CKNX-TV, Wingham, sent the show's emcee, Bruce St. George, around the communities in the station's coverage area to produce and narrate sound-on-film features spotlighting interesting people and activities in Western Ontario.

The job spread over two months, in which time Bruce logged thirteen hundred miles and filmed eighteen five-to-ten minute stories.

The idea of saluting individual communities in the CKNX viewing area was originated three years ago. During July and August, three evenings a week are set aside for Focus on the Town. Studio interviews were used in the past, but this year it was decided to shoot footage in the various communities. With much of the footage shot outdoors, power for the camera and audio gear had to be supplied by the CKNX station wagon battery and a converter.

On-location interviews included a crusty old-timer, who reminisced about the not-so-simon-pure days of amateur sport thirty years ago; a bagpipe repairman who demonstrated his trade; a visit to a museum filled with relics of wrecks from the early days of Great Lakes shipping; and a story about Warton Emergency Airfield, maintained by the Department of Transport on Bruce Peninsula.

Bruce says that Focus on the Town has done three things. It has increased summer sales. Many sponsors buy into the show on a one-time basis, while many of the station's regular clients up their advertising. The show has helped create a greater interest in the featured towns, and it has kept the audience, as a whole, aware of activities in Western Ontario.

—September 10, 1959



BEST BUY

CBC RADIO GIVES

FLEXIBILITY WITH

6 DIFFERENT WAYS TO SELL!

Local! Regional! National! Spots! Segments! Shows!

For results that show, go...

CBC RADIO

U.S. REPS.

DAREN F. McGAVREN INC., NEW YORK

QUICK STORIES from Moncton in the Maritimes



"Just call me CKCW — they get RESULTS, too."

A RESULTS STORY

Another "LESTOIL" Story



Mr. Norman Holder

- Last October, CKCW "Lionelized" that good detergent "LESTOIL" — gave it our special TV treatment.
- "Lionelizing" brought RESULTS
- Mr. Norman Holder, the Maritimes Distributor, says: "Stores that normally buy 2 or 3 cases are now buying 20 to 25."

So . . . DON'T THEORIZE — LIONELIZE

MONCTON IS A GROWING MARKET

"Lionelizing" is our own brand of hard-hitting Radio and TV Promotion . . . and it WORKS. We can "Lionelize" YOUR product, too, to the population of 450,000 in CKCW-TV's Coverage Area — who have a Buying Income of \$350 millions — where estimated Retail Sales are \$300 millions — and Average Family Income is 56% HIGHER than the Nationwide Average.

WE DON'T SELL TIME - WE SELL RESULTS

STOVIN-BYLES IN CANADA

REPRESENTATIVES

YOUNG CANADIAN IN U.S.A.

CKCW MONCTON CKCW-TV

MONCTON, NEW BRUNSWICK

Private Network

MOORE-DURELLE FIGHT IS HIGH SPOT FOR ATLANTIC BROADCASTERS

THE ATLANTIC Broadcasting System, a three-month-old radio network made up of six privately-owned stations in the Maritimes, brought its listeners the only live coverage in Canada of last month's Moore-Durelle championship fight.

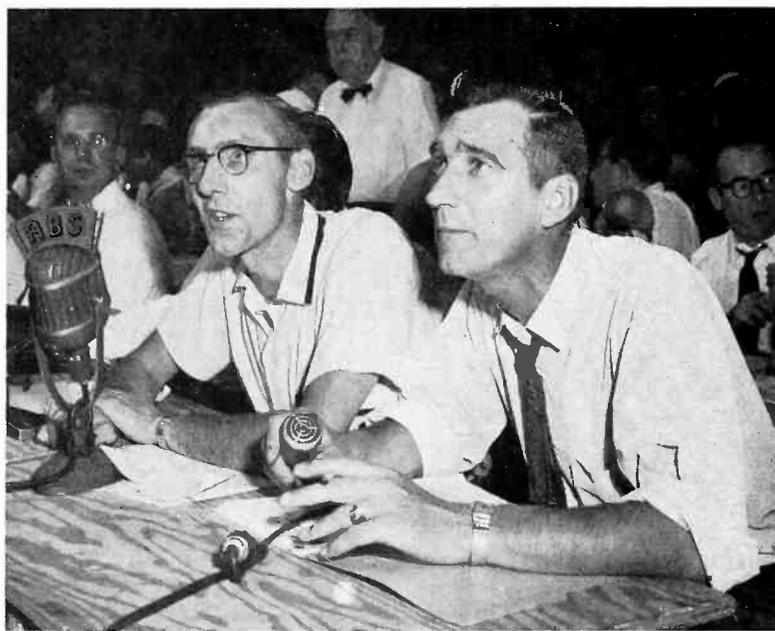
On March 17, the Board of Broadcast Governors granted permission to six radio stations in the Atlantic provinces — CKCW, Moncton; CFNB, Fredericton; CFCY, Charlottetown; CHNS, Halifax; CFBC, Saint John; and CJCB, Sydney — to band together and form a private broadcasting network.

The network was set up under the name of Atlantic Broadcasting System. Its first contribution was a continuation of the Mount Allison University's Forum broadcasts. When this series ended, one hour a week — Thursday, 7 to 8 p.m. — was set aside for network broadcasting.

This hour consists of a quarter-hour of piano and organ music from CKCW; a fifteen-minute wild life show with Bruce Wright, author and wild life expert, from CFNB; and half-hour contributions on a rotating basis from CFCY, CHNS, CFBC and CJCB.

ALL KINDS OF PROGRAMS

The rotating half-hour programs have consisted of live talent ranging from the full Black Watch band out of Camp Gagetown to jazz concerts out of Sydney. The stations feel



EARL ROSS, CKCW sports reporter (left), and Tom Tonner, CKCW station manager and ABS co-ordinator, sit at ringside in the Montreal Forum to bring listeners in the Maritimes the only live broadcast of the fight in Canada on August 12. The fight was broadcast by the Atlantic Broadcasting System, the six-station radio network in the Maritimes.

that the network has given them an unprecedented opportunity to find new talent of network calibre in all six of their markets.

In addition to the weekly hour, ABS also broadcasts special events, such as the Cyrus Eaton speech at

the Canadian Manufacturers' Convention at St. Andrews and the highlights from the Maritime Provinces' Board of Trade meeting in Saint John. ABS also carried the highly controversial Mount Allison Summer Institute on August 13, 14 and 15.

However, everyone connected with the network agrees that the biggest plum for ABS to date, was its live coverage of the Archie Moore-Yvon Durelle championship fight from the

Montreal Forum on August 12. The Atlantic Broadcasting System supplied the only live coverage of the fight in Canada.

When it was firmly established that the CBC had ceased negotiations with the fight promoters, Tom Tonner, CKCW station manager, went all out and succeeded in purchasing broadcasting rights for ABS. The network then sold the fight to three sponsors: Lane's Bakeries Ltd., Irving Oil Co. Ltd., and Sussex Ginger Ale Ltd. The theme of the broadcast was the combining of these three private enterprises with private broadcasters to present a sporting event, which was of great interest, particularly to listeners in Atlantic Canada, since Durelle lives in the Maritimes.

Aside from the Maritimes, ABS also fed the fight to a group of six stations west of Winnipeg, through negotiations with Al Hammond of CKRC, Winnipeg. Three Ontario stations — CKOY, Ottawa; CKSL, London; and CJSS, Cornwall — also hooked up to ABS for the broadcast.

MARITIME SATURATION

ABS asked its listeners for a response to the fight broadcast. When an area-by-area map was charted from the mail, it appeared that the six-station network covered almost every household in the Maritimes.

In the future, the Atlantic Broadcasting System plans to go ahead with additional special events-features, programs and other broadcasts, with the purpose in mind for which it was set up — to bring the Maritimes closer together, and for the exchange of views.

—September 10, 1959

Television

THEY'RE IN THE SWIM



TEACHING CHILDREN TO SWIM is the aim of a new fifteen-minute, six-part series now being shown on CKVR-TV, Barrie, at 5.30 pm each Monday. The show is being filmed by the station in co-operation with the water safety division of the Red Cross. In the picture, Bud Fisher of the Red Cross (left) demonstrates one of the major steps in learning to swim. At the right, Ivan Sarossy, the station's chief photographer, is filming the action. Producer of the series, called "Learn to Swim", is staffer Don Gray.

—September 10, 1959

A 1957

Beaver Award Station

CHWO Radio—the White Oaks Station

"for courage in expanding the scope of its programs to include those whose interests lie in more serious music and an analytical treatment of world and local news."

Through its policy of broadcasting Great Albums of Music all day — every day — CHWO commands the attention of homes who have more, want more, listen more . . . providing advertisers with an adult, able-to-buy audience in the Greater Toronto-Hamilton area at a lower rate than any other station in the market.

CHWO-RADIO

Canada's First "Good Music" Station

1000 Watts to serve the HEART of Canada's Richest Market



From the CENTRE of the Dial

CONTACT: Air-Time Sales Ltd. - Toronto. Radio Representatives Ltd. - Montreal, Winnipeg, Vancouver

CFQC-TV

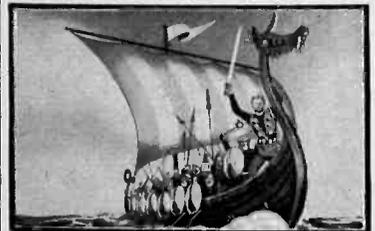
SASKATOON
HAS JUST HOPPED ON THE
BIG MAC
GRAVY TRAIN!



with NABISCO CEREALS SPONSORING
1/2 HR A WEEK FOR 26 SOLID WEEKS!

CJSS-TV

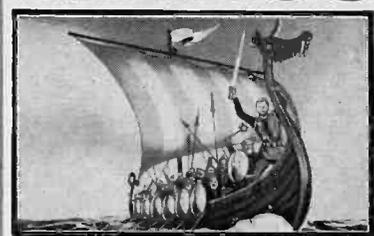
CORNWALL
sets sail with
TALES OF THE
VIKINGS



THE HIT SHOW THAT GETS
RESULTS FOR ALL PROD-
UCTS... ALL SPONSORS

CHBC-TV

KALOWNA
sets sail with
TALES OF THE
VIKINGS



THE HIT SHOW THAT GETS
RESULTS FOR ALL PROD-
UCTS... ALL SPONSORS

CHCT-TV

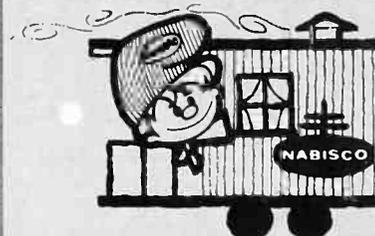
CALGARY
sets sail with
TALES OF THE
VIKINGS



THE HIT SHOW THAT GETS
RESULTS FOR ALL PROD-
UCTS... ALL SPONSORS

CHEK-TV

VICTORIA
HAS JUST HOPPED ON THE
BIG MAC
GRAVY TRAIN!



with NABISCO CEREALS SPONSORING
1/2 HR A WEEK FOR 26 SOLID WEEKS!

CBLT

TORONTO
sets sail with
TALES OF THE
VIKINGS



THE HIT SHOW THAT GETS
RESULTS FOR ALL PROD-
UCTS... ALL SPONSORS

UNITED ARTISTS CORP., LTD.

729 7TH AVE. N.Y., N.Y.

CI 5-6000

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

Promotion

VIEWERS GIVE EYEGLASSES—STATION OFFERS PRIZES

AUGUST WAS a busy month for CKCW-TV, Moncton as far as promotions go. Last month the station collected a quarter of a million dollars worth of eyeglasses to be shipped to India, and later tied in downtown Moncton businessmen in a twelve-day contest, in which \$2,000 in prizes was given away.

Some weeks ago, the Lions Clubs across Canada, inaugurated a drive for old spectacles. They were to be shipped to India, where they would be classified and filed, so that when people there needed glasses, but could not afford them, they would be fitted with a pair suitable to their needs.

CKCW-TV decided to get behind this project. Deposit boxes were placed in large supermarkets and department stores. A Post Office box was maintained and many pairs of specs were received at the station itself. When the campaign was over, the combined efforts of CKCW-TV and the Lions Clubs had raised 10,000 pairs of spectacles in the Moncton area.

SHOPPERTUNITY DAYS

Soon after the drive for spectacles, CKCW-TV enlisted various stores around Moncton for a "Shoppertunity Days" contest. Stores hung the "Shoppertunity" signs in their



TEN THOUSAND PAIRS OF EYEGLASSES were collected by CKCW-TV, Moncton, last month. The spectacles, most of them already packed in boxes, will be shipped to India for distribution to those who need them. The lion belongs to the Moncton Lions Club, which originated the project. Below, Murray Goldsbrough, assistant general manager of CKCW-TV, and Marj Anthony, the station's weatherwoman, make a dry run on the studio floor in an outboard motor boat. The boat was one of the prizes given away during the station's "Shoppertunity Days" contest.

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Prizes offered in the contest were a down payment on a home, a boat and outboard motor, a Philco portable TV set, a year's free laundry service, a Silex automatic electric coffee maker, and two sets of Coro jewelry. No proofs-of-purchase were needed to enter the contest. Entry forms were available to anyone who entered a "Shoppertunity" store.

In addition to these prizes, merchandise coupons were given away

daily. A mystery shopper was sent out each day. Clues to the mystery shopper's identity were aired. A prize of \$50 in their choice of merchandise was offered daily to the first person correctly identifying the mystery shopper. If no one guessed the identity, the prize was doubled. A thirteen-year-old boy was one of the winners in this contest. He took his certificate worth \$100 in merchandise, headed for the nearest "Shoppertunity" store and spent part of it on a portable radio.

— September 10, 1959



**NOW!
IT CAN
BE DONE**

**COVER THE ENTIRE
GOLD
BELT**

**WITH ONE STATION
MIGHTY 10,000 WATTS
CFCL-RADIO**

TIMMINS - ONT.

HERE'S WHERE THE GOLD MINE STARTS

Paul Mulvihill in Toronto and Montreal
Brian Scharf in Vancouver
Ed Devney in New York

C.C.A.* Is Selling Soft Drinks ON CKCK RADIO REGINA

Pepsi-Cola — one of 20 accounts participating in C.C.A. on CKCK reports 113,555 bottle caps, 1 new retail outlet and 3 prospects for vending machines as a result of the 6 weeks of the 1st C.C.A. campaign.

*C.C.A. — COMMUNITY CLUB AWARDS

Contact: All-Canada Program Division

Television

STUDENTS LEARN TO SPELL ON CJLH-TV



Photo by Mal Paterson, CJLH-TV

CJLH-TV, LETHBRIDGE'S afternoon program, "Spelling Bee", has two teams, of four children each, competing against each other in a spelling contest, with the winning team returning the following week to take on another challenger.

RETURNING TO THE air for a second season this month, *Spelling Bee*, CJLH-TV, Lethbridge's afternoon broadcast, pits teams from schools in the area against each other in a spelling competition.

When the program originated, schools throughout the station's coverage area requested the opportunity to be represented on the program. Teams came from as far away as Brooks, 170 miles from Lethbridge, and from Shelby, Montana to the south.

Two teams of four children each competed on every show, with the winning team returning the following week to take on another challenger. The Taber Sizzlers, a team from Dr. Hannon School in Taber, Alberta, defeated eighteen opposing teams from schools in BC, Montana and Alberta to win wide-spread recognition for their spelling prowess. The Taber City Council made presentations to team members, and the Chamber of Commerce presented the school with a plaque.

Spelling Bee has caused a revival of the old fashioned spelling matches at Home and School organizations and community functions throughout the area. School children have gained enough confidence in their spelling ability to challenge teams of adults. At the beginning of the series, it was common to see one-third of the words misspelled, but as it progressed, and the interest in spelling increased, a team more often than not lost by one mistake.

In addition to having a high entertainment rating, *Spelling Bee* has received the full approval of teachers and parents throughout the area. Leslie Cluff, teacher of one of the teams which appeared on the program, wrote CJLH-TV:

"We regard it as a high privilege to appear on your program. The success of the team was not confined to them only. Spelling throughout the school improved to a marked degree as the boys and girls followed

their favourites on TV. In my room alone, the medium score (grade score) rose from 7.2 on April 18 to 9.6 on June 12. This is a remarkable improvement."

—September 24, 1959

suntime
IS
CHNS
TIME

IN HALIFAX!

THE sun hasn't made us beam — no sir — we're happy about the Fall '59 BBM Radio Station Report. And for good reason. During the period 6:00 a.m. to 6:00 p.m. (Monday thru Friday) we led in 19 half hour periods, Station B in only 4, with 1 period tied.

Also in the Fall '59 BBM Radio Area Report, CHNS led in 14, Station B in 7 and 3 were tied. So buy the undisputed Halifax radio station leader

YOUR
STEREOPHONIC
STATION

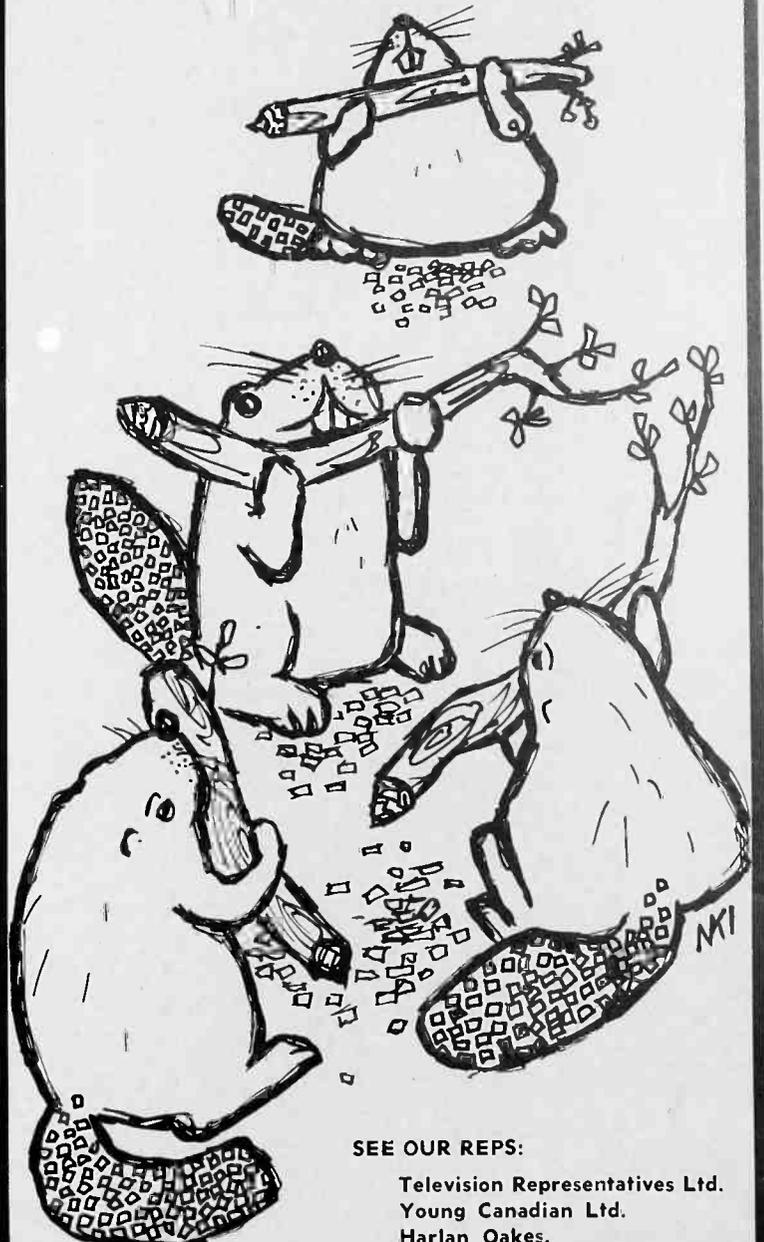
10,000 WATTS DAY AND NIGHT

Since we got ourselves a "Beaver" we have been building a dam — inside our coverage area!

Mind you, the dam will cost \$185 million, and it will take another six years or so to finish, but by then the increase in industry, added irrigation prospects for agriculture, the power potential, and tourist attraction will mean more markets for you!

Meanwhile CFQC-TV will try to secure more "Beavers" to consolidate their part in providing better programming, as well as securing more and more opportunities for sales in the fastest-growing part of Saskatchewan.

CONSTRUCTION CONTINUES TO BOOM
RETAIL SALES ARE UP THE POPULATION
IS GROWING AND THE 53,000 TV HOMES
CHANNEL 8 PRESENTLY SERVES, INCREASES
DAILY.



SEE OUR REPS:

Television Representatives Ltd.
Young Canadian Ltd.
Harlan Oakes.

CHANNEL 8 **CFQC-TV**

SASKATOON, SASKATCHEWAN

Channel 3

Barrie

Offers the

**Second Largest
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STUDENTS LEARN TO SPELL ON CJLH-TV



Photo by Mal Paterson, CJLH-TV

CJLH-TV, LETHBRIDGE'S afternoon program, "Spelling Bee", has two teams, of four children each, competing against each other in a spelling contest, with the winning team returning the following week to take on another challenger.

RETURNING TO THE air for a second season this month, *Spelling Bee*, CJLH-TV, Lethbridge's afternoon broadcast, pits teams from schools in the area against each other in a spelling competition.

When the program originated, schools throughout the station's coverage area requested the opportunity to be represented on the program. Teams came from as far away as Brooks, 170 miles from Lethbridge, and from Shelby, Montana to the south.

Two teams of four children each competed on every show, with the winning team returning the following week to take on another challenger. The Taber Sizzlers, a team from Dr. Hannon School in Taber, Alberta, defeated eighteen opposing teams from schools in BC, Montana and Alberta to win wide-spread recognition for their spelling prowess. The Taber City Council made presentations to team members, and the Chamber of Commerce presented the school with a plaque.

Spelling Bee has caused a revival of the old fashioned spelling matches at Home and School organizations and community functions throughout the area. School children have gained enough confidence in their spelling ability to challenge teams of adults. At the beginning of the series, it was common to see one-third of the words misspelled, but as it progressed, and the interest in spelling increased, a team more often than not lost by one mistake.

In addition to having a high entertainment rating, *Spelling Bee* has received the full approval of teachers and parents throughout the area. Leslie Cluff, teacher of one of the teams which appeared on the program, wrote CJLH-TV:

"We regard it as a high privilege to appear on your program. The success of the team was not confined to them only. Spelling throughout the school improved to a marked degree as the boys and girls followed

their favourites on TV. In my room alone, the medium score (grade score) rose from 7.2 on April 18 to 9.6 on June 12. This is a remarkable improvement."

—September 24, 1959



THE sun hasn't made us beam — no sir — we're happy about the Fall /59 BBM Radio Station Report. And for good reason. During the period 6:00 a.m. to 6:00 p.m. (Monday thru Friday) we led in 19 half hour periods, Station B in only 4, with 1 period tied.

Also in the Fall /59 BBM Radio Area Report, CHNS led in 14, Station B in 7 and 3 were tied. So buy the undisputed Halifax radio station leader



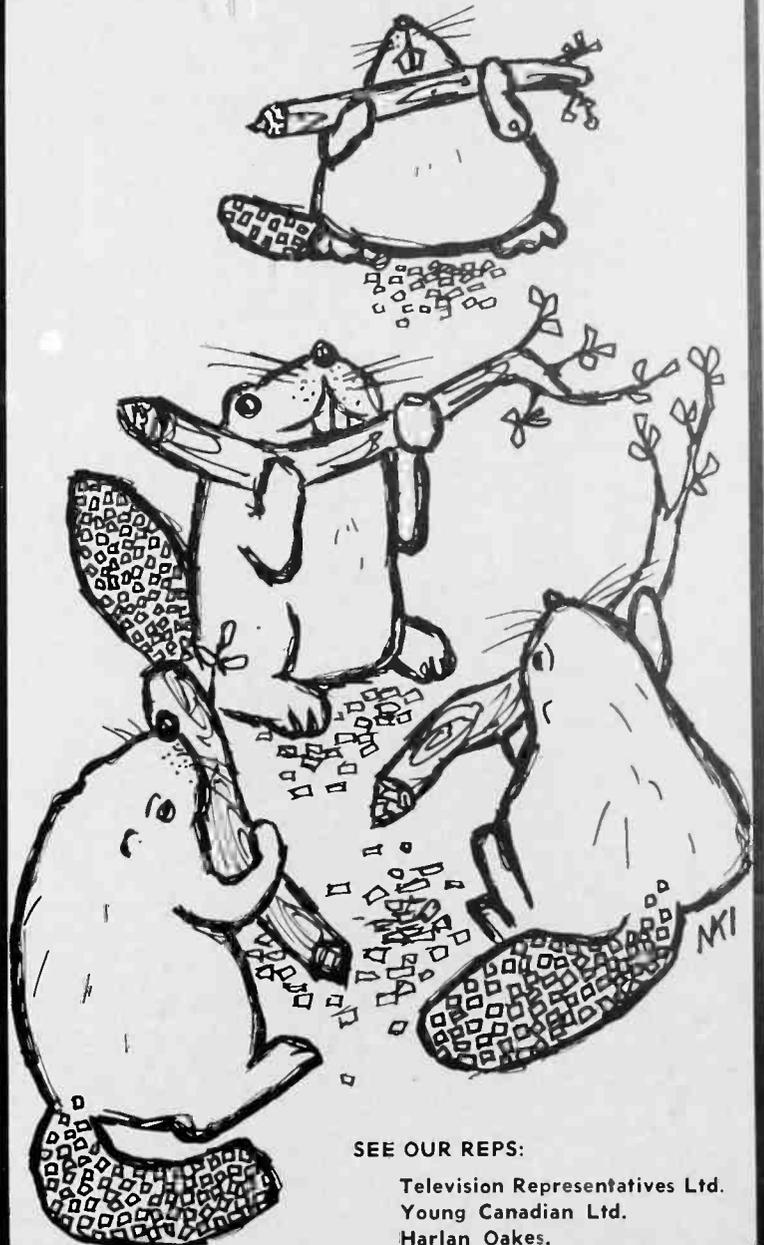
10,000 WATTS DAY AND NIGHT

Since we got ourselves a "Beaver" we have been building a dam — inside our coverage area!

Mind you, the dam will cost \$185 million, and it will take another six years or so to finish, but by then the increase in industry, added irrigation prospects for agriculture, the power potential, and tourist attraction will mean more markets for you!

Meanwhile CFQC-TV will try to secure more "Beavers" to consolidate their part in providing better programming, as well as securing more and more opportunities for sales in the fastest-growing part of Saskatchewan.

CONSTRUCTION CONTINUES TO BOOM
RETAIL SALES ARE UP THE POPULATION IS GROWING AND THE 53,000 TV HOMES CHANNEL 8 PRESENTLY SERVES, INCREASES DAILY.



SEE OUR REPS:

Television Representatives Ltd.
Young Canadian Ltd.
Harlan Oakes.



Potts' SPOT

CJLX — The Lakehead's most powerful Station

**MCDONALD SURVEY
JANUARY 1960**

Percent share of audience

	CJLX	STATION "A"	STATION "B"	OTHER
8 - 9 a.m.	48%	25%	20%	8%
9 - 10 a.m.	51%	28%	18%	3%
10 - 11 a.m.	51%	29%	14%	6%
11 - 12 a.m.	57%	26%	13%	4%
12 - 1 p.m.	43%	40%	13%	4%
1 - 2 p.m.	51%	31%	11%	7%
2 - 3 p.m.	49%	27%	15%	9%
3 - 4 p.m.	38%	22%	38%	2%
4 - 5 p.m.	45%	32%	24%	—
5 - 6 p.m.	55%	35%	10%	—

Are you taking advantage of CJLX's popularity?

CKLB - FM, OSHAWA

93.5 mc — 14,000 Watts

CKLB-FM is Canada's most powerful FM station

CKLB-FM is located in Broadcasting Centre, Oshawa

CKLB-FM is the only 'music for the connoisseur' station in Canada

CKLB-FM broadcasts separately from 1:05 to 5:00 pm and from 7:00 to 11:00 pm Monday through Saturday; on Sundays from 1:00 pm to 11:00 pm

CKLB-FM while not broadcasting separately, provides a great 'plus' value to the advertiser; he directs his messages to two distinctly different audiences.

CKLB-FM Manager in Oshawa is Fred Oliver.

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

Lorrie Potts and Company

1454A Yonge St. TORONTO WA. 1-8951
1117 St. Catherine St. W. MONTREAL VI. 5-6448

Cover Story

TELEVISION STANDS IN FOR SCHOOLS IN POLIO EPIDEMIC

IN CO-OPERATION with the Newfoundland Department of Education, CJON-TV, St. John's, began broadcasting this month a series of programs designed primarily to condition children to going back to school. Called *TV Classroom*, the series is aimed also at acquainting the children with some of the subjects they will be studying this year.

After the Hon. Dr. G. A. Frecker, Minister of Education, announced that the opening of schools in the province would be delayed at least two weeks because of the polio epidemic, Colin Jamieson, CJON-TV's operations manager, offered full use of the facilities of the station from 9 am to 5 pm daily for as long as the schools remained closed.

Dr. Frecker and his staff decided on three to four hours a day of educational broadcasting and soon arranged a series of 120 programs



CJON-TV St. John's and the Newfoundland Department of Education teamed up to present daily educational broadcasts while school opening was delayed due to the polio epidemic.

with something for each grade. Teachers in St. John's gave full co-operation and volunteered their services as instructors on the programs. Using films and other visual aids, the teachers gave a concentrated period of instruction to students all over the province.

In a television address opening *TV Classroom*, Dr. Frecker said it was an experiment that may have tremendous consequence for the future of Newfoundland education. "Because of it," he added, "we will look back to 1959 as a significant year in education."

TV Classroom was not intended to bridge fully the gap left by the late opening of schools, but authorities felt that it helped considerably, and in the process they gained experience for use in preparing possible future programs of this kind.

—September 24, 1959

Television

CHCA-TV BREAKFAST CLUB ADOPTS TWO CHILDREN

THROUGH THE FOSTER Parents' Plan, CHCA-TV, Red Deer, and the Ladies of the *Late Breakfast Club* recently "adopted" two children -- an eight-year-old Vietnamese girl and a seven-year-old Greek boy.

Late Breakfast is a daily hour-and-a-half sign-on feature at CHCA-TV. Appearing on the show are women who live in or around Red Deer. They join CHCA-TV staffers Dave Neima, Chris McRae and Garnet Anthony in the studio for coffee and doughnuts and sing songs, tell stories and generally "whoop it up for the hour-and-a-half period," as Dave puts it.

However, the women on the program don't spend their time just "whooping it up". The Ladies of the *Late Breakfast Club* are always on the lookout for some worthwhile project.

Shortly after the disastrous Springhill mine explosion last year, the Club instigated a day long marathon telecast in conjunction with the Canada Safeway Store, which supplied four hundred pumpkins for Dutch auction. The telecast netted over \$3,000 which was turned over to the disaster fund.

Last May, it was decided to make the Club's next project the adop-



Nguyen Thi Tram



Apostolos Tsikerdis

tion of a needy child through the Foster Parents' Plan. The women appearing on the *Late Breakfast* program appealed to viewers to send in nickels, dimes, quarters or whatever amount they wished, to enable the project to be carried out. Enough money was sent in to allow the Club to adopt two children instead of one, as was originally intended.

The two children that the Club is now supporting are Nguyen Thi Tram, an eight-year-old girl living in South Vietnam, and seven-year-old Apostolos Tsikerdis of the Lamia district in Greece.

Adoption through Foster Parents' Plan is financial, not legal. The foster parents, in this case the Ladies of the *Late Breakfast Club* and CHCA-TV, promise to contribute \$15 a month for at least one year toward the support of each child. Of this sum, the child receives an eight dollar monthly cash grant plus regular packages of new clothing and food. The foster parents receive a photograph and case history of each child. To make the relationship warm and personal, there is regular correspondence between the foster parents and the children. The Foster Parents' Plan acts as an intermediary and translates all messages and letters.

— October 8, 1959

C.C.A.* SOLD BUILDING AND HEATING MATERIAL ON CKRC RADIO WINNIPEG

Winnipeg Supply — one of 18 accounts participating in C.C.A. on CKRC reports 1,062 registrations, \$50,904.50 building materials, \$41,425.00 fuel oil deliveries, \$6,258.00 coal deliveries, \$4,634.00 gas heating equipment and \$2,159.00 oil heating equipment sold as a result of the 14 week first C.C.A. campaign.

*C.C.A. — COMMUNITY CLUB AWARDS

Contact: All-Canada Program Division



VANCOUVER



VICTORIA



GARRY MOORE —
Star of *The Garry Moore Show*
& *I've Got a Secret*

IT'S NO SECRET! KVOS TV DOMINATES CANADA'S 3rd RICHEST MARKET

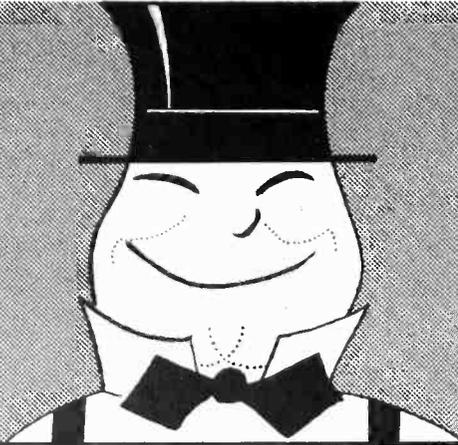
The reason is obvious: KVOS is a maximum power TV station with a class "A" contour covering 100% of Greater Vancouver and Victoria, *plus* the Fraser Valley and most of Vancouver Island. KVOS dominates with top programming as well as coverage — and this includes daytime viewing with such top-rated shows as Art Linkletter, *I Love Lucy* and special features like KVOS Classroom.

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



**WE'VE GROWN
TO
10,000 WATTS**

NORTHERN ONTARIO'S

**BEST
BUY**

OF ANY MEDIA

SERVING:

- A GREATER
SUBBURY OF
77,000
- A TOTAL
POPULATION
OF OVER
250,000

SEE POTTS AND CO. • TORONTO WALNUT 1-8951
MONTREAL VICTOR 5-6448

THE NEW

**RADIO 90
CHNO**

NOW SERVING THE ENTIRE MID-NORTH

Lethbridge 79

LITTLE THEATRE HAS MONTHLY AIRING



BRENDA CORDWELL, CJLH-TV's women's commentator, and Colin Turner, Lethbridge schoolteacher, were featured in "For Old Time Sake", the first of a series of monthly dramas to be presented by the Lethbridge station and local amateur theatre groups.

A MONTHLY SERIES of dramas presented by amateur theatre groups is now featured in the program schedule of CJLH-TV Lethbridge.

The plays will be shown the third Sunday afternoon of each month. All are expected to be 30 minutes in length. However 45 minutes are put at the disposal of the theatre groups for shows that require more than a half-hour.

The station says sponsors have expressed interest and offered to purchase the program, but it feels that it can have a freer hand in the selection of plays and material if there is no commercial affiliation.

The series, which started last month, will run through April, 1960 with the possibility of returning in the fall.

CJLH-TV personnel attend all rehearsals to give advice to the amateur groups in staging a play for television. When the play is far enough advanced to go before the cameras, a staff director is assigned for on-camera rehearsals.

The first play in the series, shown October 18, was a one-act comedy called *For Old Time Sake*. It featured Brenda Cordwell, the station's women's director, and Colin Turner, a Lethbridge school teacher, and was directed by Babs Pitt.

This month's presentation to be

aired November 15, will be *The Jack and the Joker*, written by Gwen Pharis. Featured in the play is the Coaldale Little Theatre group, which was in the Dominion Drama Festival Finals in the spring of 1958. The play is set in a small Alberta town in 1904 and concerns an episode in the life of Bob Edwards, editor of the CALGARY EYE OPENER.

Sam Pitt, CJLH-TV production manager, inaugurated the drama series with the thought in mind of bringing a wider audience to the local amateur theatre groups in the station's area and also of creating an interest in the theatre among its viewers. "These plays will give the added experience of television performances to the actors and behind-scenes people," he said. "In addition to presenting the plays, we can introduce many new members to the theatre groups through an on-air appeal for interested actors and actresses."

Indicative of CJLH-TV's interest in amateur theatre is the station's annual award given to the best actress in southern Alberta's one-act play festival.

Arrangements are not yet completed, but it is expected that a drama group from Fernie, B.C. -- about 150 miles from Lethbridge -- will do the December show.

— November 12, 1959

**C.C.A.* SOLD TEA & COFFEE
ON CFCF RADIO MONTREAL**

Red Rose — one of 18 accounts participating in C.C.A. on CFCF reported that 9,588 packages of Tea Bags, 1,124 packages of bulk tea, 2,028 jars of Instant Coffee and 2,517 cans of coffee were sold as a result of the 14 week first C.C.A. campaign.

*C.C.A. — COMMUNITY CLUB AWARDS

Contact: All-Canada Program Division

After School

CJCA Sponsors Club 93 Orchestra For Edmonton Teeners

CJCA's CLUB 93 is primarily for the teen-agers of Northern Alberta, but its 18-thousand members include a gentleman of 67 and a boy (or girl) who had not yet been born at the time of writing. The mainstream age group (12 to 18) includes members in New York City, London, England, and Frankfurt, Germany.

The Club's name is derived from the broadcast frequency of CJCA. It

now stays for safer keeping in the office of Manager Gerry Gaetz.

The second personality on club tours is youthful operator, Don Arlidge; third is Larry Thiessen, the presiding genius of Club 93. The requirements for a conductor of a radio teen club are fairly simple. He must be young enough, and yet old enough. He must be breezy and yet calm. He must gain teen-age confidence by both his youth and his maturity.

clubs at the four city pools is slanted to water safety. The afternoon broadcast often originates from one of the pools, and when the car clubs meet, Larry attends their meetings. Club 93 arranged for the hot rodders to meet in the provincial Highways Building, and got the endorsement of the Highways Minister Gordon Taylor for their program. To promote something safer than hot rods, Larry has promoted the Go-Cart midget racers, and has demonstrated the midget cars in races at Speedway Park, the city's stock car stadium.

The car clubs finance their activities by washing cars at service stations on Saturdays. Larry pro-

notes this with well timed publicity, but he was surprised recently when a Catholic Youth Organization asked him to announce that they would be washing cars at a midtown garage on Saturdays. The proceeds were not for themselves, but for the Marian Centre, a Catholic-run soup kitchen.

CJCA has been surprised many times since Club 93 began, and almost always agreeably. The average teen-agers have turned out to be the quiet, neat kids you see in the picture of the Club 93 platter party. And, Club 93 has made another discovery about the teen-ager. He can't be exploited. He's too smart.

—November 12, 1959



LARRY THIESSEN, emcee of CJCA-Radio, Edmonton's "Club 93", hands out club crests to new members. "Club 93" is heard daily from four to six p.m., and has 18,000 members.

has a two-hour radio program every afternoon in the four-to-six time slot, but, as Captain Andy used to say in a famous program of early-day radio: "That's only the beginning." Club 93 aims not only to promote teen-age radio listening but all other desirable teen-age activities.

The Club had to get an Edmonton City by-law changed to assist teen-agers in their natural inclination to go dancing. The same sort of by-law that protects the teen-agers from the evils of the pool hall, also protects him from the evils of the dance hall and CJCA got the support of youth advisory groups to have the by-law modified. Recognized community youth groups can sponsor teen dances. If a club wants to put on a dance, Club 93 will put on the music.

This happens about twice a week. The Club 93 dance crew goes well out into the country at times. One time it went 150 miles to Hardisty. A crew of three CJCA personalities goes out to provide the music, at no charge. There's the Club Mascot, a forty-pound model tiger named Edg-r-r-r. Edg-r-r-r, a stuffed tiger with a peculiarly benign expression, got his name in a contest two years ago. Edg-r-r-r is essential when Club 93 goes on location. He was kidnapped recently, but after a series of adventures, including an appearance on TV, he was returned, and

And he must be "right" personally, because, as CJCA has found through Club 93, teen-agers are more conservative than their elders and have almost puritanical standards. This delicate balance of improbabilities is met in 21-year-old Larry Thiessen, the father of an 18-month old boy.

In an age when private radio is said to be remaking itself in the image of a jukebox, Club 93 sponsors a live dance orchestra -- one of the liveliest in the country. The ten-piece band of the Club 93 Rebels is led by 21-year-old guitar player Wes Dakus. The Rebels broadcast every Saturday night. Their advanced, but danceable music has attracted the attention of a major record company -- through tapes sent by CJCA -- and an LP is in prospect.

The finest helping hand radio can lend to any youth activity is publicity, and Club 93 promotes every youth activity it can spot, in the belief that any youth activity is basically good. The kids provide material for headline writers and for the writers of TV "problem" plays.

CJCA firmly believes that many youth activities can be guided towards a more constructive end with the help of an agency like Club 93.

The youngsters' natural interest in cars, and fast cars, and promotion of hot rod clubs is slanted to road safety. Promotion of the teen-age swimming

CKCK
leader
in
Saskatchewan

B.B.M. (in Regina City)
CKCK - 1st
(All Time Periods)

B.B.M. (in Saskatchewan)
CKCK - 1st
(16 of 24 Time Periods)

Elliott-Haynes (in Regina City)
CKCK - 1st
(17 of 18 Time Periods)

*B.B.M.— Fall 1959 (Mon. to Fri.)
**Elliott Haynes—Feb., 1960 (Mon. to Fri.)

CK
radio

Representatives:
All Canada Radio
& TV Ltd.

North West Territories

Television - - A Yukon Success

by BILL RATHBUN

PEOPLE IN Whitehorse, administration centre of the Yukon, take advantage of the informality of their television, sometimes twisting the programing schedule in a manner most of us would find rather unusual.

They like to tell about the time one of the viewers grew restless while watching a movie. He called WHTV and said he would like to see some wrestling.

Sure enough, as soon as the movie was over, the station juggled its schedule and the viewer was accommodated with a filmed wrestling show.

Thus, the modern-day pioneering of two former Vancouver TV technicians has made television a part of the daily life of Whitehorse.

Roy Marshall, 36, and Bert Wybrew, 39, are the driving forces whose ingenuity made WHTV a year-old success.

Last November 1st, (1958) they threw the switch that put their closed-circuit station "on the air," feeding TV fare to the 6,000 residents in the immediate area through a coaxial cable system. For both it was their first experience in the "broadcasting" field.

Representing an investment of about \$60,000 to date, the station has better than 100 subscribers who pay an installation fee of \$175, then a monthly rental of about \$15 for the coaxial connection.

Roy, the spokesman for the pair, explained that 200 subscribers would mean the break-even point financially. There are some 1,200 potential subscribers in the area.

"We are an accepted part of the Whitehorse scene now," he said. "Those that have the service are very happy. Those who haven't say they are going to take it."

"We take some local advertising but there's not enough business in such a small area to depend on advertising for a livelihood."

The call letters — WHTV — are their own choice, since no license is required to operate a closed-circuit station.

"As long as we conform to certain Department of Transport regulations regarding radiation, we do not need a license," added Bert, who concentrates on keeping the equipment in top shape and gives servicemen at local department stores a hand when they run into snags.

WE'RE GETTING SMOOTHER

WHTV is one of the smallest television setups in Canada, in number of subscribers and potential viewers,

size of staff and size of studios.

"At the start our local production was a little amateurish, but people expected that of a small operation," stated Roy, who handles the business details of their company, Northern Television Systems. "We're getting smoother all the time . . . perfecting techniques."

suppliers. CBC does not provide program material to closed-circuit operations of this type.

"Film is our largest cost to date," commented Roy.

PARLOR, BEDROOM AND STUDIO

Local programing is ambitious and is produced in the cramped



YUKON TV — Bert Wybrew (standing) and Roy Marshall, two former Vancouver electronics experts, in the control centre of their tiny closed-circuit television station in Whitehorse, Y.T. They serve more than 100 homes in the area with television programs via a direct-wire connection rather than the conventional "broadcast" method. Behind Roy is a screen they pull down while reading newscasts, enabling one man to appear "on air" and operate the control panel at the same time.

Technique is a key word at WHTV because the techniques are different to those used in most Canadian-stations. For one thing, WHTV is designed as a one-man operation. Roy and Bert take night-about operating the station, doing all the live air work and handling the board during the canned shows.

They write and voice their commercials and announcements, write and air news and sports, make slides and balloons, sell time, produce programs and handle the board.

Filmed shows are the grist for the WHTV programing schedule of six hours a day Monday-Saturday and eight hours Sunday.

All film — including such shows as *All-Star Playhouse*, *The Patti Page Show*, *Decoy* and *Texas Wrestling*, "our most popular program" — are bought from regular TV film

two-room suite on the top floor of the Whitehorse Inn Hotel on the main street, which they use for studios, control room and office. A daily newscast, a sportscast twice a week, regular panel shows, quizzes and a TV bingo game constitute their major efforts.

Crammed into one corner of the suite are the control consoles, tape recorders, turn tables, projector, baloptican, a small industrial-type rotary-lens camera, microphone and the operator's chair. A desk, typewriter, business books and boxes of film complete the furnishings. The desk doubles for on-camera work during the panel and quiz shows.

The camera normally is mounted on a table for use in the transmission of film from the projectors. But, when it is needed for live work, it is shifted to a tripod in a matter of seconds.

For news and sports presentations, the operator pulls down a screen backdrop behind his chair, focuses the camera on his own head and shoulders and is ready to read his copy. This leaves his hands and arms free to operate the station while he is on-camera.

Roy Marshall and Bert Wybrew are doing a yeoman's job to satisfy the TV-starved viewers in the Yukon.

"Our next big step," said Roy, "is more staff for flexibility."

—November 12, 1959

C
K
L
C

More Listeners

in

KINGSTON

than all other

stations combined!

(January Elliott-Haynes)

Contact:

Stovin-Byles (Canada)
Forjoe & Co. (U.S.A.)

E-M-I

MODEL L2B

Weights only 14½ lbs. complete with batteries. Perfect for "on the spot" news reporting, sports commentating, interviews, speeches, etc. Broadcast Quality.

**BATTERY OPERATED
PORTABLE MAGNETIC
TAPE RECORDER**

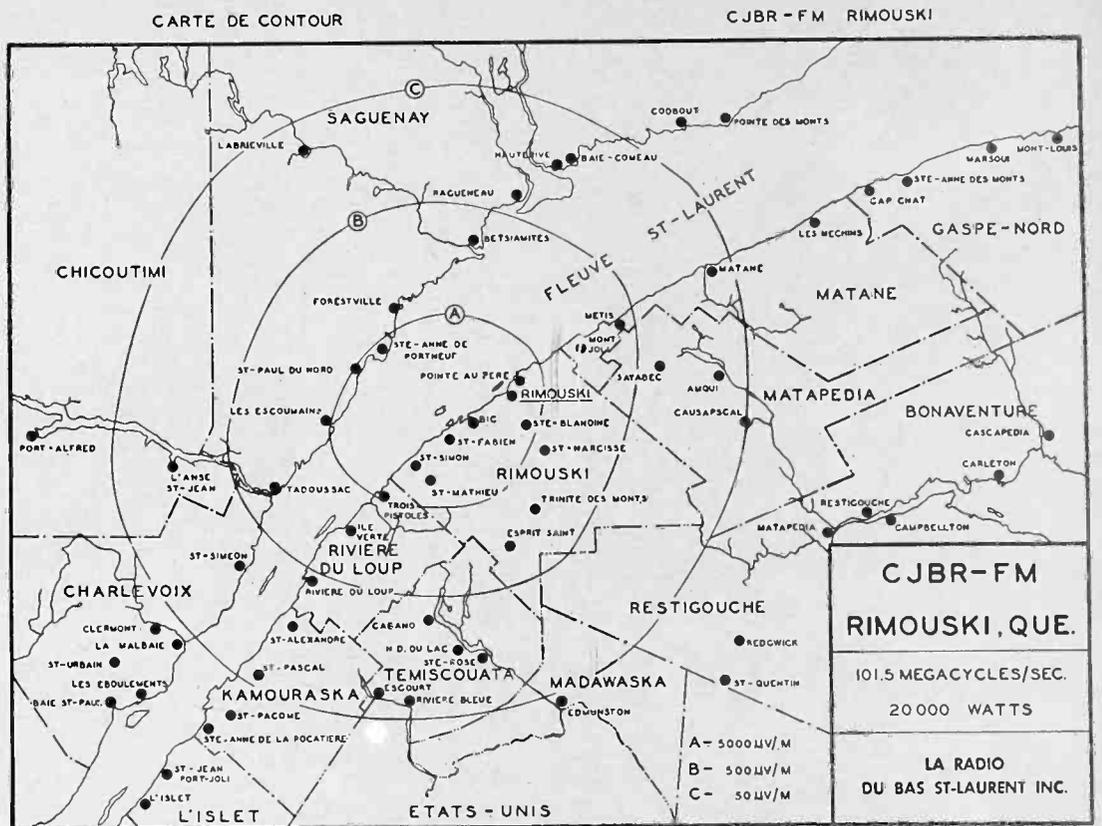
WRITE TODAY:

**CALDWELL EQUIPMENT
CO. LTD.**
447 JARVIS ST. TORONTO

FM RADIO

for "Le Bas St-Laurent"

Along with the ever increasing economic development of "Le Bas St-Laurent" CJBR has added a new separate FM Radio Service to the already existing CJBR Radio and Television facilities.



The audience of CJBR FM will benefit from an entirely different programming from CJBR AM except in cases where the two stations will broadcast simultaneously making stereophonic reception possible.

The inauguration of this new radio service in Le Bas St-Laurent will enhance the region for advertisers and listeners alike.



101.5 Megacycles/sec.
20,000 watts



10,000 watts
900 Kcs



100,000 watts

Can. rep. RADIO:
Can. rep. TV:
U.S.A. Radio & TV rep:

INTERPROVINCIAL BROADCAST SALES
STOVIN-BYLES LTD.
WEED & CO.

Cover Story

Students Take Over at CJBQ

TO INTEREST HIGH school students in broadcasting as a career, CJBQ-Radio, Belleville, airs a three-hour program weekly in which all technical operations, as well as the discussions and scripts, are handled by students.

Originally a one-hour show, Studio Party was expanded last April and while the technical side of the program was previously handled by CJBQ staffers, technical operations were taken over by the students.



DAVE ROSS, Grade 12 student at Belleville Collegiate, runs the technical end of "Studio Party" weekly program devoted to training students in all phases of broadcasting.

Under the supervision of Alan Hall, CJBQ's High School Radio Club, made up of students of the five high schools in Belleville, air their program each Saturday from 2 to 5 pm. Hall acts in an advisory capacity rather than telling the students how to handle or what to do with the air time allotted to them.

The students write the show, select the music, compile high school news and sports, learn the techniques of proper operation of all studio equipment and become familiar with all the other duties connected with a radio show.

The station says the Radio Club is quite young, insofar as its type of operation. There is room for improvement and no one realizes it more than the one hundred students in the club. But by next summer, CJBQ will have a group of operators and announcers who will be properly equipped for summer employment at radio stations.

Graduates of the station's Radio Club include Colin Parker of the CBC and Douglas McIlrath, CKOV, Kelowna.

Recently, CJBQ interviewed several boys from district collegiates and the majority were impressed by the opportunity to learn broadcasting which the station offered. A number of Radio Club graduates have enrolled at Ryerson Institute in Toronto.

Now in the planning stages for the Radio Club is a twelve-week course on operating techniques and procedures. The student-members will spend four weeks taking twenty-minute lectures in the theory of operating based on CJBQ's set-up and eight weeks sitting at the controls for fifteen to twenty minutes at a time during the high school broadcasts.

The lectures are being prepared by CJBQ's technical staff and will be delivered to the students by Dave Duffus. The entire project will be under the guidance of chief engineer Jack Buchanan.

—November 12, 1959

2 p.m., Thursday, April 21
Queen Elizabeth Bldg.
CNE Grounds, Toronto

R
S
V
P

5th
Annual TV Seminar

CAB Member Stations

CJON-TV, St. John's	CFCL-TV, Timmins
CJOX-TV, Argonia	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, Jonquiere	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.

Design Program To Stir Civic Interest

LAST MONTH CKRM - Radio, Regina, aired a special three weeks long series of daily broadcasts called We The People, designed to create greater public interest in civic affairs and to give Regina citizens an opportunity to ask questions of City Hall. The program was to tie in with

the civic elections held November 4.

On October 8, the station began broadcasting spot announcements five times a day informing the people how they could participate in We The People. The station asked listeners to send in questions on matters of interest to the community.

At the same time, CKRM sent letters to the mayor of Regina, aldermen and members of the high school and public school boards. These letters requested the co-operation of the officials in answering the questions from listeners which CKRM would pass along to them.

Questions were received at the station on such matters as assessments and taxation, construction, city maintenance, mail deliveries, traffic regulations, fund-raising, town planning and the water supply situation. These questions were passed on to city officials, who taped their answers which were not to exceed three-and-a-half minutes in length.

We The People was broadcast five-times per day from October 12 through November 1 at 7.45 am, 10.15 am, 12.15 pm, 6.15 pm and 10.25 pm.

—November 26, 1959

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

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CKX-TV Series

TV LINKS RURALS WITH URBANS



DISCUSSING THE HISTORY of farm organizations on the initial broadcast of "Rural Route" over CKX-TV are: program moderator John Wallace, special guest Dr. Sol Sinclair of the University of Manitoba and Jim Struthers, CKX-TV news editor.

THE MANITOBA Federation of Agriculture is now sponsoring a series of half-hour programs on CKX-TV, Brandon, dealing with the broad aspects of agriculture and its position in the Canadian economy.

Called *Rural Route*, the series began November 18 and will be aired every fourth Wednesday until April. Scripts are written by Jim Struthers, CKX-TV news editor, who also handles the interviews with special guests on the show. Program moderator is John Wallace.

A combination panel and documentary program, the initial broadcast of *Rural Route* was called "The Farm Organization -- Its Past, Its Purpose, Its Future" and featured as special guest Dr. Sol Sinclair of the University of Manitoba.

Plans for the series include the

appearance of leaders in agriculture both on the provincial and national levels, together with local farmers and urban residents who will discuss problems which are presented by the modern approach to agriculture.

Speaking of the *Rural Route* series before the recent annual meeting of Manitoba Pool Elevators, S. E. Ransom, president of the MFA, said:

"We in agriculture are increasingly concerned at the lack of understanding between urban and rural people and we feel that one of the new duties of today's farm organization is to promote a strong public relations program on agriculture's behalf. We see TV as being a valuable medium for reaching the people in urban areas, as well as providing information to our own members."

—December 10, 1959

Canadian Talent

CHUM STAGES CONCERT FOR UNKNOWNNS

IN THE INTERESTS of promoting Canadian talent Radio Station CHUM last week presented a concert of unknown talent in the Eaton Auditorium in Toronto.

Appearing on the show were twelve Canadian vocalists, still seeking to become established in Canadian show business. They were a cross section of performers that have appeared or will appear on CHUM's Sunday night program, *Talent in Toronto*, which offers unknown talent a chance to show what they can do. Music for this program is supplied by the Lou Snider Trio.

For the Eaton Auditorium concert Snider was backed-up by a twelve-piece orchestra. In the hope that some of the performers at the concert would go on to bigger and better things, CHUM invited, besides the general public, theatrical agents, CBC variety producers, night-club owners, film producers, members of the press and others who might benefit them.

Each performer was introduced by emcee Phil Stone, CHUM's live talent director, who gave their amateur background and the title of the song they would sing.

Besides being given a chance to sing on stage the performers were competing for three cash awards donated by CHUM. Judging them were: Mrs. Jack "Midge" Arthur, wife of the executive producer of CNE grandstand show; Bob McGall, CBC variety producer; Frank



WITH CHEQUES IN HAND are the three winners of the CHUM concert of Canadian talent. Left to right they are: Anne Carroll, second place; Kathy Wayne, first place and Doug Crossley, third place. Standing are Allan Waters, president of CHUM (left) and Phil Stone, CHUM's live talent director.

Morriss, entertainment editor, *GLOBE & MAIL*; and A. E. Brown, director of programming, Telemeter.

Other features of the concert included two comedy skits by CHUM staffers Allan Farrell and J. J. Richards, songs by CHUM disc jockey Mike Darow and instrumental numbers by the Lou Snider Trio.

—December 10, 1959

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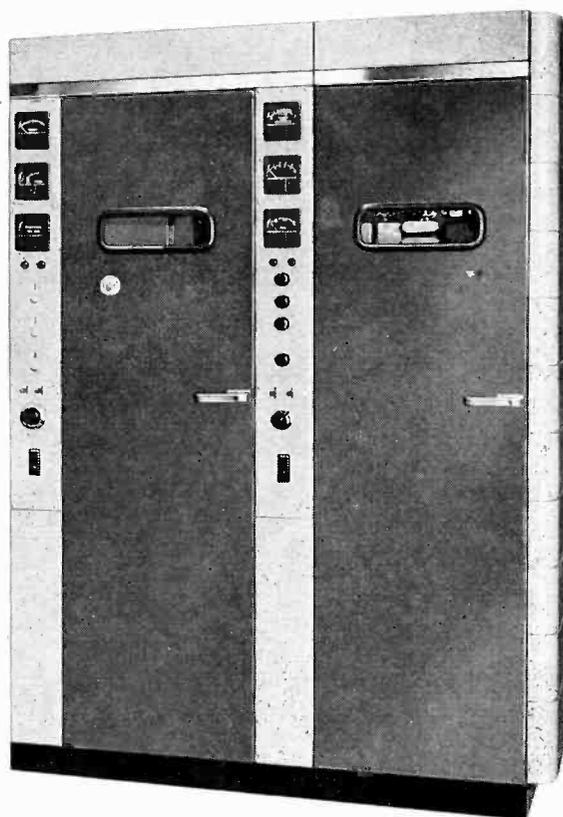


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2. RCA Victor transmitters almost always have higher resale value.

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What is the moral? Simply this: don't jump to the conclusion you can't afford RCA Victor. We believe you can, and we would like an opportunity to prove it. Call our nearest *Broadcast Specialist*. He will be glad to go over your situation with you, give you the benefit of his (and RCA Victor's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!



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"Prelude To Space"

ANNOUNCER AND SWITCHER START TV SCIENCE SERIES

ON JUNE 6, 1959, the President of the United States, Dwight D. Eisenhower, sent a message to the Canadian people.

It was a remarkable message, not because of its content, but because of the medium of transmission, for this was, quite literally, a voice from outer space.

The message was recorded at the White House, broadcast from the Massachusetts Institute of Technology's Lincoln Laboratory near Boston, bounced off the moon, and received in Prince Albert, Saskatchewan, 2½ seconds later. Thus the speed of transmission was more than 68 million miles-an-hour!

This lunar transmission marked the opening of the new Radar Laboratory in the northern Saskatchewan city, by Prime Minister John Diefenbaker. It is the newest link in the chain of telecommunications and astronomical research, is one of the most powerful laboratories in the world, and was built at a cost of about 1½ million dollars.

Quite naturally this occasion was fully covered by CFQC-TV news service which took its auricon sound-on-film camera to the site and recorded the Prime Minister's acknowledgement of the President's message, and the actual operation of the giant receiving "dish" rotating under the guidance of the complicated mechanism installed in the associated laboratory.

It was just after this news coverage, and in no part unrelated to it, that the germ of an idea took shape in the mind of one of CFQC-TV's switchers, Jim Smith. This young man is by way of being a very enthusiastic and proficient "ham", and it was his intense interest in short wave radio reception which led him to think of the connection between his own late night "ham" operations and the phenomenon chiefly to be studied by the new Prince Albert Radar Laboratory, namely the Aurora Borealis.

This phenomenon of the night skies, more commonly referred to as the Northern Lights, had, more than once, played havoc with Jim Smith's radio communications, and he was sufficiently incensed by its interruptions to his pleasure, to want to know more about the cause of these mysterious waving bands of light. Still further, Smith could see that many other people, less directly concerned with its vagaries, might also welcome a more explicit explanation of its origin and effect.

Additional discussions with the Television News Staff suggested a much fuller coverage of the new laboratory, and the result was that within one month, the CFQC-TV auricon camera was inside, probing the hitherto unrevealed complexity of operation at the main control panel.

Jim Smith had by now sold his idea to Colin MacLean, one of the announcers at CFQC-TV. MacLean

had only recently concluded a very fine series of local programs relating to Civil Defense, and it was evident that these two were on to something equally big.

As might be expected, the management of the television station made no bones about giving their approval



JOHN LUMBY, CFQC-TV's photographic director, records Prime Minister Diefenbaker's address at the opening of Prince Albert Radar Laboratory.

and financial backing, once the plan had been fully outlined to them.

Thus mentally fortified, the co-producers set about their task with added enthusiasm, and selected a title for the series which they called *Prelude to Space*. This appeared to be the most appropriate name as Saskatoon's University had on its staff some scientists of international repute, who were currently engaged in matters relating to upper atmospheric research, and whose work was inter-related and complementary to the tasks being achieved with the Prince Albert Laboratory's staff.

Overall, the Russian successes with "Sputnik" launchings, the American progress into research on space travel, and the activities surrounding the completion of the "International Geophysical Year" had all stimulated tremendous interest in the mysteries of outer space. Thus, it was conceived by both Smith and MacLean, the time was ripe for a program giving the ordinary man in the street a fore-taste of the hopes and aspirations of the men of science, who were planning to probe and make use of the marvels of the infinite universe, above and around the earth.

More than that, these two television employees saw the importance of publicizing the work of many skilled persons within the viewing area of CFQC-TV who were engaged in work which undoubtedly was to have universal recognition, but within the narrower confines of scientific circles.

The point in the deliberations between Smith and MacLean when the University of Saskatchewan's men of science were involved, was almost immediate. It says much for the infectious enthusiasm of the two television men that they found nothing

but encouragement from the scientists, who were sufficiently convinced to a point where they agreed to provide their own film animation for the series.

The first program was telecast on July 9, 1959, and featured as its guest Dr. Balfour Currie, head of the Physics Department of the University of Saskatchewan. Dr. Currie is a pioneer in, and probably accepted as the world's foremost expert on the "Aurora".

During this first show, Dr. Currie outlined the work being carried on by the University of Saskatchewan and more specifically the Upper Atmospheric Institute. On this occasion, reference was made to the significant fact that communications between the various bands of radar warning systems stretching across the northern part of Canada, were sometimes interrupted completely, by interference directly attributed to the Aurora.

In view of the very great interest in National Defence currently expressed by the Canadian people, it was felt that this reference to disruption in defence telecommunications would stimulate the entertainment value of the series as a whole.

Throughout the remaining twelve weekly programs, each lasting thirty minutes, *Prelude to Space* looked at the Aurora itself; the probable course of the Northern Lights; the Ionesphere; the Sun, and devoted a special feature to the giant radio telescope recently completed at Jodrell Bank in England, which is helping to establish more precisely the secrets of the birth of the whole universe.

During another program in this series, a film history on the growth of rockets was shown. This coverage was supplied by the CFQC-TV film library. This was further supported by a special report on "Rocketry in Canada," given by Dr. Ray Montalbedi, the Officer in Charge of the Canadian Contingent at the Rocket Base in Fort Churchill, Man.

In additional programs, the viewers on Channel 8 were entertained by lucid and down-to-earth explanations of the development of a giant Canadian balloon to be sent aloft in Quebec, and the instrumentation entailed in this project. This talk was given by Dr. Valence-Jones, a New Zealand scientist, in Canada to make a highly important contribution to Canada's part in the Geophysical Year.

Mr. Zeadin, an Indian exchange student at the University of Saskatchewan, outlined the Ionic clouds continually circling the earth in the Ionesphere. CFQC-TV films of the complicated machinery at work in the local University were explained on the set by technicians and scientists.

On one of the last programs in this really intriguing series, Dr. Peter Forsyth, the director of the Upper Atmospheric Institute, explained the part played by scientists in Saska-

toon, and other Canadian centres, during the whole of the International Geophysical Year.

In keeping with their splendid record of public service, CFQC-TV put all its resources at the disposal of the co-producers of *Prelude to Space*. This series was seen as both educational and entertaining with a sufficient degree of excitement running through the theme of the series to involve the interest of a wide variety of viewers on Channel 8.

Many hundreds of feet of film -- both sound-on and silent -- were shot for the series. Besides the film, the scientists and technicians were aided by innumerable slides, balloons, graphics and rear screens of various sizes, as well as a stop frame projector and animation. Additional scientific material was asked for and received from major centres all over the world.

Particular acknowledgement must be paid to the Canadian Defense Research Board for permission to allow the camera and production beams to enter the security classified establishment at Prince Albert. The Officer in Charge, D. R. "Del" Hanson conducted the sound-on-film tour, and arranged for an interview inside the massive structure of the antennae "dish" at a height of 100 feet from the ground, which took place during a particularly violent mid-summer sleet storm!

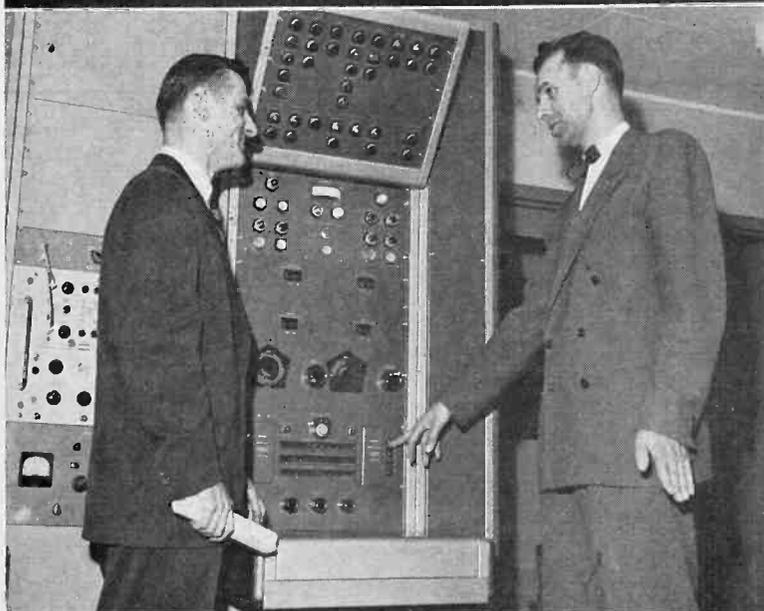
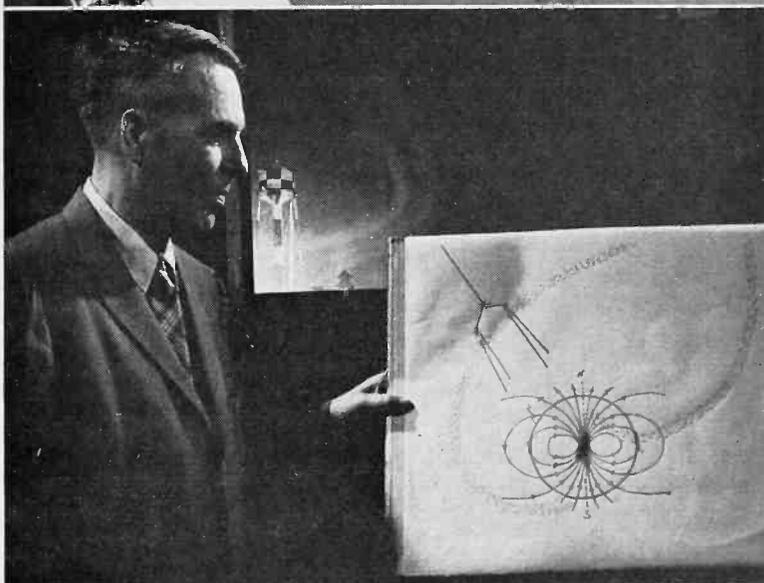
A print of the film taken at the new Northern Saskatchewan laboratory was requested by the Defence Research Board in Ottawa, who acknowledged receipt, adding that they were impressed by the film which had twice been shown to the staff in their establishment. The content of the film was described by them as being well thought out.

The full impact of this unusual series is perhaps only appreciated in retrospect.

The complexity of the subject matter undertaken by these two young men was indicative of their own self assurance, and complete confidence in the medium of television. Added to this was the awareness of how much co-operation can be received from a public who are appreciative of the sincerity with which a local television station plans and provides entertainment. It would be almost trite to observe that without the unstinting assistance of the University of Saskatchewan's scientific bodies this series of programs would have been still-born.

To summarize, it is perhaps apt to repeat the words used by co-producer and host, Colin MacLean, who wound up his last show by saying:—"These are just steps, if you will, pieces of a great map -- that someday man will follow on the road to the stars. A map, constructed painfully piece by piece, by dedicated men such as we have seen during this series. Constructed during this . . . the *Prelude to Space*".

(Continued on next page)



DOING SOME RESEARCH for their "Prelude to Space" series CFQC-TV's co-producers, Colin MacLean and Jim Smith, have the University of Saskatchewan's telescope explained to them. In the centre picture the first guest of the series, Dr. Balfour W. Currie, head of the physics department at the University, explains how the earth's magnetic field is charged with particles from the sun which accounts in part for the formation of the Aurora Borealis. Another part of the series featured the officer in charge, Del Hanson, bottom picture, showing Colin MacLean the significance of switches on the control panel at the Defence Board's new laboratory at Prince Albert, Sask.

—December 10, 1959



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Career Project

HAND PICK UNIVERSITY STUDENTS FOR RADIO CAREERS

FACED WITH the industry-wide problem of where to find new personnel, CJSP-Radio in Leamington, Ontario, after a five-year experiment, has arrived at what seems to be a workable answer.

CJSP's general manager, Al Bruner, says the station's efforts were inspired not only by its own difficulties in finding good recruits but by the industry discussions at the last two broadcasters' conventions.

Reverend Dr. C. P. Crowley, the university's director of Radio and Television; and Peter Freel, a student with part-time operating experience at CBC Windsor.

Although the university had previously been producing a weekly student-faculty broadcast, this was not felt to be good enough either in quantity or quality. For three years Father Crowley had been stumping for studios and equipment on campus. With only faith that a limited budget

themselves put up the partitions and painted the rooms. CJSP agreed to pay for and instal permanent broadcast lines from the University studios in Windsor to the station in Leamington. To make the most of this arrangement, the studios would be used for University broadcasts and be available on request whenever station staff or correspondents found it necessary to broadcast directly from Windsor. The long-awaited budget was approved, and technically Assumption University Radio came alive with regular programing on CJSP.

Production meetings were held to broaden the scope of the existing university radio program to give more students, more faculty members, and more citizens a chance to be heard. Program inserts had to be brief, exiting, different. They had to be informative and entertaining, but above all, this must be the epitome of modern radio.

A choice time was selected, 1:10 to 2:00 p.m., Saturday afternoons. The name of the program was changed to Kaleidoscope, indicating the nature of the program. The students had to

cover and mirror the many facets of university life. The "big commercial" in the program was to be a selling job for the university, its students, and the Sun Parlor community it serves.

Three weeks after the fall semester began, Assumption University Radio aired its first Kaleidoscope program. By the month of December these "broadcasters of tomorrow" were ready for their toughest test, taking over CJSP's entire programing for the major part of a day.

The thirty members were divided into groups according to their talent and experience and were assigned to definite CJSP departments and personnel. They worked in Ad Service, Traffic, News, Sports, Programing and Farm Departments.

The experiment was a success, not only in the opinion of the students but in the opinion of station management, station staff, university officials and listeners. It has been pointed out that the plan was good public relations for both the station and the university.

— December 24, 1959



A GROUP OF ASSUMPTION University students help out staff announcer Al Plant, hand on microphone key, on the CJSP, Leamington "Youth Parade" program.

To begin a selling job for the industry on young people, the young and growing radio station teamed up with a young and growing university. The plan was to get young people, who have already developed an inclination, into an active broadcast experience as soon as possible.

The culmination of the experiment came December 12 when CJSP's studios and offices were crammed with an extra thirty young people, engaged in the normal work-day routine of keeping a radio station on the air.

The young men and women, from Assumption University of Windsor, mc'd programs, operated master control, did interviews, wrote commercials, announced, prepared and aired farm, news, religious and general programs. In fact, they did everything that had to be done while they were there.

These university students were not picked at random from the student body of twelve-hundred; they are the ones who are hoping radio has a place for them. They are, in fact, members of the University's Radio Club.

When they arrived at CJSP to take over for the day, they had a fairly good idea of what would be required of them. All had taken part in the club's other activities; producing a 50-minute weekly program, covering news stories in and around the university for regular CJSP newscasts, setting up and operating for special events broadcasts, and providing operators or other assistance for station personnel broadcasting from the club's studios.

The club was organized at a conference between CJSP's Al Bruner;

would be available, the three laid their plans.

With some outdated equipment from CJSP, and a small storage room in an ancient wing of the university's oldest building, a radio studio, control room and office were created. Student-members of the radio club

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CHEC. Lethbridge

CELEBRATE QUARTER CENTURY WITH OLD WEST PAGEANTRY

TO TIE IN WITH the silver anniversary this year of the Broder Canning Co. Ltd. of Lethbridge, CHEC-Radio arranged that the payroll at Broder's be made up entirely of silver dollars on three consecutive weekends.

Prime purpose was to demonstrate to merchants and residents of Lethbridge the value of the payroll from Broder's which produces frozen and canned fruits and vegetables. To carry out the promotion, it was necessary to have the silver dollars, twenty-five thousand in all, flown in from the Mint in Ottawa.

CHEC arranged for a "CHEC-Wagon", guarded by outriders, to go through the city carrying the Broder payroll. On one occasion a "bad man" -- actually a CHEC disc jockey -- attempted to hold up the wagon, but he was captured by a number of youngsters brandishing cap-guns and thrown into "jail" -- a downtown store decorated for this purpose -- where, for the remainder of the day the "bad man" broadcast for CHEC.

One weekend, the CHEC cruisers and trailer moved about the downtown area of Lethbridge with a safe containing a "poke" of 100 silver dollars. People were given two minutes each to find the safe combination, open the safe and take the money. For eight hours, almost everyone in the area had a try at it, but no one was successful.

There was a second opportunity to find the safe's combination at a big free Western dance, held at Fort Whoop-Up on November 14 and sponsored by Broder's.

During the Silver Anniversary Celebration period, CHEC kept a number of promotions in operation. CHEC announcers, known as "the red jacket team" because of the red sports jackets worn in public, covered the whole of Southern Alberta with product sampling in stores, including samples of the new packages of Broder's frozen foods. They also paid goodwill visits to 150 local merchants, giving each one a token silver dollar.

Every hour, on the hour, a question was asked on the air and someone in the city or district was phoned. If the person called answered the question correctly, a prize of one silver dollar was awarded. If not, the jackpot for the next call was increased by one dollar. Spots were purchased on CHEC by a number of Broder's suppliers congratulating the company on its anniversary.

Retailers in Lethbridge and district co-operated for the promotion by displaying window banners supplied by CHEC, shelf stickers and silver dollar door stickers. Some stores also allowed special prices on merchandise purchased with silver dollars. Anyone making a purchase in silver



Photo by Lloyd Knight

A SPECIAL "CHEC-WAGON" was used by CHEC-Radio, Lethbridge, to carry the payroll of Broder Canning Company as part of its Silver Anniversary Celebrations. Guarding the load of silver dollars are CHEC staffers dressed as gunmen.

dollars in a store taking part in the promotion could fill out a certificate which the store then forwarded to the station.

At the Western Dance, ten certificates were drawn from the large number collected and a "poke" of 25

silver dollars was awarded to each of the ten winners.

The promotion ran from October 19 to November 14. Agency for both the Broder Canning Company and James Lovick and Co.

--December 24, 1959

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

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

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

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

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

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

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