



*Canadian*  
**BROADCASTER**

Vol. 19, No. 8 TORONTO April 21st, 1960

THE OUTSIDE BROADCASTS crew of the CBC's Halifax TV outlet took their cameras and equipment 630 feet underground this month to explore the Malagash Salt Mine near Pugwash, Nova Scotia. Condensed into a half-hour broadcast, the videotaped program will be presented over the full CBC-TV network April 23. Story is on Page 4.

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# THERE'S NO SUCH THING AS "NATIONAL" ADVERTISING

Good advertising is the art of conveying to selected groups of people sales messages for a product in which it is hoped to stir their interest as buyers.

There is no more effective way of accomplishing this end than the use of carefully chosen Radio stations in areas where there is a known purchasing potential for the product; the selection of specific time segments, whether one for the whole campaign or individual ones for different areas, with a proven acceptance where their selling job is to be done.

The local Radio station delivers your advertising message through local voices, known to and accepted by the community and talking the language of the community.



*Radio Division*

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

*Parliament Hill*

**FIVE OTTAWA TV APPLICANTS WILL BE HEARD MID-JUNE**

by SAM ROSS  
Ottawa Correspondent

A CLOSE RACE between five entrants is underway for the Ottawa television license to be decided by the Board of Broadcast Governors in June.

The five applicants are Lawrence Freiman, M. Grattan O'Leary, Roger N. Seguin and Ernest Bushnell, each on behalf of a company to be incorporated, and CFRA-TV Limited.

Former vice-president and general manager of the CBC, Mr. Bushnell has put together Canadian, British and American interests in a Canadian-controlled company under his

own presidency.

It will include NTA Telefilm of Toronto, Granada Television Network of the United Kingdom, National TV Associates of New York and 37 individual shareholders. Arrangements also are being made by Mr. Bushnell for local production not only for local use but for other television stations wanting program service from the capital.

Lawrence Freiman heads Freiman's Department Store in Ottawa. Associated with him in the application are the Southam Publishing Com-

pany through the OTTAWA CITIZEN; Crawley Films Limited and Ken Soble, general manager of CHCH-TV, Hamilton.

Grattan O'Leary is president of the OTTAWA JOURNAL, which is owned by the Victor Sifton-Bell FP Publications Limited, also publishers of the WINNIPEG FREE PRESS, FREE PRESS PRAIRIE FARMER, the CALGARY ALBERTAN, the LETHBRIDGE HERALD and the VICTORIA COLONIST TIMES.

CFRA-TV Limited will be controlled by Frank Ryan, president of CFRA Radio Limited, with other shareholders including Ottawa businessmen and CFRA Radio staff members.

The Roger N. Seguin application has been consolidated into Intercity Broadcasting Corporation Limited with Seguin as president. Three vice-presidents are Ottawa businessmen: Reuben Palef, Charles H. Hulse and R. B. Coates. Secretary is Joe Feller and treasurer is Clayton Fitzsimmons. Directors are Dr. Pierre Gendren, Dr. John Robins, Lucien Masse and Mrs. A. H. Plumtre.

Applications for the Ottawa license closed March 31 and the BBG hearing is expected around June 20. At present Ottawa is served by the CBC English and French language stations. Some homes, but not many, are able to pick up New York State stations.

**Asks Gov. to Resist Media Monopolies**

CCF LEADER Hazen Argue has called on the government to resist a growing monopoly in the field of mass media: newspapers, radio and television.

In the prospect that a resolution on the subject won't be reached because of delaying tactics on divorce bills, Mr. Argue included the mass media monopoly charges during the Throne Speech debate.

Said Mr. Argue: "I believe the growing concentration of newspapers in Canada has now reached the point which would indicate the desirability of a parliamentary committee inquiring into the degree in which this concentration exists; the rate at which it is being accelerated and to what extent this process impairs the free and frank reporting and discussion of public questions."

In a specific reference to the television hearings in Toronto, Mr. Argue said:

"We know that the Board of Broadcast Governors decided the other day to recommend the award of a television outlet in Toronto to the TELEGRAM, a newspaper in that city. We question the desirability of newspapers owning or controlling television outlets. We question this development and we say, along with the royal commission, that whenever possible it is better to have independent outlets and that as far as possible there should be a separation of control as between newspapers, television and radio."

Earlier, Mr. Argue had said royal commissions had previously recommended radio, television and newspapers be separated and operated independently of each other. He avoided any specific mention of

newspaper, radio or television groups by name but these probably will be listed if Mr. Argue's media resolution reaches the floor of the House.

It would have been debated by now except that virtually all time for private members' bills and motions has been taken up with the campaign by two other CCF members - Frank Howard of the BC constituency of Skeena and Arnold Peters of the Ontario riding of Temiskaming. They are discussing each divorce bill separately to create a situation that will take divorce responsibility out of Parliament and place it in the hands of provincial courts or a federal court, possibly the Exchequer. All the divorces reaching Parliament come from Quebec and Newfoundland where there are no divorce courts. By the looks of the situation, three or four hundred divorces will be unfinished when the parliamentary session ends, probably in July. Thus the delay in Mr. Argue's media resolution while divorce gets preference.

**John Wilson Joins McKim's**

JOHN D. WILSON has been appointed to the account staff of McKim Advertising. He was formerly director of marketing for Chesebrough-Pond's Canada.

Prior to joining Chesebrough-Pond's, Wilson was a vice-president of Erwin, Wasey, Ruthrauff & Ryan and manager, promotions and merchandising, Procter & Camble Co. of Canada.

In McKim's Toronto office he will be supervisor of the agency's drug accounts.

**CFCL-TV's**

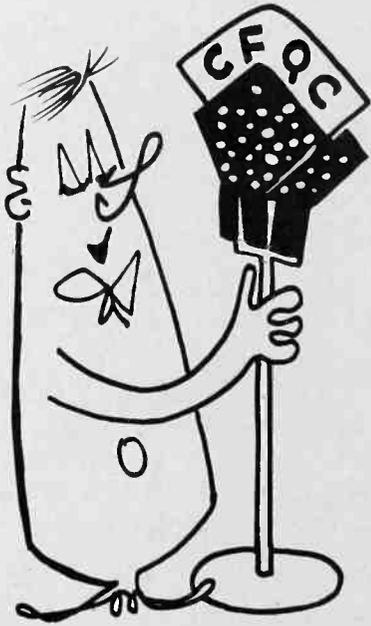
increase  
to  
Maximum Power  
will  
provide  
top coverage  
to over  
**50,000**  
Households

**Paul Mulvihill & Co. Ltd.**

TORONTO — MONTREAL

Representing these television stations

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

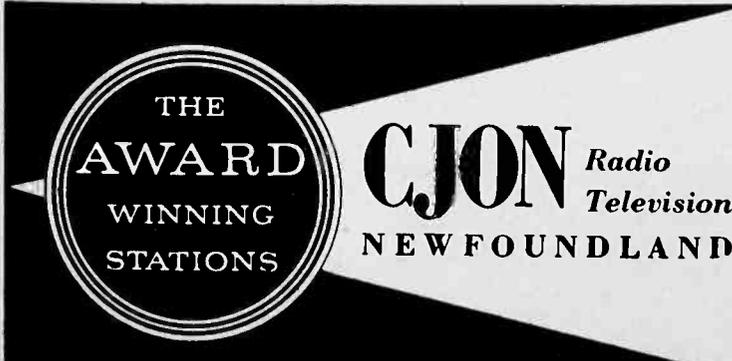


When  
You're in Town  
Drop in  
and See Us!  
But When  
You Want to  
Sell  
See Our Reps.

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

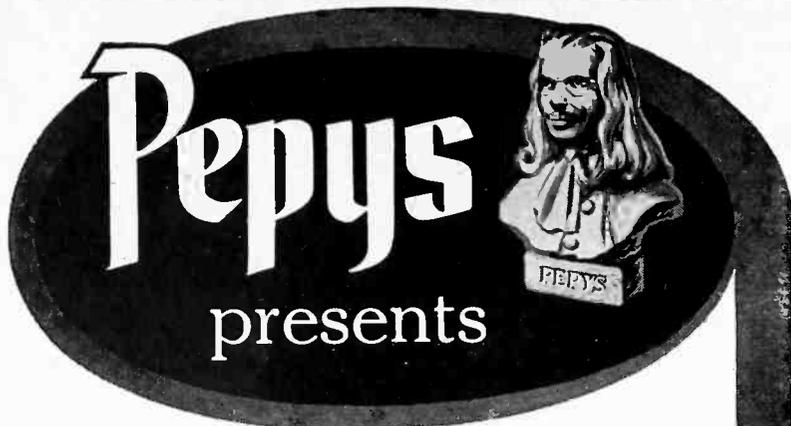
**CFQC** 600 KC  
5000 WATTS

**THE RADIO HUB OF SASKATCHEWAN**



THE  
AWARD  
WINNING  
STATIONS

**CJON** Radio  
Television  
NEW FOUNDLAND

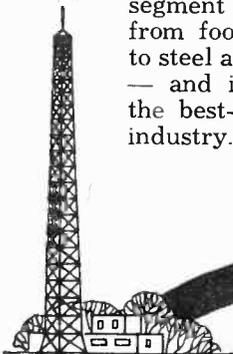


Canadian Advertising Agency  
LIMITED

Canadian Ad was founded in Montreal in 1906, and in April of this year their 54th Annual Report will be submitted to Shareholders.

Because of its French antecedents, its fully staffed offices in Montreal, Toronto & Vancouver, and a respected research subsidiary, Canadian Ad is equipped to give its clients complete Advertising Agency Service, in both languages. The quality of this service is evidenced by the large number of clients who have been with the Agency more than 25 years.

Canadian Ad's list of some 85 clients covers a wide segment of business — from food and beverages to steel and transportation — and includes some of the best-known names in industry.



## STOVIN-BYLES Limited

Radio and Television Station Representatives  
MONTREAL TORONTO WINNIPEG VANCOUVER

- |                    |                        |                         |                            |
|--------------------|------------------------|-------------------------|----------------------------|
| • RADIO STATIONS • |                        | • TELEVISION STATIONS • |                            |
| CJOR Vancouver     | CHIC Brampton          | KVOS-TV                 | Serving Vancouver-Victoria |
| CFPR Prince Rupert | CJBC Toronto           | CKOS-TV                 | Yorkton                    |
| CKLN Nelson        | CFOS Owen Sound        | CKTM-TV                 | Trois Rivieres             |
| CKXL Calgary       | CJBQ Belleville        | CJBR-TV                 | Rimouski                   |
| CJNB North         | CKLC Kingston          | CKCW-TV                 | Moncton                    |
| Battleford         | CHOV Pembroke          | CJON-TV                 | St. John's, Nfld.          |
| CKOM Saskatoon     | CJLR Quebec City       | CJOX-TV                 | Argentina                  |
| CJME Regina        | CKCW Moncton           | CJCN-TV                 | Central Nfld.              |
| CKY Winnipeg       | CJON St. John's, Nfld. | ZBM-TV                  | Bermuda                    |
| CJRL Kenora        | ZBM Bermuda            |                         |                            |

### Cover Story

## CBC TELEVISION GOES UNDERGROUND

THE CBC's MOBILE television crew from Halifax took its equipment 630 feet underground recently to examine the workings of Nova Scotia's Malagash Salt Mines.

The result is a half-hour videotaped documentary about the mine which will be aired on the full CBC-TV network April 23. Keith Barry, outside broadcasts producer for CBHT, Halifax, will act as guide during the program and will talk with mine manager John McQuarrie and engineer Don Stonehouse.

Six cameras were used to tape the show, called *Nature's Saltcellar*. Three cameras roamed the surface of the mine while the others explored the working face at the 630-foot level.

To relay the video portion of the program back to CBHT, Halifax, for taping, a temporary on-repeater microwave system was set up which delivered the picture to the permanent station of the Maritime network at Hardwood Hill, 40 miles away, and then to Halifax.

For the underground portion of the show, a control room was set up in a room carved out of solid salt. The three underground cameras and the audio facilities were controlled from that point.

Jim Landburg, technical producer of *Nature's Saltcellar*, said his biggest

problem was moving the equipment underground.

This had to be done by using the only skip—elevator—which operates on the same cable on which the ore skips are raised and lowered. All movements of CBC equipment were entirely dependent on the one skip and had to be done with as little interference as possible to continuous mining operations.

Aside from the three cameras, involved in the move underground were three complete camera chains, camera switching equipment, synchronization generators, voltage regulators, an audio control panel, monitors, a lighting control panel, and associated fixtures and distribution cable, plus sixteen men to operate all the equipment.

One thousand feet of coaxial cable, with accompanying audio cable, were strung up through the mine's ventilation shaft. The cable had to be attached to the shaft every fifty feet to prevent its weight from causing breaks in connections.

The audio cable was used as a standby only, as the normal program sound was superimposed on the picture at the underground end. The sound and picture were separated or demodulated at the mobile unit on the surface with the video taking to the microwave, sound to the land lines, for relay to Halifax.

## GOVERNMENT SHOULD BE FREE TO INVESTIGATE CBC SPENDING

JEAN NOEL TREMBLAY, Liberal member for Roberval, Quebec, earlier this month called for tighter government control of the Canadian Broadcasting Corporation to end the "climate of immorality" it has produced and the "incompetence" in its administration.

He said in the Commons budget

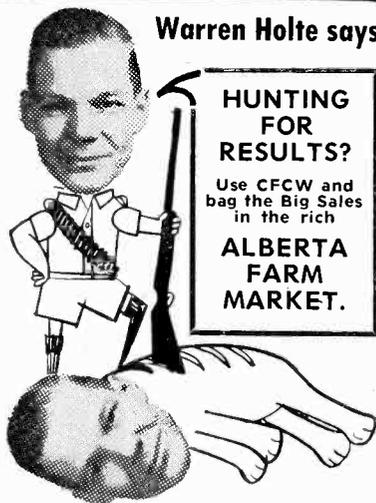
debate that the government should give one minister immediate control over CBC operations, and a deputy minister should act as liaison between the CBC and the government. At the present time, the CBC is answerable only to parliament through the Minister of National Revenue, the Hon. George Nowlan.

He added further, that the budget of the CBC should be included in the government estimates of spending each year, so that parliament would not be approving money for the Corporation without real knowledge of how the money would be spent.

Tremblay stated that since parliament gave the CBC its rights, it should be able to fully investigate its operations. He said that the special Commons Broadcasting Committee that sat last year, had been "frustrated" in its attempts to look into CBC operations.

He suggested that there should be a committee with representatives from the fields of religion, education, the arts and entertainment to advise on programming. He commented that the Roman Catholic Bishops of Quebec have complained about some programs on the CBC French-language network. Some were felt to be the type of program that would encourage youths to disobey the wishes of their parents.

Programs like these, he said, show an "absence of surveillance and judgment" on the part of CBC directors. There is an obvious need for reform to bring "surer direction" to the CBC.



**CFCW**  
CAMROSE - STETTLER

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



*Research*

# McDONALD RUNS A VALIDITY CHECK ON OWN METHOD

McDONALD Research last week completed tabulation of a self imposed validity check on their method of conducting the Time Period Rating survey. To do this they conducted nearly 2,000 personal interviews during two days, February 11 and 12, of the last TPR survey in Metropolitan Toronto.

Why a validity check? Why choose Metro Toronto? Why use the personal interview method? Why such a large sample? How was it done? What were the results?

To get the answers to these and other questions we went to Clyde McDonald, president of McDonald Research Limited.

McDonald said that critics of the TPR Log method have claimed that diaries must be "controlled" by a mechanical device, that only old retired people will co-operate, that the people who don't reply are different from those who do and that the log and instructions are much too complicated.

"However", he said, "no critic has ever offered any facts or evidence to support these claims."

### WHY A VALIDITY CHECK?

A check on the TPR method would provide McDonald Research with something to support the TPR. There were also other reasons.

McDonald feels that continuing checks should be made on any rating system, to refine and extend the scope of the service. Methods can grow stale with continued use, due to new conditions, over-awareness of the public and unusual growth of population areas.

He recognizes the right of purchasers of radio and television audience data to see actual evidence of the accuracy of the information they buy.

Today the purchasers of audience data, advertisers, agencies and stations, have a choice of several

different methods, he said. Many of them cannot afford to pay for all these services so they must select the one which supplies them with the best evidence of accuracy.

"For these reasons the check on TPR used a method which we felt would be accepted by anyone familiar with research findings—the personal interview", he said.

Perhaps at this time it is necessary to define the word validity.

McDonald said that when a method is valid, it measures what it is supposed to measure. It is free from major biases or what is known as systematic error. "When you check a method's validity you must use a yardstick that is as free from bias as possible. That is why we used the personal interviews plus actual contact with the sets in the home."

He cautioned against relating the validity with sampling error. "A valid method using samples of the population will still be subject to sampling error. Sampling error or variation is related to sample size. Validity has to do with bias in methods or systematic error."

### WHY CHOOSE METRO TORONTO?

The Toronto Metropolitan area was selected for the validity study for several reasons.

It is a key market in Canada, which has a wide range of households in the socio-economic scale with various family sizes and all types of occupations.

It also has several local radio and television stations and is penetrated by several US stations. In short, it presents most of the problems found by any method of measuring radio and television audiences.

As for selecting Thursday and Friday of a survey week to conduct the personal interviews McDonald said: "Because these days are toward the end of the survey week, when fatigue and boredom with record keeping are possibly at their highest and because these are busy shopping days, we felt that any inaccuracies in the TPR method would be most likely to emerge".

### METHOD

McDonald's field staff not only asked respondents whether a radio was on, but they got into the homes

to see and check all radios in the home — to find out whether the replies at the door were accurate or not.

After asking at the door if a radio in the home was on, and if so, to what station, McDonald said the field staff told each respondent that some radios have Civil Defence symbols on the dial. They then asked if they could check the sets for these symbols. This was done whether a radio was said to be on or not.

This, said McDonald, enabled the interviewer to check on the accuracy of the statement made at the door—both about any radio being on and about the station tuned.

However, this method did not apply to television where the interview ended with the discussion at the door.

All together McDonald Research conducted 1,998 personal interviews during two days and covering six one-hour periods. The combined number of interviews made and the time period during which they were made are as follows.

9.00 - 10.00 am	289
10.30 - 11.30 am	356
2.00 - 3.00 pm	395
3.30 - 4.30 pm	407
6.00 - 7.00 pm	326
7.30 - 8.30 pm	225

The number of interviews made is almost seven times the size of the sample used during any TPR for Toronto, which is 311.

### THE RESULTS

The obvious question at this point is: What about the results? In a report of the validity check which McDonald is currently sending out, he lists the following highlights:

(1) Comparisons of the pieces of station ratings—both radio and television—show that TPR and the check method compare very closely.

(2) If the personal interview is accepted as a benchmark the TPR method has little if any bias and provides a satisfactory measurement of both radio and television ratings.

(3) Not only the households tuned compare closely, but station-by-station ratings are within expected tolerance.

(a) In 47 out of 60 one-hour station ratings, differences range between 0 (identical) and 1 rating point.

(b) Over the six hours of radio checks averaged, five of seven pairs of station ratings are identical. The remaining two are one point apart. In the five television pairs, two pairs match, the other three are only one point apart.

(c) In only three of the 60 pairs of station ratings does the difference approach a level not explainable by sampling error alone. This ratio (1 in 20) would be expected, since we have used the 95% level of significance (19 in 20).

"In short", McDonald said, "there is strong evidence that the TPR method is valid and therefore reflects actual radio and television audience within the error limits determined by sample size used". He added that he freely invites inspection of all records, interview sheets, tabulations and material pertaining to this study.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

To Get RESULTS . . . .

buy

RADIO  
10,000  
WATTS

**CKX**

TELEVISION  
CHANNEL 5

BRANDON, MANITOBA

Mr. Jack Afseth of Saskatoon says:



"CKOM has terrific Sports Coverage. Their sportsmen are right on the ball whether it's Basketball, Football or foul ball. 'Afseth' it before and 'Afseth' it again."

*ACA Convention*

**ADVERTISERS MEET IN TORONTO, MAY 2-4**

**T**HIS YEAR'S Association of Canadian Advertisers Convention, which will be held in the Royal York Hotel, Toronto, May 2 to 4, might well be called a three-day look at 1960 and the future.

Those responsible for this, the forty-fifth annual meeting, have lined up what promises to be a very interesting agenda under the theme: "The Challenge of the 60's: Advertising Opportunities Unlimited".

Following the ACA Annual Business Meeting on Monday, May 2, Stuart M. Finlayson, president of the Canadian Marconi Company, will address the Key Executives' Luncheon. His talk is entitled: "How Changes in World Markets May Affect Canada's Future".

The afternoon of the first day will be taken up with three talks:

"Outlook for Expansion in Canada Over This Decade", by Ronald A. McEachern, Ph.D., editor of THE FINANCIAL POST.

"Purchasing Power of Credit in This Expanding Economy", by J. H. L. Ross, vice-president and general manager, Industrial Acceptance Corporation Limited.

"How a Consumer Product Industry Should Meet The Challenge of the '60's", by Robert A. Davis, general advertising manager, Kraft Foods, Chicago.

Social activities for the first day will be the ACA Members' Cocktail Party, with Merle M. Schneckenburger of The House of Seagram as host.

Following that will be the members' dinner with special entertainment supplied by The Procter & Gamble Company of Canada Limited.

**TUESDAY, MAY 3**

During the morning, three speakers will discuss what industry, media and agencies should do to meet the challenge of the '60's.

G. L. Wilcox, president, Canadian Westinghouse Company Limited, will give his answer to "How Is An Industrial Manufacturer Going to Meet the Challenge of the '60's?"; S. R. Bernstein, M.B.A., editorial director, ADVERTISING AGE, Chicago, will tell "What Should Media Do to Meet the Challenge of the '60's?" and Frederic R. Gamble, LL.D., president, American Association of Advertising Agencies will offer his thoughts on "How Should Agencies Meet the Challenge of the '60's?"

The luncheon speaker is The Hon. Paul Beaulieu, C.A., D.Sc.C., Minister of L'Industrie et Du Commerce, Quebec City. His topic is "Quebec's Development in the Next Ten Years".

The afternoon will start off with a talk by Janet Wolff, vice-president and copy group head, J. Walter Thompson, New York. Her subject is "Selling To Today's Canadian Women".

Following this and winding up the working day will be a panel discussion moderated by Frank Willis of CBC's Close-Up. "Young People Tell Us About the Teenage Market" is the topic and facing six presidents of Toronto high school student councils will be:

Logan Brown, marketing manager, Lever Brothers Limited; Murray

Turner, vice-president, Cockfield, Brown & Company Limited; Kay Kritzweiser, former youth editor, THE TORONTO GLOBE & MAIL, and Don Travis, managing editor, CANADIAN HIGH NEWS.

The evening will be taken up with the ACA Annual Cocktail Party and Dinner followed by an evening of French cabaret entertainment featuring 24 radio and television stars presented by L'Association Canadienne de la Radio et de la Télévision de Langue Française.

**WEDNESDAY, MAY 4**

Starting things off on the last day will be W. E. Williams, B.A., B.Sc., president, The Procter & Gamble Company of Canada Limited. His topic is "Are We Investing Enough in Advertising?"

Fairfax M. Cone, chairman of the

board, Foote, Cone & Belding Inc., Chicago, will follow with "Creativity -- A Dire Need for the 1960's".

J. Collins Coffee, president, Management Improvement, Inc., Manhasset, N.Y., will discuss "Selection and Development of Marketing Personnel" to wind up the morning session.

Speaking on "Ethics In Advertising" at the Gold Medal Award Luncheon will be The Reverend Dr. Emlyn Davies, minister of Yorkminster Baptist Church, Toronto, and part-time member of the Board of Broadcast Governors.

During the afternoon MARKETING MAGAZINE will give a presentation of 26 leading Canadian Advertising Campaigns.

Closing off the three-day meeting will be the Gold Medal Cocktail Party honoring the Gold Medal winner.

**CHEK-TV Prepares For a Power Boost**



Photo by Kurti

**ENJOYING A FRIENDLY** chat after the CHEK-TV, Victoria, presentation at the Royal York in Toronto earlier this month are left to right: T. Gordon Ferris, president and general manager, Television Representatives; Jim McDonald, manager, advertising production, Procter & Gamble Co. of Canada Ltd.; Bill Rae, vice-president, CHEK-TV; George Bertram, advertising manager, Swift Canadian Co. Ltd.; Fred Patterson, general sales manager, Warner-Lambert Canada Ltd. and Douglas Taylor, general sales manager, CHEK-TV. Rae and Taylor were in Toronto to tell agency and advertiser representatives about the increased coverage of the station when it switches to 100,000 watts, July 1.



**WARD CORNELL**

The Olympics, British Empire Games and National Football have all been covered personally by this CFPL-TV sportscaster.

Another reason why . . .

Western Ontario is sold on



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

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.)

**CKPG**

serving  
the  
Growing  
Market

Construction of the  
700 mile long  
"ALWEG" Railway  
to commence 20 miles  
North of Prince George  
this June.

**CKPG**

PRINCE GEORGE, B.C.

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

*Radio***CKY BOOSTS ITS POWER TO 50 KW**

**T**HE MOST POWERFUL private radio station on the Prairies went into operation the first of the month when CKY, Winnipeg turned the switch on its new 50,000 watt transmitter. For the last ten years the station has operated with a power of 5,000 watts.

Station engineers say that with the new power, a frequency of 580 kilocycles and the extremely high conductivity of the terrain where the transmitter is located, the coverage of the station will be among the biggest on the continent. It is also pointed out that there is no cut-back in power at night as is the case with certain stations on local frequencies.

The new transmitter is located two miles north of St. Agathe on Highway 75, some 15 miles south of Winnipeg. Four towers, each 320 feet high, will send the station's signal into Northwestern Ontario, Northern Manitoba and across the Prairies.

While it is difficult to assess the total coverage of the station until listening reports begin to arrive, the station expects that under favorable climatic conditions their voice will be heard well beyond the northern boundaries of Manitoba and Saskatchewan into the Northwest Territories.

According to CKY, listeners in these remote regions may receive reception from a Canadian station on a reasonably consistent basis for the

first time. The station plans to broadcast a number of special programs which will be of service to the remote areas.

This power increase reportedly cost the station about \$300,000.00.

**PROGRAMING**

In reference to its programing at the new power, CKY producers explained that listeners in rural areas enjoy current motion pictures, television in some areas, and modern

music resulting in the development of a taste for radio entertainment not unlike that of the urban listener.

With this in mind CKY says it has developed a balanced program pattern which it believes will satisfy the rural and city audiences alike.

Service information such as weather forecasts, temperature readings and public service announcements are being expanded to include a much wider area than is the case with a purely local station.

**Bingo Is Tops With Viewers On PGTV**

**B**RITISH COLUMBIA'S only closed circuit cable system, Prince George Television Ltd., is now five months old and boasts 700 subscribers.

The operation transmits over channel 4 through 25 miles of coaxial cable in conjunction with the North-West Telephone Company which receives the signal and amplifies it through the system. PGTV started telecasting last December and has been programing eight hours a day ever since. Last month the provincial parliament granted the system a Certificate of Convenience and Necessity by Order in Council. The system is regulated by an approved tariff from the Public Utilities Commission.

Subscribers to PGTV pay an initial hook-up charge of \$45.00 and a rental charge of \$7.00 per month for

a minimum of one year. Local merchants, wary at first, have come to recognize the closed-circuit system as a good advertising medium.

Programing on PGTV is varied with Bingo, wrestling and local news heading up the list of viewers' favourites.

TV Bingo, the most popular show, is played each Monday night by close to 5,000 people. A master Bingo board is set up on camera and the numbered ping pong balls are picked out of a rotating drum and placed on the board. Subscribers receive free cards with prizes for the winners donated by local merchants. The game lasts between an hour and an hour-and-a-half each week.

A. W. Gillis is managing director of PGTV with Gene Maass as chief technician and Irene Willard as programing director.

**CKRS Radio Takes To The Air In a Jet**

Photo by Bonneau

**YVON GOULET**, on-air personality for CKRS-Radio, Jonquière, receives well wishes from station manager Guy Boivin (right) and program manager Yvon Lavoie (left) before taking off for a one-hour flight in an RCAF T-33 jet. Flying Officer Bob Elder (far right) handled the controls while Goulet described his view from the air.

**YVON GOULET**, on-air personality for CKRS-Radio, Jonquière, took to the air in an RCAF T-33 jet early this month. For one hour he relayed comments on how the province looks from 30,000 feet back to CHRC, Quebec, and CKRS via RCAF towers at Bagotville, Sague-

nay and Ancienne Lorette.

Under the control of Flying Officer Bob Elder, the jet headed for Lake St. John at 600 mph and flew from shore to shore in one minute and 13 seconds, beating the old record by eight seconds.



**THERE'S ONLY ONE  
RADIO ATLANTIC  
AND IT'S CFNB  
FREDERICTON — THE  
ONLY INDEPENDENT  
50,000 WATT STATION  
IN THE MARITIMES!**

Represented by: Paul Mulvihill & Co. Ltd.,  
TORONTO/MONTREAL — Weed & Co., U.S.A.

# NEW FACES FOR CANADIAN BROADCASTING!

*From CHUM's first introductory course in broadcasting, operated as a non-profit service for Radio and TV in Canada.*

## WE CHOSE...

40 young men and women between the ages of 18 and 30 who are all currently employed. We chose secretaries, salesmen, clerks — all people with good jobs. They had one thing in common: a genuine desire to enter the broadcasting field as a step FORWARD, not as a retreat from unemployment or boredom.



Students on tour of CHUM get some information on operating a radio station from CHUM President, Allan Waters.



These students stop to chat with Lyn Salloum, CHUM Merchandising Director, who tells them how station ties in with national advertisers.

## WE TAUGHT...

Radio from the ground up. Hour-long intensive lectures were given by experts in their fields. Topics covered included: announcing, news, copy, sales, promotion, programing, public service and publicity. Each segment of the industry was dealt with in terms of techniques, qualifications required, and salaries expected.

## WE OFFER...

A sincere group of mature people, with varying experience in the business and professional world. They have been shown what Radio and TV can offer them. Each of them, and this is indicative of their interest, faithfully attended lectures, and absenteeism was almost nil. Each student has indicated the branch of Radio or TV which interests them. This information, together with a report on each individual student, is available in a complete brochure. Copies are being sent to every station in Ontario. Agencies, stations and affiliated media anywhere in Canada are invited to write for a complete file to:

Phil Stone, Course Director, CHUM, 1331 Yonge St., Toronto 7.



Members of the CHUM executive joined in presenting diplomas to students. Here CHUM Sales Director, Wes Armstrong, right, makes presentation.

Sincere thanks to the following members of the industry who contributed their time and efforts in lecturing to the group: Jack Burghardt, CHCH-TV, Hamilton; John Birmingham, CKLC, Kingston; John Fox, CHIC, Brampton; Ward Cornell, CFPL, London; William Hall, CHML, Hamilton; Hartley Hubbs, CHWO, Oakville; Dave Wright, CKKW, Kitchener; Frank Eckersley, CHEX-TV, Peterboro; Frank Murray, CJBQ, Belleville; Don Covey, Broadcast News — From CHUM: Allan Slaight, Wes Armstrong, Harve Kirk, Larry Solway, John Spragge and Wally West.

CHUM'S FIRST INTRODUCTORY COURSE IN BROADCASTING HAS BEEN OPERATED SOLELY IN THE INTEREST OF THE INDUSTRY IN ORDER TO UNCOVER MATURE YOUNG PEOPLE WITH TALENT AND INCLINATION TO FIND A CAREER IN BROADCASTING. WE FEEL THAT THE PEOPLE SELECTED WILL PROVE TO BE AN ASSET TO BROADCASTING. THEY HAVE NOT BEEN FULLY TRAINED, BUT HAVE BEEN GIVEN A THOROUGH BASIC GROUNDING. THESE ARE PEOPLE WE FEEL DESERVE YOUR CONSIDERATION.

## Third in a Series

# FIND THE FACTS BEFORE YOU WRITE THE ADS

by ALEC PHARE

(In our last issue, Mr. Phare discussed the combination of memory and experience as applied to planning advertising by an agency for a new account. Now he deals specifically with product and market research.)

**T**O YIELD sound and profitable results from advertising, a product must be well adapted to the needs, wants and prejudices of its various customers. It must be able to enter the hurly-burly of modern competition and win and hold the goodwill of enough customers to create and maintain a profitable enterprise.

One of the commonest sources of product trouble is the producer's feeling that he, not the customer, knows best what the product should be.

A classic instance is summed up in the remark attributed to Henry Ford: "The customer can have his Ford any color he wants so long as it's black."

Is your product what the public wants? Is the product behind the times?

Business men have a strange tendency to get in a rut and stay there, without realizing even sharp and dramatic changes in demand.

Product evolution should be a continuous process. Hence we have the annual models of the automotive industry, the frequent introductions of "new, improved" versions of the leading soap and toiletry products, and the constant presentation by makers of cereals of the "new product" types. Is your product in tune with the times?

**Is the product adapted to consumers' habits?**

It is extremely difficult to persuade consumers in the mass to adopt major changes in their methods of performing ordinary tasks. Any sharp change in product characteristics, no matter how widely explained, is likely to cause confusion and dissatisfaction.

Makers of detergents are still fighting against the housewife's deep conviction that the value of any washing product is measured by its "thick, rich suds".

**Is the product packaged in the right unit?**

Over large "giant economy" units may deteriorate once the package has been opened. Or they may be bigger than the average family needs. Too small units require the customer to buy two at a time, or to skimp in use, with resultant irritation in either case.

**Is the product priced to its market?**

Every product has a natural market, and consumers have price levels in mind which it is unwise to oppose. If the product has mass-appeal, it is not wise to build into it luxury features that increase its price beyond the popular range. Conversely, it is not wise to introduce the note of economy into the luxury product.

Let me quote an example.

Some time ago, a young man undertook to import some high quality French perfume, which he made up into toilet water, packaged in plain bottles with utilitarian labels, cartons and wraps. He offered it for sale at a dollar a bottle. Sales languished. Customers who appreciated subtle fragrances were not accustomed to paying that little. Customers who did pay a dollar wanted more obtrusive odors. Finally, a skilled advertising man advised him to adopt a distinctive, expensive bottle and a high-priced box, and price the product at five dollars. Immediately his toilet water began to sell in gratifying quantities.

### MORE PRODUCT RESEARCH

I cannot attempt to suggest every product consideration which may need investigating. Not only are these too many, but they vary according to the product itself. For instance, if it is mechanical, you want to know if it works easily under all possible conditions. If it is an article of consumption, we must ask ourselves: "Is the formula correct? Has it actually been tested in use to make certain that it will continue to be satisfactory under all conditions of climate, shipping, storage and use? Is there anything at all questionable about the successful operation or performance of the article? If so it should be corrected before any advertising appears. Is the product in keeping with the trend? Will it be helped by current custom or fashion?"

If I am laboring this matter of product research, it is because I think we need more actual knowl-

edge of the products we advertise, rather than less.

There seems to be a tendency nowadays to feature the startling way of saying it or showing it, rather than relying on facts. I don't think it is a good tendency. I don't think the public likes it or believes it. Tell me, honestly, did you believe that any razor could shave a piece of real sandpaper, and be fit for anything thereafter except the trash can?

Let's sum up product research by saying: "If your product is dog food, find out whether the dogs like it, and then tell dog-owners what you learned."

### MARKET (OR USER) RESEARCH

What is a Market?

Your product may be used by almost everyone, as are bread, salt and milk. It may be used by women only, as is lip-stick. It may be used by men only, as are bathing trunks. It may be used in all homes, or only in homes with electricity, or in homes where families have more than average purchasing power. The product may be restricted to business only, or to certain types of business. Is it a necessity or a luxury? It may be a service rather than a product, and as such may appeal to the many, as does insurance, or to the few, as does a luxury round-the-world cruise. In each case, your market is different -- is a different segment of the public.

It is then necessary to know who are these consumers to whom your advertising is addressed. How numerous are they? Where do they live? What are their general buying habits? What products are they now using? What would they like to have or use?

Such information may be the backbone of your campaign, or it may decide against any advertising at all.

Some time ago, one of our agency's clients brought us a new and almost miraculous European rust-remover, and asked us to lay out an advertising campaign for his approval.

We asked for a modest sum to do a little research first. In two weeks we had learned (a) that European rust problems are not the same as those on this continent; (b) that it could not be sold competitively; (c) that industry was quite happy with existing rust removers; and (d) that the trend today was toward preventing rust before it happened.

We lost an advertising campaign but the client was very grateful.

### RESEARCH IS THE ROAD MAP

Just how these Product or Market studies are carried out is another story. But both types are vitally necessary, if your campaign is to get through to the consumer. Without them, your campaign may be simply dialing a wrong number.

The subject of Research could be continued forever. The important

(Continued on next page)

**CKY**  
**50,000 WATTS**

**10 TIMES THE POWER OF MOST STATIONS ON THE PRAIRIES**

**BIGGEST COVERAGE OF ANY STATION ON THE CONTINENT**

**Featuring**  
**THE GOLDEN SOUND**

Tuned to the tempo of today — the Golden Sound introduces an entirely new concept of radio broadcasting. The Golden Sound gives CKY listeners the most brilliant reproduction of sound specially engineered and designed for CKY.

**CKY** Winnipeg 580 kcs. Reps: Stovin-Byles, Canada Forjoe, U.S.A.

### D. J.'s COMEDY MATERIAL

New, Original, Timely, Sharp, Hundreds, One-Liners, Jokes, Production Bits, Wit, etc. . . .

Never heard before. Top D.J.'s in U.S. and Canada crying for more.

First Book — over 50 typewritten pages — \$5.00.

Send Money Orders:

Les Carter Productions  
82 Bellevue Ave.  
Toronto, Canada.

*Ryerson Institute of Technology*

**STUDENTS PRODUCE FOUR DOCUMENTARIES AT CHCH-TV**



Photo by Tom Bochsler

**RYERSON STUDENTS** used the facilities of CHCH-TV, Hamilton, to videotape four programs last month. Working on the first production, "The Many Faces of Music", are (l to r): Bruce Bresnehan, audio; Ken MacKay, director; and Frank McArthur, who designed the sets.

**T**HE VIDEOTAPE facilities of CHCH-TV, Hamilton, were turned over to students of Toronto's Ryerson Institute of Technology last month when members of RIT's radio and television arts course conceived, produced and acted out four half-hour documentaries.

The Ryerson students handled all phases of the productions from writing through set designing to manning the cameras. Bill Elliott, in charge of show production for CHCH-TV, was on hand in a supervisory capacity to

see that no one pushed the wrong button.

The four shows were aired on March 26, March 27, April 2 and April 3. Student supervising producer for all the programs was Sjef Frenken. Ken MacKay directed them.

The first production, *The Many Faces of Music*, was written and produced by Jim Lewis. The program showed the different types of music we listen to today. Gail Chaplin wrote an original jazz ballet for the production.

(Continued from previous page)

thing is to stress its paramount importance.

A man was once driving at seventy-five miles an hour, while his wife was studying the road map. Presently she said: "Dear, I think we're on the wrong road."

"Maybe we are," said her husband. "But aren't we making wonderful time?"

In putting together an advertising campaign, it gets you nowhere if you are on the wrong road -- and Research is your road map.

**SOURCES OF INFORMATION**

How do we go about finding the answers to the many questions we have to ask?

The Census Department, in Ottawa, has a wealth of data available as to population and its distribution by age, education, sex, race, earnings and so on.

The Department of Labor has data on employment, occupational distribution, living standards, cost of living factors and other material.

We none of us make all the use

possible of the Dominion Bureau of Statistics, which has an untold wealth of available facts and figures, including consolidated reports on almost every type of industry you can name.

One suggestion on all of these. Don't rely on printed lists of what pamphlets are in print. These lists are always incomplete. Write direct to the source; explain exactly what you want; and ask for anything available that bears on your problem. Better still, pay a visit to Ottawa and talk your problem over direct. You will be surprised at the thoroughness with which they will go to work for you.

Many business groups and trade associations have developed important and basic material that is available to industry, usually at nominal cost. And trade publications are an extremely valuable source of information on statistics, trends, competitive activities and other information.

(In the fourth and final article in this series, Mr. Phare picks up the loose ends of his all-over topic of building a campaign.)

*Product of Pride* was a dramatic documentary about a parent-daughter misunderstanding. Donna Cooper wrote the script, Ken MacKay produced it. After a dramatization of the problem, it was discussed by a panel made up of a psychologist, a social worker and a teenager.

*The Gentle Art* was an explanation and demonstration of Judo. It featured members of the RIT Judo Club. Bruce Forsyth, physical education instructor at Ryerson, supervised. The show was scripted and produced by Tony Ianzuelo.

The last show, *Design*, was written and produced by Lynn Fournier, who was chosen at this year's CAB convention as the winner of the Harry Sedgwick Memorial Award for the outstanding student in the Radio & Television Arts course. The program tells of the work and thought which goes into producing a finished piece of furniture. The show was made in co-operation with the furniture and interior design course at Ryerson.

Bill Elliott says the station hopes to make these Ryerson shows an annual project getting their number up to six a year. The presentations are valuable not only to the students, but to listeners as well: the students gain exposure to and experience in working in a full scale television operation and the viewers are shown another phase of broadcast training.



QUEBEC BRIDGE

**TO  
BRIDGE  
A GAP  
IN YOUR  
MARKET  
OF STATURE  
SALES  
PICTURE**

**UNLESS YOU WANT  
TO MISS OUT ON  
180,000 TV HOMES!**



"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.



Reps: Jos. A. Hardy & Co. Ltd.  
Scharf Broadcast Sales Ltd.  
Weed Television Corp.

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**  
like *The Laddie Dennis Show (National Only)*  
MONTREAL TORONTO WINNIPEG VANCOUVER  
1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway

# CUTS & SPLICES

by BOB MILLER

## Lapthorne Joins Fremantle

**R**OBERT LAPTHORNE, recently with Screen Gems (Canada) Ltd. as sales representative for Ontario and the Maritimes, has been appointed by Fremantle International of New York to head up the company's new office in Sydney, Australia.

Originally from Australia, Lapthorne came to Canada two years ago. Prior to joining Screen Gems last July, he had worked for CKOC-Radio, Hamilton, and for CKCO-TV, Kitchener, as sales manager.

## Busy Month For Edward's

**R**OBIN PRENTICE, producer for Edward Productions in Montreal, reports that commercial production was higher than usual last month with the company completing work on ten commercial series.

For the Bell Telephone Company, Edward's made a series of spots

giving instructions in the use of the "Direct Dialing System". In both English and French, the commercials consist of pre-cuts over animated spots, incorporating live action dialing instructions.

A series of 60-second spots for Opera Diamond watches and jewels were shot. They are specifically designed for the French market and feature recording star Michel Louivan singing the new Opera diamond theme song.

Also for the French market, the company made five Bosco chocolate syrup commercials featuring new jingles. A sixth Bosco commercial called for the construction of a working soda fountain in the studio.

The company shot two one-minute commercials for King Cole Tea and Barbour's Peanut Butter, using rear screen projection of Nova Scotia scenery.

Five commercials for Clairol in the US were adapted for use in French Canada. Two of the spots made by the company for Belding Corticelli last year were revised for use this spring.

Edward's also filmed three spots for Ex-Lax and one for Canadian Westinghouse, featuring the company's new line of refrigerators.

## Robert Herridge Theatre

**C**ALDWELL TV Film Sales have sold thirteen episodes of Robert Herridge Theatre to the CBC.

Produced in the US by CBS Films, the series' two pilot films were lauded by Associated Press radio-television writer Charles Mercer,

who said he had "never viewed two finer half-hour television programs".

Originally called *Theatre for a Story*, the Series was made by Robert Herridge, known for his work on *Camera Three* and *The Seven Lively Arts*. Robert Herridge Theatre was made with the thought that it would be a showcase for the short story as an art form.

Included in the series are such works as *Plato's Trial*, Eugene O'Neill's *In the Zone* and *The Death of Socrates*.

The package has also been sold in Europe and Australia, but has yet to be sold in the US.

## Ontario Safety League

**E**RNIE TAYLOR of Rock Pictures of Canada, a Toronto production company, is spending most of his time these days handling public relations and promotion for the Ontario Safety League.

He is now preparing a province-wide campaign to promote safe boating. A crew will film boating do's and don't's for showing in theatres and on Ontario television stations.

## ITC Sells Seven To Quebec

**S**EVEN SEPARATE program series were recently sold by ITC of Canada Ltd. to CKMI-TV and CFCM-TV, Quebec.

*The Gale Storm Show*, *Suzie*, *Ramar of the Jungle*, *Tugboat Annie* and *Noddy*, a new fifteen-minute puppet show from Britain, were purchased for showing on CKMI-TV, the English-language outlet of Télévision de Québec Ltée.

The French versions of *Fury* and *Hawkeye and the Last of the Mohicans* will be shown on CFCM-TV.

With the sale of *Ramar of the Jungle* to CKMI-TV and, last week, *CFPL-TV*, London, that property has become one of the highest earning television series in the world, grossing an average of more than \$60,000 per episode.

## Three From Crawley's

**C**RAWLEY FILMS LTD. recently completed three industrial films for the Ontario Hog Producers' Association, The Steel Company of Canada, Ltd., and Canadian General Electric.

*The Better Way* shows how 50,000 Ontario hog producers market their stock at a greater profit with more

efficiency through their co-operative marketing association.

*Bright Century* points out the contributions made by the steel industry to the Canadian way of life and the many uses to which steel is put. The film is 24 minutes long, in color and sound.

*The Great River* tells the story of the St. Lawrence Seaway and Power Project. The 16 mm film has a running time of 29 minutes.

## NCATA Meets In Montreal

**T**HE FOURTH annual convention and trade show of the National Community Antenna Television Association of Canada will be held at the Queen Elizabeth Hotel in Montreal May 4 to 6.

Highlights of the three-day meeting include an address by A. E. Brown, sales and promotion manager of Trans Canada Telemeter, on "Pay TV — The Etobicoke Experiment"; readings of papers on new technical developments and a tour of the CBC's Montreal studios.

## Mary Field Visits Canada

**M**ARY FIELD, one of the world's foremost authorities on films and television for children, will make a four-week tour of Canada during which she will stop over in eleven cities beginning April 18.

Her visit has been arranged by the Canadian Film Institute along with the CBC, the National Film Board and the United Kingdom Information Service.

A meeting in Toronto May 2 in conjunction with Miss Field's visit will formally establish the Canadian Centre of Films for Children. The CCFC is a voluntary organization administered by the Canadian Film Institute promoting the enjoyment and appreciation of films by children. It is supported by more than seventy national and regional organizations.

Long concerned with educational and documentary film production, Miss Field entered the British film industry in 1926. She inaugurated the Children's Entertainment Films Division of G.B. Instructional Ltd. in 1944 and was executive officer of the Children's Film Foundation from its formation in 1950 until 1958 when she became consultant to Associated Television Ltd. and ABC Television Ltd. in Britain. She has also served as chairman of the International Centre of Films for Children since its inception.

**BEST BUY**

IN **British Columbia**

Where one buy gets you a bonus of 185,000 listeners reached only by—

**CBC RADIO**

U.S. REPS.

DAREN F. McGAVREN INC., NEW YORK

**ANSWER-CANADA**

**A National Merchandising and Research Service**

Through the use of telephone facilities, the following service is offered:

**"WHERE-TO-BUY" INFORMATION**

You can extend the effectiveness of your national advertising by just adding the line "Call Answer-Canada for the name of your nearest dealer". The trained Answer-Canada operator will supply the information and forward a complete record of calls.

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

**ANSWER-CANADA**  
640 Cathcart St. Montreal  
UN 6-2300  
Affiliate: Answer America Inc.

Call Caldwell  
for Quick Service on

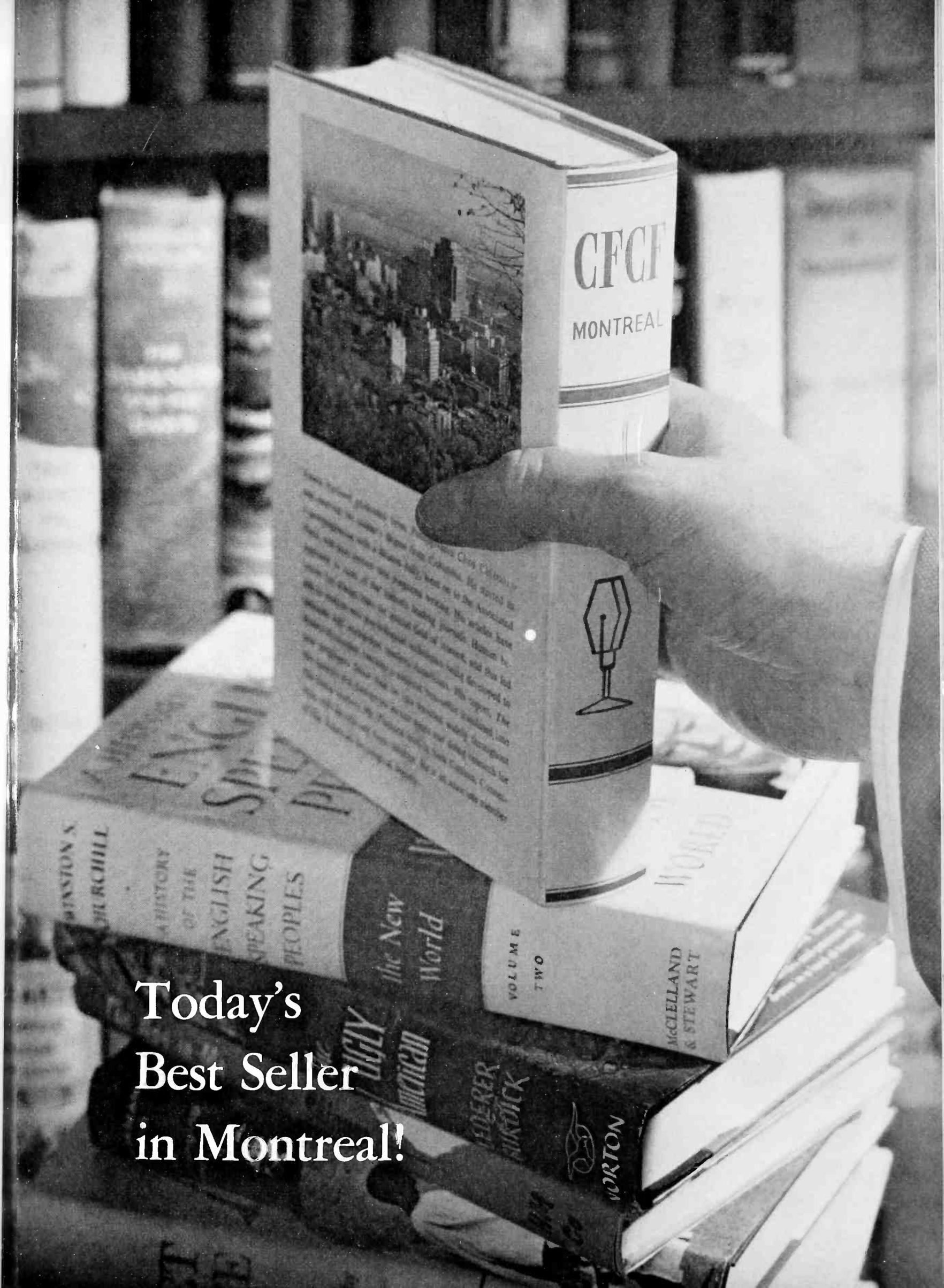
**GEVAERT FILM**

Gevapan 30 and 36 Reversal film

Less Cost — Better Results

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

447 JARVIS ST., TORONTO, WA. 2-2103 — VANCOUVER & MONTREAL



Today's  
Best Seller  
in Montreal!

## BCAB-UBC Project

# ARCHIVES WILL COVER HISTORY OF RADIO IN CANADA

A PROJECT TO set up a "living archives" covering the history of radio in Canada has been undertaken by the British Columbia Association of Broadcasters in co-operation with the University of BC. Material for the archives is now being collected by a BCAB committee under the chairmanship of Dorwin Baird.

Arrangements have been made to store tape recordings and photostats of documents at the UBC library. The collection will be available to the industry and to students. It is expected that those who have reason to use the archives will be able to get dubs of relevant tapes, at cost, from the original material which will be kept in the library's vaults.

In order that the collection be as comprehensive as possible it is hoped to obtain a great number of representative samples of programming, particularly of the earlier years of Canadian radio. The committee, while anxious to have historical broadcasts and special events, is equally interested in recordings of run of the mill daily broadcasting from any era. Samples of spot announcements from the earliest days of radio to the present will also be sought.

The BCAB is seeking contributions to the archives project. Every tape or disc recording sent for inclusion

will be dubbed and the original returned to the station or agency submitting it. Baird said "at this stage of the project, no material is to obscure to rate inclusion."

He pointed out that at the moment, outside of CBC files of program material of national interest, there is no organized collection of radio archives in Canada. The UBC-BCAB project will be built up with the idea of making it freely available to all who might wish to use it.

The material will be invaluable in research projects which UBC is hoping to undertake in co-operation with the CAB Memorial Fund and as a basis for a history of broadcasting, he said.

The committee hopes that documents will play their part in the archives. Stations with no actual recordings of a broadcast in 1933, for example, might be able to send photostats of scripts. Another area of interest is a collection of photographs of stations, studios, artists and announcers, which are usually available in every radio station.

Still another aspect of the archives is the collection of evidence of the "political" growth of broadcasting in Canada, consisting of such material as submissions to Royal Commissions and Parliamentary Committees.

Success of the project, according to Baird, will depend on the extent of co-operation received across the

country. Once the project is well established, it may be that it would be desirable to have much or all of the material duplicated in central Canada. First however, it is essential to make the basic collection, he said.

Any station, advertising agency or other organization wishing to submit material should send it to Dorwin Baird, 2727 Crescentview Drive, North Vancouver.

Those who do not wish to part with original material, even for a few weeks, are asked to send tape dubs, which will themselves be returned. However for better quality it is proposed that as few dubbing processes as possible be involved.

## BAB-TV STAGES FIFTH ANNUAL TELEVISION SEMINAR

OVER FOUR hundred representatives of advertising agencies, national advertisers and the broadcasting industry were on hand at the Queen Elizabeth Theatre at the Canadian National Exhibition grounds in Toronto today for the fifth annual Television Seminar.

This project, staged by the television division of the CAB, has been held in the spring of each year since 1956.

Following an address of welcome by Murray Brown, president of the Canadian Association of Broadcasters, Karl Steeves, television director of the Broadcast Advertising Bureau took over to give a voice and slide presentation entitled "54 B.C."

This presentation traced the progress of television since the first seminar in 1956.

Steeves said his audience might wonder what the year 54 BC had to do with the seminar. "Historically," he said, "it represents the year that Caius Julius Caesar invaded Britain, and also, today, April 21, 1960, Canadian television homes collectively will spend more hours watching television than have passed in recorded history since 54 BC.

"Every single person born on this continent since January, 1956, the date of the first seminar, will spend one-seventh of his or her lifetime watching television."

He pointed out that the medium

has grown in many ways over the last five years.

In 1956 there were 34 stations programming to the Canadian public. Today there are 55 on the air with still more to follow in the near future.

The percentage of Canadian homes able to receive a television signal has grown from 57% to 92%, and television set ownership has risen from 48% to 84%. These increases in both cases, Steeves said, are equivalent in area and population to the Province of Ontario.

Dealing with audiences, Steeves said that television's average evening audience nationally, has grown from 1,208,000 to 2,084,000 homes or, looking at it another way, it has grown in size equal to the number of households contained within the provinces of Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick, Saskatchewan and Manitoba.

The peak nighttime audience has grown numerically in households equivalent to the combined metropolitan markets of Montreal, Toronto, Winnipeg and Vancouver, from 1,534,000 to 2,729,000 homes.

Steeves ended his capsule of television's growth over the last five years with the fact that today it costs the advertiser 54% more to buy television than in 1956. But, the advertiser today gets 73% more audience and enjoys a cost efficiency

which is 11% lower than existed in 1956.

### VIDEOTAPED INTERVIEWS

Next on the agenda were a number of videotaped interviews with station executives from KTTV, Los Angeles; WWL-TV, New Orleans; WGN-TV, Chicago and WLW-TV, Cincinnati.

Following a live introduction by Cy Strange of Stovin-Byles, each of these station men discussed some of the current problems in the television industry. Two of the more important ones being:

How independent stations can program against and compete with network stations.

How stations can produce local programs which are saleable at the national level.

Before the close off there was a combination live and tape presentation with Alan Savage, radio and television director, Cockfield, Brown, on stage, discussing pilot shows produced by Meridian Films.

All the tapes for the seminar were fed from Meridian Studios by Bell Telephone co-axial cable and shown on the Caldwell GPL, a large screen television projector.

### Starts Program Service

GEOFF STIRLING, president of CKGM Montreal, announced earlier this month that the company has set up a subsidiary company known as WES Radio and Television Consultants and Management Company.

Among the functions of the new firm, will be the production of Canadian radio programs for syndication on CKGM and other stations across the country.

The first feature being offered is 25 weekly minutorials on Canadian affairs by Don Jamieson, CJON, St. John's, that are currently produced exclusively for CKGM.

Stations already subscribing are: CFNB, Fredericton; CJCH, Halifax; CKRM, Regina; CKSO, Sudbury and CKCR, Kitchener.

# CKTB

St. Catharines

soon

## 10,000 Watts

•

NOW

BLANKETING

the

Richest Market

in Ontario

Paul Mulvihill  
& Co. Ltd.

TORONTO — MONTREAL

Representing these  
radio stations

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

ALWAYS A JUMP AHEAD

CHUM 1050

SURVEY-PROVEN NO. 1 IN TORONTO RADIO

*Technical Products*

# AMPEX INTRODUCES A NEW TELEVISION RECORDER

TWO NEW models of the Video-tape recorder manufactured by Ampex Corporation have been announced by James E. Detlor, manager of Ampex of Canada Limited.

One, the VR-1000C, is a further refinement of the more than 40 VR-1000 and VR-1000B television recorders now in service throughout Canada. The other, designated the VR-1001A, is a compact upright model designed for mobile television recording units and similar installations where space and weight are at a premium.

According to Ampex both the new models incorporate a number of improved components that result in clearer, crisper pictures with measurably greater definition. Both machines can be equipped for full color television recording and playback at any time, and both units are fully compatible with all previous models of the Ampex TV Recorder, so that full interchange of recorded television programming remains assured.

Because the new VR-1000C follows the established Ampex "building block" policy, Ampex says that new components incorporated in the model C will be available as replacement units to increase the performance capabilities of VR-1000 and VR-1000B machines now in service. These units include a new modu-

lator/demodulator with built-in crystals to pre-set carrier frequency and deviation and a new processing amplifier that assures superior playback with increased circuit stability and greater immunity from noise and tape dropouts.

Said to offer a considerable reduction in size and weight over standard television recorders, the new Ampex VR-1001A compact model occupies only 11 square feet of floor space compared to 19 square feet for the VR-1000 series. The unit weighs 500 pounds as against 800 for the standard machine.

The VR-1001A may be operated from a sitting position, controls being within arm's reach in normal operation.

Both new Ampex models are available with a new Inter-sync television signal synchronizer, developed by Ampex to permit switching between tape and tape, tape and live, and tape and film without picture roll-over on the home viewer's screen. By tape-locking a videotape recorder, field to field and line to line, to all other signal sources, the Inter-sync synchronizer permits split screen effects, dissolves, wipes and the mixing of various signal sources onto one composite tape without splicing. The new unit will also be made available to present VR-1000 and VR-1000B installations.



MARY LEE RASK of Ampex's technical writing division and Gene Suddeth, company salesman, get their first look at the new Ampex television tape recorder, VR-1001A.

## G. N. MACKENZIE LIMITED HAS *the* SHOWS

*like The Laddie Dennis Show (National Only)*

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

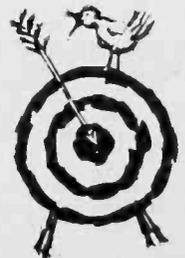


**IN SASKATCHEWAN**

**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**

# IT'S HERE

**THIS AFTERNOON - 2 PM**

**TV Seminar  
Queen Elizabeth Building**

**ONE  
PERFORMANCE  
ONLY**

**R. S. V. P.**

### 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
KCKW-TV, Moncton	CKNX-TV, Wingham
CHAU-TV, New Carlisle	CKX-TV, Brandon
CKRS-TV, Jonquière	CHAB-TV, Moose Jaw
CKBL-TV, Matane	CKBI-TV, Prince Albert
CFCM-TV, Quebec City	CKCK-TV, Regina
CKMI-TV, Quebec City	CJFB-TV, Swift Current
CKRN-TV, Rouyn	CFQC-TV, Saskatoon
CKTM-TV, Three Rivers	CKOS-TV, Yorkton
CJSS-TV, Cornwall	CHCT-TV, Calgary
CKVR-TV, Barrie	CHCA-TV, Red Deer
CKWS-TV, Kingston	CFRN-TV, Edmonton
CHEX-TV, Peterborough	CJLH-TV, Lethbridge
CKCO-TV, Kitchener	CHAT-TV, Medicine Hat
CHCH-TV, Hamilton	CJDC-TV, Dawson Creek
CFPL-TV, London	CFCR-TV, Kamloops
CKGN-TV, North Bay	CHBC-TV, Okanagan
CKSO-TV, Sudbury	CHEK-TV, Victoria

## BROADCAST ADVERTISING BUREAU

*TV Division*

Suite 404

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

Toronto 7

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



WELL AFTER three and a half years of hard labor for the esteemed publisher, he has finally gone away and given me a chance to say something. As some of you probably know he's having himself a couple of weeks holiday in Puerto Rico, but he'll be back before this column goes to press.

If I had any sense I would quit while I'm ahead, but I guess I can blame it on my youth.

It is really quite an event packing Dick off on one of his trips. This one was not very different from the others except for his new suit.

The day before he left he remembered he was having a suit made for him to wear in the sunny south. He went barreling off up to his tailors and brought it back to the office, shut himself in and a few minutes later emerged with it on. The jacket looked very nice, but the pants -- well it looked as though he had been kneeling down when they measured him for it. Actually they were Bermuda shorts. I won't say any more, but try to imagine Dick in Bermuda shorts!

I remember another trip he took out west. He travelled to the airport from the office in time to catch a plane at 10.00 am. About 11 o'clock, just when we were thinking of closing the office for the rest of the day, the phone rang. Dick was still at Malton. He had fallen asleep waiting for his plane and it had left without him.

Anyway, that's enough of that -- back to the grind.

### RELIGIOUS PROGRAMING



BILL WILLIAMSON, program director for CHEX-Radio, Peterborough, illustrates production techniques for live radio broadcasting during the Salvation Army-CHEX Workshop.

A WORKSHOP and lecture forum was held by CHEX-Radio and Television, Peterborough, recently to introduce members of the Salvation Army in Ontario and Quebec to

broadcasting techniques and to hear from professional broadcasters some of the do's and don'ts of religious programming.

Lectures were given by Bill Williamson, CHEX radio program director, and Gord Shale, CHEX-TV program director. Following each lecture a workshop was held to give those attending a practical outline of proper broadcasting techniques.

In order that the Salvation Army men and women could get as much experience as possible in the short time available, the station set up a complete broadcast studio in the Peterborough citadel. Army personnel were given instructions on how to use properly the equipment placed at their disposal during the four-day workshop.

The entire project was organized by the publicity and special efforts departments of the Salvation Army. Initial contact with CHEX was made last November, at which time the program was planned.

### POST SCRIPT FROM PR.

DICK HAS SENT in a contribution for The Desk, just in case I need it, and I do.

It -- the contribution -- goes like this, spelling mistake and all.

### COME TO LAS CROABAS IN FAJARDO

Fun and Excitement Under the Sea

This is what we offer you

The most beautiful bottoms and waters that you will ever see. We will take you to them and give you all the equipment required. Room for six passengers and equipment for the same. Also Deep Sea Fishing and Bottom Fishing Equipment all furnished including baits.

We are available Friday-Saturday-Sunday from 8.00 am 4.00 pm. Charter \$45 daily. For reservation call 163 or 314 -- Fajardo, P.R.

Call at your convenience -- Hope to serve you. Boat "ACAMAR".

—Ramon Bird, Jr.

And now, as I suppose Dick would put it, this brings us to the bottom of the column. And then he would say -- "buzz me (him and not me) if you hear anything."

IAN GRANT.

### US Station Will Hit 'Peg

THE FCC approved the establishment of a TV station in Pembina, North Dakota, 65 miles south of Winnipeg. The new station is expected to provide good reception in the Manitoba capital.

CJLH-TV

### STATION HOSTS VISITING BEEHIVE



EXAMINING A BEEHIVE close up are Eric Boswell, beekeeper from Brooks, Alberta, and Kay MacLeod, hostess of CJLH-TV's "Kay MacLeod Show". Boswell was on the program recently to explain the habits of bees and the many dishes which can be prepared with honey.

ERIC BOSWELL, a beekeeper from Brooks, Alberta, brought along a swarm of his livestock when he appeared as a guest recently on the *Kay MacLeod Show* on CJLH-TV, Lethbridge.

Although Boswell insisted that bees will ignore you if you ignore them, hostess Kay MacLeod took no chances and wore a beekeeper's protective hat throughout the program.

The broadcast was an informative half-hour on the life of the bee and its habits. Also included in the show were demonstrations of the many things that can be baked or cooked

with honey. The studio crew acted as tasters and consumed a number of cakes, breads, cookies and candies, all made with honey, but it should be noted that only a few felt up to sampling the fried bees.

Boswell wasn't able to round up his entire flock at the end of the afternoon broadcast, so on-air personalities later in the day could be seen nervously casting their eyes over the studio during their appearances.

One of the bees landed on the teacher's desk during the station's *Spelling Bee Show*. He wasn't asked to spell.

### CHCT-TV SPONSORS PUBLIC SPEAKING CONTEST

IN CO-OPERATION with local agriculturalists, CHCT-TV, Calgary, is sponsoring a 4-H Public Speaking Competition. The first time such a competition has been held in southern Alberta, 23 clubs in the Calgary area, with a membership of more than 300 boys and girls, are participating.

Purpose of the contest is to give young farm people the opportunity of learning to express themselves in public so that they will be able to assume leadership in their communities in the future. Another phase of the program stresses parliamentary

procedure in a public meeting.

Reuben Hamm, CHCT-TV's farm service director, is directing the contest. During February, he explained the program to 4-H members and gave instructions on public speaking.

The final competition will be held in the Gas Company Auditorium in Calgary on May 27. First prize -- for the best speaker -- will be a scholarship for further education donated by CHCT-TV. Officials in charge of the contest are optimistic about the results and feel that within two or three years the competition will develop into a provincial affair.

### BYNG WHITTEKER IS RE-ELECTED ACRTA PRES.

BYNG WHITTEKER has been re-elected president of the Association of Canadian Radio and Television Artists for a third term.

Barry Morse, who was nominated for the presidency by mistake, had to campaign against himself because the union constitution prohibited him from withdrawing. The Association said he was defeated by an overwhelming majority. A total of 231 of 950 eligible members voted.

Other officers are James Doohan,

vice-president; Miriam Wolfe, secretary; and Ernest Berry, treasurer.

Representatives are Paul Kligman for actors, Larry Mann for announcers, Lloyd Malenfant for dancers, Sally Dorey for models, Marg Symonds for singers, and Susan Fletcher for writers.

Council members are Ivor Barry, Pierre Berton, Bernard Cowan, Neil LeRoy, Barry Morse, Harvey Reddick, Dennis Sweeting, and Norman Walsh.

### HARLING SAYS PAY-TV CAN KILL MOVIE HOUSES

PHILIP HARLING, chairman of the Joint Committee to Fight Pay TV, Theatre Owners of America, said in Toronto last month that people will stop attending movie theatres altogether if pay television is allowed to develop as a competing medium.

Harling was in Toronto to view the latest example of pay TV, Telemeter, which is now in operation in Toronto's suburban Etobicoke.

He said his organization has succeeded in opposing pay TV in six US cities and intends to organize a similar campaign "to help our Canadian associates in fighting something which we don't think is inevitable."

Harling said large-scale pay television would also probably eliminate free television. "If pay TV is successful, then free TV must join pay TV, because talent and advertisers will go over to pay TV," he said.

In the US pay television experiments similar to the Etobicoke innovation are not allowed by the Federal Communications Commission and other Congressional committees controlling TV channels. Harling feels that pay TV in Canada should be subject to Department of Transport Regulation.

Say You Saw It  
in the  
BROADCASTER

No doubt about it. To reach the greatest number of radio listeners in Halifax and area, your best radio buy is CHNS.

In the Fall /59 BBM Radio Area Report covering 6:00 a.m. to 6:00 p.m. Monday thru Friday—CHNS led in 14 half hour periods, Station B in 7 and 3 were tied.

So Mr. Time Buyer—If you want top sales results in Halifax and area, buy

### ANNOUNCEMENT



Mr. Roy H. Currie

Mr. Vern Dallin, Vice-President of A. A. Murphy and Sons Limited and General Manager of CFQC Radio, announces the appointment of Roy H. Currie as Station Manager of CFQC Radio effective immediately. Mr. Currie was born at Turtleford, Saskatchewan and attended Public and High Schools at Turtleford. During the war years, Mr. Currie served overseas with the Royal Canadian Dental Corps in England and Northwest Europe. Upon his discharge from the Canadian Army, Mr. Currie attended the Academy of Radio Arts in Toronto, then returned to the University of Saskatchewan where he received his Bachelor of Arts degree. In 1948 Mr. Currie joined CFQC as a staff announcer and served as Chief Announcer and Production Manager until his appointment to Station Manager. Since the war, Mr. Currie has maintained his connection with the Canadian Army and presently holds a Staff appointment with 21 Militia Group Headquarters with the rank of Captain.



Mr. W. Romanow

Mr. G. Blair Nelson, Vice-President of A. A. Murphy and Sons Limited and General Manager of CFQC-TV, announces the appointment of Mr. Walter Romanow as Station Manager of CFQC-TV effective immediately. Mr. Romanow was born and raised in Saskatoon and attended Princess-Alexandra Public School and Technical Collegiate High School in this City. During the war, Mr. Romanow served with the 1st Canadian Parachute Battalion as a parachutist with the 6th British Airborne Division and took part in all the Division's wartime operations. On his return to Saskatoon, Mr. Romanow attended the University of Saskatchewan and graduated with an Arts degree. After instructing one year in the Department of Drama at the University of Saskatchewan, Mr. Romanow took a year of post-graduate studies at the University of Windsor, Ontario, and returned to Saskatoon in 1954 to take up duties as Production Manager when CFQC-TV was granted a license for Television. He has remained with CFQC-TV in the capacities of Production and Operations Manager up to the time of his appointment of Station Manager.

# RAB STARTS AREA SALES CLINICS

THE RADIO Advertising Bureau in the US will hold its latest series of Area Sales Clinics beginning April 20 in New York. From there the clinics will fan out over the next month to include 52 meetings in 35 US and Canadian cities.

The Area Sales Clinics are an annual project of RAB's member service department and offer material designed specifically to fill the needs of the radio station personnel most directly involved in selling the medium to local advertisers and agencies.

This year's one-day clinic program is called "Selling in the Sixties" and will consist of four parts:

A radio presentation giving new vital reasons why retailers should rely upon radio as a primary advertising medium in the '60's.

The newspaper industry will be analyzed as both a competitor and a customer during the clinic.

Based on material supplied by

more than 200 stations, the clinic will provide answers to such advertiser's claims as "I need a picture for my product", "Nobody listens to radio", and "Too many radio stations in town".

The reporting of case histories will show the technique, commercial, promotional idea or copy point that helped a radio station salesman close a sale.

Area Sales Clinic for Canadian RAB member stations will be held in Toronto April 27 and in Montreal June 3.

## 3 TV Goes VTR

CFRN-TV, Edmonton, recently staged a promotion to introduce their new Ampex VR-1000 B Videotape Recorder to viewers, before the machine was actually installed and used on the air.

A week previous to the actual demonstration, a "teaser" promotion was carried out, using the slogan, "3 TV Goes VTR". Then, two days prior to the introduction of the recorder, the viewers were told what the slogan meant and they were invited to visit the display, which was set up on the second floor of the Edmonton Hudson's Bay Store.

From March 17 to March 26, when the demonstration was on, people who attended, were interviewed by local personalities and explanations of how videotape worked were given. Visitors were also televised and videotaped and saw themselves on the monitor. Each person who was televised was given a souvenir bookmark made of videotape on which was imprinted, "I Was Videotaped by Channel 3, in Edmonton, Alberta, March, 1960."

Promotion directors estimated that over 8,000 people saw the display.

*CFAC, Calgary*

## MISS TELEPHONE PERSONALITY, 1960

LOIS MARTIN of radio station CFAC, Calgary, was recently chosen from 400 candidates as Miss Telephone Personality, 1960. Miss Martin was awarded the title by the



Ad and Sales Bureau of the Calgary Chamber of Commerce and was picked through an anonymous tele-

phone survey. Roly Soper, bureau chairman, presented Miss Martin with a set of gold earphones at a business clinic in the Palliser Hotel.

The switchboard receptionists in the survey were marked 25 per cent each on answering manner, voice, efficiency in handling the information requested and manner of terminating the call. During a one-night clinic of city office employees, a tape recording of Lois at the CFAC switchboard was played and her handling of calls was cited as an example of courteous business telephone etiquette.

Miss Martin, a native of Calgary, was stricken with polio ten years ago and spent three years in and out of hospitals taking treatments. She attended Mount Royal College in Calgary and was awarded a French scholarship at the Banff School of Fine Arts. Also while in school she wrote for THE CALGARY HERALD and the Mount Royal Yearbook.

She joined CFAC in 1956 and in addition to handling the switchboard she is the receptionist and information clerk.

## PEMBROKE

Is this the Market  
You're NOT Selling?

"PLUG THE  
COVERAGE GAP"

## CHOV

is the ONLY MEDIUM  
Covering All The  
Upper Ottawa Valley

Check ✓ BRM

Call ✓ STOVIN-BYLES

## RC SEMINAR WILL EYE COMMUNICATIONS MORALS

A SEMINAR made up of twenty workshop sessions and chaired by specialists in communications industries will delve into moral problems and responsibilities in today's communications at the Catholic Information Centre in Toronto on April 23.

Under the auspices of lay apostles and Paulist Fathers, the series of ten morning and ten afternoon sessions will be designed to stimulate active participation by more than 100 delegates while exploring subjects pertinent to moral problems in advertising, public relations, reporting and entertainment activities in television, radio and publishing.

Among topics to be discussed are:

"Sin and Violence Programming"; "Censorship Pro and Con"; "Advertisers' Responsibility"; "Media Ethics and Control"; "Morality of Gimmicks and Techniques"; "Good Business vs. Good Culture"; "Polls, Research and the Public"; and "Consumer Rights".

Assisting in the preparation of the Seminar's activities are: Harry Boyle, CBC; Betty Nealon, Herbert A. Watts Ltd.; Dave O'Connor, LA PATRIE; Daniel McCarthy, CBC; Bob Elvin, McKim Advertising Ltd.; Ed Mannion, Thomson Newspapers; Ed Kartaus, Erwin Wasey, Ruthrauff & Ryan; Frank McGilly, Citizen's Research Institute of Canada; and Don Carter, WEEKEND MAGAZINE.

# CHANNEL SEVEN TELEVISION LTD.

WINNIPEG ANNOUNCEMENT



R. G. Couture



Campbell Haig, Q.C.



L. E. Moffat



R. S. Misener



T. O. Peterson



W. E. Kroeker

At the inaugural meeting of Channel Seven Television Ltd., Winnipeg, Manitoba, the following directors were elected: Ralph S. Misener, Lloyd E. Moffat, T. O. Peterson, Campbell Haig, Q.C., Walter E. Kroeker and Roland G. Couture. President of the new television company is R. S. Misener, Vice-President — L. E. Moffat, Treasurer — T. O. Peterson, Secretary, Campbell Haig, Q.C. Jack M. Davidson was appointed General Manager.



J. M. Davidson



**GREETINGS FROM PUERTO RICO**

After four days, I'm feeling fit as a fiddle, but that's how I felt when I arrived. So imagine how well I'd feel if I'd been sick when I got here.

• • •

**SEASONAL PHILOSOPHY**

One thing about spring, you don't have to shovel it.  
— Norm Chamberlin  
CBC P&I Dept.

• • •

**AUTUMN OF LIFE**

Some people age like wine—the kind of wine which time turns to vinegar.

• • •

**CRYSTAL BALL BACKWARDS**

It seems improbable that Mr. Bell would have invented the telephone if he had had a teenage daughter.  
— Gossip

• • •

**AUDREY STUFF**

Then there's the gal who was so dumb she thought that the phrase "this changing world" had reference to people who had a baby in the house.

• • •

**WHOM ARE WE KIDDING?**

Wouldn't it be something if the products advertised on Canadian television by means of programs with 55% Canadian talent, were 55% Canadian too.

• • •

**HARD SELL**

The book reviewer was so impressed with his own reflections on a recent best seller that, right after the broadcast, he went out and bought a copy.

• • •

**HIGH STANDARD**

We understand that there is an opening for an announcer on one of the British commercial TV stations, but he has to be perfectly bi-lingual—English and American.

• • •

**DEFINITIONS DEPT.**

A social climber is someone who gets asked to parties to which we are not invited.

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



Interested people listen with pleasure to the evening shows of Bill Deegan...

**AND INTERESTED PEOPLE BUY!**

Throughout the evening Bill Deegan brings the listeners of 'RB the variety programming that has made him a top personality—a freshness of approach—that is capturing the interest of 'RB's audience. His Starlight Serenade program is a wonderful example of the kind of entertainment that helps to make 'RB the Number 1 station in Metro Toronto and throughout its regional range.

on 'RB have what it takes to interest and hold an audience. That's why you can't miss when you pick a spot on 'RB! So pick the top spot for top sales potential... 'RB!

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

Bill Deegan and all the top personalities

**CFRB** ..1010-50,000 WATTS

# SIGHT & SOUND

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



IAN GRANT

## Agencies

**A**QUISITION of the business of A. J. Denne & Company Limited by Crombie Advertising Company Limited, and the merging of the facilities and services of the Denne Company with those of the Toronto office of Crombie Advertising, have been announced.

Consolidation of the two organizations is now under way, with all Toronto operations after April 30 to be conducted from Crombie Advertising's office at 100 Adelaide Street West.

Most members of the Denne staff, including senior executives, are joining Crombie Advertising.

A. J. Denne & Company Limited was established by A. J. Denne in 1921. Denne retired from the presidency of the company in 1957, and from active participation in the

agency's affairs in 1959, after a successful half-century career in the advertising business.

"Naturally we are happy that the able and experienced Denne organization is joining forces with us," said Keith B. Crombie, president of Crombie Advertising, "and we anticipate that the combining of our operations will be of benefit to the clients of both companies."

**D**EJUR OF Canada Limited has announced the re-appointment of Walsh Advertising Co. Ltd. as advertising counsel. Walsh formerly handled the dictating equipment account when DeJur first came to Canada a few years ago.

**J.** J. GIBBONS Limited has been appointed to direct the advertising for Cooper-Weeks Limited and the Ontario Department of Agriculture.

The largest manufacturer of baseball, hockey and boxing equipment in Canada, Cooper-Weeks is also widely known for their Buxton line of leathersgoods and Rexbilt brief cases.

Immediate plans call for national advertising for the Cooper-Weeks baseball equipment and daily newspapers in the fall to promote the

hockey equipment line. For the Buxton and Rexbilt lines consumer magazines are being given strong consideration.

On the Ontario Department of Agriculture account media plans will include farm papers, weeklies, dailies and radio. There is a possibility that television will be used in heavy farm markets.

Both of these accounts will be supervised by W. H. Richardson.

**T**HE NORTH American operating companies of the world-wide Nicholas Organization will change advertising agencies effective May 20. Lindsay Cuming, president of Nicholas International Limited and Nicholas of America Limited, announced earlier this month that both companies will consolidate all proprietary drug and veterinary product advertising for the United States and Canada with Grant Advertising (of Canada) Limited, Toronto. United States ethical drug advertising will go to the Shaw-Hagues Agency, Chicago.

Today, the International Nicholas Organization is among the world's leading pharmaceutical manufacturers, pioneering research in vitamin extracts, veterinary and agricultural preparations, and important ethical and proprietary drugs. One of the company's products Aspro, in Canada known as Ospra, is a world leader, selling over 10 million tablets daily. The appointment of Grant Advertising of Canada coincides with new, increased marketing activities in North America by the Nicholas Group.

## People

**T**HE APPOINTMENT of David M. Fenn as vice-president and Joe Lamble as account executive has been announced by William P. Gent, president, Gent Advertising Limited.

Fenn's advertising experience dates back to 1936. His agency work includes the direction of food, proprietary drug and industrial accounts. He was for two years

associated with Warner-Lambert, working on such products as DuBarry, Bromo-Seltzer, Listerine Antiseptic, Richard Hudnut Hair Preparations and Ciro Perfumes. At Gent he will be a member of the agency plans board and will be a part of company executive management as well as head up certain of the company accounts.

Lamble brings to the agency an extensive background in advertising through prior association with Canadian General Electric, Seiberling Rubber Company of Canada and Josam Canada Limited.

**C**HARLES A. LETARTE has been appointed director of the French marketing and services division at the Montreal office of Walsh Advertising.

He comes to Walsh after two years as director of the market research department of MacLaren Advertising Co. Ltd., Montreal.

**R**AY ARSENAULT has been appointed television producer and broadcast co-ordinator in the Toronto office of Needham, Louis and Brorby of Canada Ltd.

**F**RED G. GARNER has moved from Lever Brothers to Baker Advertising Agency Limited as an account executive on the General Foods account. At Lever's he was a brand manager on Praise toilet soap and Jim Dandy liquid detergent.

**D**ICK CANNEY, formerly media director and account executive with Vickers & Benson, Toronto, has been appointed to Charles Executives as an account executive serving the advertising field.

Charles Executives is a division of Part Time Personnel Limited.

**O**RVILLE SHUGG, one of the pioneers in agricultural broadcasting in Canada, has been appointed director of sales and plan-

CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE

**Elliott-Haynes**  
LIMITED

TORONTO — 515 Broadview Ave., HO. 3-1144  
MONTREAL—1300 St. Catherine St. W., WE-2-1913

Where Experience and Personal Service Pay Off

## RADIO TIME SALES LTD.

Places at the service of its Stations and Clients a background of experience and knowledge unsurpassed in Canadian Broadcasting.

## RADIO TIME SALES LTD.

has the vital market data, the "know how" and the contacts who make the vital buying decisions.

Let's talk it over

TORONTO  
Norman D. Brown  
EM. 6-5471

MONTREAL  
Ralph J. Judge  
UN. 6-2012



Dominates Town & Country in Western Ontario

CHANNEL 8 — WINGHAM

repped by ALL-CANADA TELEVISION

ning and promotion by the Canadian Broadcasting Corporation.

His appointment becomes effective May 2. He will be responsible for developing and implementing CBC national sales planning and promotion policies and in formulating local, regional and national sales targets.

**Stations**

CJAY-TV are the call letters which have been approved by the Department of Transport for use by Channel Seven Television Limited, Winnipeg, when the new station opens this fall.

It was also announced by Jack Davidson, general manager of CJAY-TV, that Commonwealth Construction Company Ltd. of Winnipeg, has been awarded the general contract for the new station, which will be built at Polo Park, south of the Winnipeg Arena.

The station will be a three storey building, occupying over 60,000 square feet of workable floor space. It will have two major studios of approximately 52' x 72' each and a smaller production studio of about 20' x 32'.

The major equipment contract has been placed with the RCA Victor Company, through D. E. M. Allen, the Winnipeg manager.

A. G. Cobb, who for the last 10 years has been director of engineering for CKWS Radio and CKWS-TV, Kingston, has been appointed technical director of CJAY-TV.

The appointment of a national representative has not been made yet.

**Radio & Television**

HERE'S ONE for the book. KVOS-TV out on the West coast has sold the seven hours of silence between sign-off at 1 am and sign-on at 8 am to Sealy Mattress Company. A sultry, feminine voice is featured in the animated commercial at sign-off time.

Another event at the station is the battle of the sun tan lotions. KVOS-TV says that Sir Tan, Man Tan and One for the Man have all made long term commitments.

Other accounts which have been sold recently include:

O'Cedar Products which has bought three *In The Women's World* news commentary shows a week, starting April 18.

Lennox Air Conditioning & Fur-

naces which will launch a four-a-week spot campaign May 1, running until June 11, with a second flight scheduled for September.

Gaines Dog Food which will start a heavy spot schedule in September to run until March, 1961.

A HEAVY barrage of radio spots concentrated on week-ends, spearheads RCA Victor's current "Victor Values" promotion. Aimed at the country's two major markets, the campaign uses CFRB, CKEY and CHUM in Toronto, and CJAD, CKGM, CKAC and CKVL in Montreal.

The spots seek consumer attention on the week's best shopping days, Thursdays, Fridays and Saturdays. Each station will run 68 spots over four week-ends starting this week and ending on Saturday, May 26.

At the same time, weekly ads will appear in Toronto's *GLOBE & MAIL*, *TELEGRAM* and *STAR* and in Montreal's *STAR*, *GAZETTE* and *LA PRESSE*.

The same stress on "Victor Values" serves as the theme for a series of co-operative advertisements which

will supplement the print campaign. Colorful pieces of point-of-sale material have been supplied to retailers, including window streamers and stickers, store hangers and price tags, all promoting the "Red Hot Victor Values".

The RCA Victor account is handled through the Montreal office of J. Walter Thompson Company Limited.

EARLIER THIS year Dare Company Limited launched their first big campaign on radio in Toronto. This consisted of a heavy concentration of spots on CKEY and CHUM. Featured on the Dare jingles was Bruce Webb, Toronto vocalist and a new theme "The Magic Name is Dare".

During recent weeks the Dare agency, W. A. McCracken, has tested the penetration of the theme with the result that starting May 1 the campaign will be extended to Ottawa, Kingston, Hamilton, St. Catharines, London and Kitchener. There will also be a television test conducted this summer and fall in Peterborough.

**Nielsen Expands**

A. C. NIELSEN Company of Canada Limited has announced an expansion of the Nielsen Broadcast Index across Canada.

This first step in the expansion of the Nielsen Service will provide television reports on 15 major markets. They are: Toronto, Montreal, Winnipeg, Vancouver, Ottawa, Quebec City, London, Edmonton, Windsor, Hamilton, Calgary, Halifax, Sherbrooke, Kingston and Regina.

**Wanted**

**LOCAL SALES MANAGER**

for Ontario Radio Station within 80 miles of Toronto. Must be available soon. Remuneration -- salary and overriding commission on sales and stock option. Reply fully stating age, experience, and marital status. All replies held in confidence.

Box A495

Canadian Broadcaster  
219 Bay St., Toronto, Ont.

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

like *The Laddie Dennis Show (National Only)*

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



**this mummy's sold on CFAC CALGARY**

20th Century mummies are all wrapped up in the varied programming they get on CFAC. And, advertisers have found that it pays to be part of this effective wrapping.

**Ask Pepsodent**

**CFAC**

DIAL 960 Calgary



Check with your All Canada man for details (in the U.S., Weed & Co.).

**Wanted in Bermuda**

**TV Engineer**

for Studio and Transmitter maintenance — Air Mail full details

Manager **ZBM-TV** Hamilton, Bermuda

By any survey, Calgary's most listened-to-station!

**WANTED**

## EXPERIENCED TELEVISION PERSONNEL

for progressive video-tape equipped operation close to Montreal. Urgent need exists for:

**TECHNICIANS** with minimum 2 years station experience.

**OPERATORS** with full training on camera, tele-cine and switching.

**PROMOTION WRITER** who can turn out top calibre press releases.

**ARTIST** who can produce above average graphics and set designs.

Send resume of background, experience and salary required in complete confidence to:

Director of Operations

**CJSS-TV**

P.O. Box 969  
CORNWALL, ONTARIO

## Montreal Ad Club

# CANADIAN EXPERIENCE HELPS U.S. ADVERTISERS AT HOME

"IF MORE American businessmen would enter the Canadian market it would help them to sell more efficiently at home."

This was the opinion of Peter E. Schruth, vice-president and advertising director of THE SATURDAY EVENING POST, who spoke to the Montreal Advertising and Sales Club last week.

"When you enter a new country with a product, you are forced to study the consumer. You are forced to re-examine the tried and true advertising appeals that worked at home. When you stop and study the consumer, you usually find out some surprising things", he said.

"You find out that they don't like to be shouted at and commanded to walk down to the nearest drug store now, this instant, and buy a bottle of Mission Bell Cure-All.

"They have learned how to turn off the television set. Some have even learned how not to turn it on. The consumer is loyal — until he finds a better product," he said.

Schruth admitted that too many American businessmen take Canada for granted as an extension of their American markets. He said that once the differences between the two nations are recognized, businessmen on both sides of the border will benefit.

Canadian advertising executives, he said, probably face a more difficult task in teaching the consumer than their American counterparts.

He pointed out that in 1952 a marketing survey indicated that only half the adult population in Canada felt that advertising was believable. Twenty-five per cent actually did not believe the ads, while twenty per cent expressed qualified opinions and six per cent had no opinions. Only thirty-eight per cent of the population of Quebec felt that ads were believable. This he said "reflects the attempts by some companies to

translate their advertising copy into literal French." He felt this survey points up a tremendous area for potential improvement and said he understood that Gruneau Research Limited is planning to repeat the job soon.

"Advertising people in both our countries must intensify their efforts to gain public understanding for advertising. Any lack of confidence makes our job that much tougher", he said.

### TEN YEARS OF PROSPERITY

Canada and the United States face ten years of great prosperity he claimed.

"The ingredients of that prosperity seem to be the same for both countries.

"In the States we expect a 26 per cent increase in population by 1970. Canada expects 20 per cent.

"Our gross national product will go up about 46 per cent. Yours will hit about the same percentage, and our advertising expenditure will double and yours may well do even better.

"Both Canada and the United States must depend on salesmanship for prosperity", he said, "and that includes creative advertising, aggressive selling, dynamic merchandising, practical packaging and, I think particularly important for Canada, an imaginative use of consumer credit."

### FOR SALE

Collins 12Z2 four channel remote amplifier in new condition, less batteries \$250.

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Re-write, voice. Top mature presentation presently airing 15 morning casts. Sober, dependable, 15 years' experience with same chain. Tape, etc. on request, West Coast preferred. No Bush league please.

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# YOUR FUTURE IN TV

Applicant for Ottawa TV license is interested in receiving applications for positions of Program Manager, Sales Manager, Chief Engineer, Chief News Editor, Farm Supervisor and all or any positions normally essential in the operation of a TV station. Good salaries and working conditions provided for, including Pensions, Group Life and Medical Services. All replies positively regarded as confidential. Please give age, salary expected, experience, nationality, marital status, private address, and if available after October first, 1960.

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## TOP METROPOLITAN NEWSCASTER AVAILABLE

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### COMMERCIAL PRODUCTION DIRECTOR

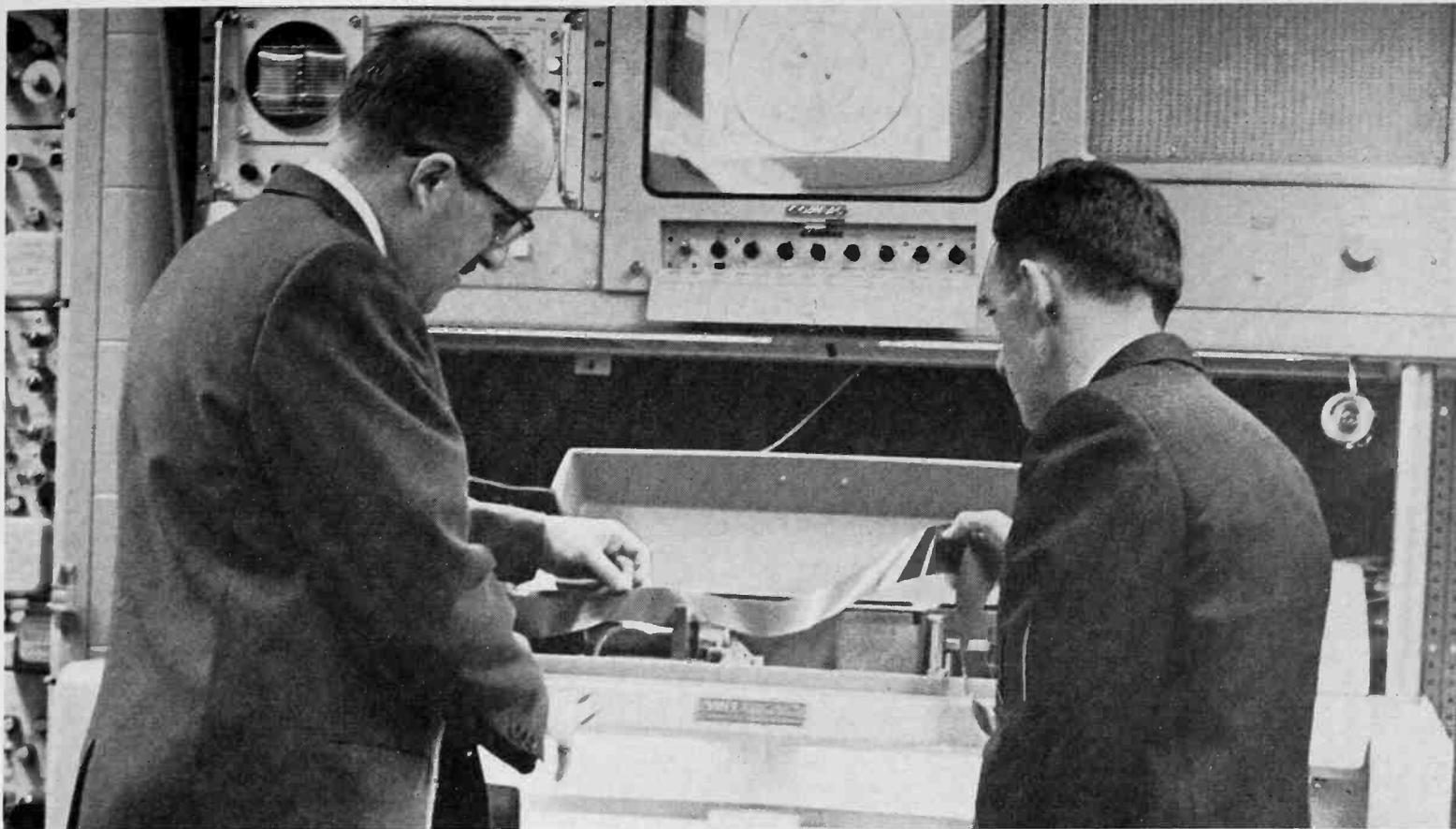
Required by private Television station in Western Canada. Successful applicant will be responsible for department administration, client contacts and direction of creative commercial production writers. Agency or broadcasting experience an asset. Age 28 or over. Salary commensurate with background and experience. Write with resume to:

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### Television Sales Manager Available

With proven record of results at a local level. Young, aggressive, with organizational ability. Present earnings \$12,000.

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## How to get 30% more "live" TV production with no increase in staff operating time

For Television de Quebec (Canada) Ltd., operating CFCM-TV and CKMI-TV, Quebec, it was as easy as installing an Ampex VR-1000B VIDEOTAPE\* Television Recorder.

"It has simplified our day to day operation so that we have been able to extend our hours of broadcasting considerably," says Jean A. Pouliot, General Manager.

"Our live production has been increased 30% with the same amount of time logged by our technical personnel."

Mr. Pouliot is shown here with his Chief Engineer, Gerard Fortin (left) studying the unit which has made it possible to "take and televise later programs which

would have otherwise been cancelled because of special events."

With a practiced eye to the future, Mr. Pouliot is "looking forward to the day when more TV stations are equipped with similar units, with the result that the public will benefit from improved programming thanks to program exchanges between stations."

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



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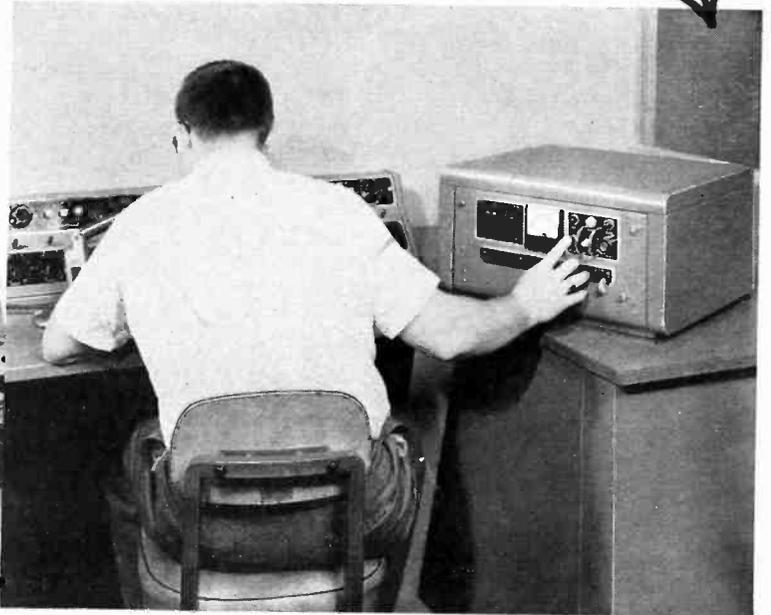
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# Transition from

# PANDEMONIUM

# to Tranquility



"What a day this has been—and this last hour has been murder. Let's see, spot number 36 is on that ET—must cue this one up before the newsman calls for the break. Oh, I almost forgot—spot 37 follows the ET and it's on that tape we recorded yesterday. Now where in the world is that tape? With all these tape reels and discs cluttering the control room I'm lucky to find anything. OH-OH—time for the ET spot . . . tape is next . . . seconds ticking by . . . (10-9-8-7-6-) oh good grief, where is it . . . (3-2-1-silence)."

"Our station now uses a Gates Spot Tape Recorder, and as far as I'M concerned, this is the greatest thing since the invention of the microphone. Operation is simple and exact—select the announcement, theme, jingle, station break or whatever you might earlier record, by moving the index lever to any of the 101 tape spaces, push the button and Spot Tape does the rest, including rewind and cue up for the next spot to be played. Pre-recorded announcements are no longer on one long tape reel or in little tape packages. With Spot Tape, cueing is no problem as it is done for you, logging is simplified, and small tape packages or cartridges are not cluttering the control room."

## GATES

# Spot Tape Recorder

Gates is offering a new color brochure, describing each exclusive feature of the new Spot Tape Recorder in detail. Why don't you write for your copy today . . . no obligation, of course.



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