BEAUTIFICATION WEEK in Montreal was kicked off by CJAD with an outdoor broadcast of their wake-up show from one of the city's downtown parks. Participating in the early morning mock cleanup are (l to r) station announcers Mac McCurdy, Rod Dewar, Mike Stephens, and Gerry Bascombe. Emcee Bill Roberts takes a break in the wheelbarrow. The photo is by Graetz Bros. Ltd.

- BBG RESULTS
- SECOND TV NETWORK?
- SUMMER TV SCHEDULE
THE POWER OF REPETITION

Radio lets you put your message across with real frequency.

Radio, and only radio, gives you the chance to deliver your selling message as frequently as you want.

Radio can repeat your "sales talk" dozens of times a day, if necessary.

Frequency helps convince people... and radio gives it to you. Radio lets you turn people into customers.
BBG Hearings

CBC AND CFNC SCORE AT EDMONTON AND CALGARY

The operation of two new television stations, by the Canadian Broadcasting Corporation in Edmonton and by CFNC Television Limited, Calgary, was last week recommended for approval by the Board of Broadcast Governors. Recommended by the Board for denial were four other Edmonton television applications by Northgate Broadcasting Company Limited, Edmonton Video Limited, Mayfair Broadcasting Company Limited and Radio Station CHED.

The only other application for the Calgary license was by Chinook Communications Limited. It was also recommended for denial by the BBG.

Gordon Love of Calgary, president of the Canadian Chamber of Commerce, and members of his family would operate the new television station in the foothills city. They now operate Radio Station CFNC, Calgary.

The Board’s recommendations are subject to approval by the Cabinet, which earlier this year upheld the BBG’s choice of new television stations in Toronto, Montreal, Winnipeg and Vancouver.

The BBG’s government-appointed task of choosing operators for competing stations in eight major Canadian cities will be completed next month with the public hearing of nine applications for new stations in Edmonton and Calgary, and two for a second Halifax station. Sittings in both these cities are tentatively scheduled for the week of June 25.

Of the eight cities, Edmonton and Calgary are the only ones where the CBC at present has no television stations. The two Alberta centres have privately-owned stations which are affiliated with the CBC for network program supply — CHCT-TV, Calgary on channel 2 and CFRN-TV, Edmonton on channel 3. Under the BBG recommendations, the privately-owned CBC would telecast on channel 5 in Edmonton from a station geared for production of Alberta programs for the Corporation’s national television network.

The Board hearing in Edmonton May 10 to 13 was told that the CBC station probably would be on the air by next spring. There would be some duplication in CBC and CFRN-TV network programming between then and the fall, when the withdrawal of the private station’s CBC affiliation will be completed and it becomes an independent station.

CHCT-TV’s CBC affiliation in Calgary would not be affected by its new competition with a second private station.

The BBG recommendation said the following factors were taken into consideration by the Board in weighing the various applications in both cities:

- Proposals for coverage;
- Facilities;
- Distribution of voting stock in the company and the location of effective control;
- Financing of the proposed station;
- Financial capacity of those involved in the application;
- Association with other media of communication;
- Evidence of the city’s ability to support a second station;
- Experience of the station personnel;
- Program commitments;
- The nature of the available broadcasting service.

The recommendation for the Edmonton license added:

“In addition, the Board gave consideration to the requirements of the Canadian Broadcasting Corporation for a further basic station to discharge completely the Corporation’s national broadcasting responsibilities between Winnipeg and Vancouver.”

Another factor in the provision of alternate television service in Calgary is current litigation over city zoning bylaws as they apply to the studio-transmitter site chosen by CFNC.

Both CFNC and Chinook had proposed to build their studios and transmitter towers on a height of land southwest of Calgary, near what is known as the Old Banff Coach Road.

Early in May the city amended its bylaws so that the area, previously classed “country residential”, would allow construction of broadcasting towers. The landowners in the area, who contend that their property would be devalued by such a tower, have gone to court to contest the validity of the zoning amendment.

Recognition of this civil court action is beyond the competence of the BBG. Hence, the Board has made it clear that although both applicants had chosen alternate transmitter sites in the event they lost the court case, the BBG predicted its recommendation on the original site proposal.

In the event that the court rules out the possibility of a tower in the disputed area, CFNC Television Limited would have to re-apply to the Board to make use of the alternate site.

(Paul Mulvihill & Co. Ltd., Toronto — Montreal)

Representing these television stations

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

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PEMBROKE

Is this the Market You’re NOT Selling?

“PLUG THE COVERAGE GAP”

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Call STOVIN-BYLES

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NEWFOUNDLAND

CKGN-TV

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NOW BOASTS A WEEKLY CIRCULATION OF 18,400 HOMES

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TORONTO — MONTREAL

SASKATCHEWAN

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Gets the Results

You Want in the PRAIRIES

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Radio Reps Canada Young Canadian Ltd. USA

THE RADIO HUB OF SASKATCHEWAN
Ardiel, one of Canada's oldest Advertising Agencies, is marking its 70th Anniversary this year. Formerly called the Press Copy Bureau, its name was changed, in 1930, by the late Lt.-Col. Lorne Ardiel who, as Canadian General Sales Manager for Chevrolet, Olds-mobile and Cadillac, had directed the first advertising for these famous cars in Canada. In 1933 he was joined by his son, Robert E. Ardiel — now President. Today, it offers complete advertising, publicity, merchandising and public relations service to its many clients across Canada.

In this long-established Agency, the accent today is on youth, modern methods and personal service — plus that old-fashioned integrity so necessary now that the power of advertising reaches into every phase of today's economy.

**HALIFAX HEARINGS START JUNE 20**

The next public hearing to be held by the Board of Broadcast Governors will be a two-day sitting in Halifax, June 20 and 21.

The Halifax sitting is primarily to consider two applications to operate a private television station there in competition with the existing CBC station CHTV. They are:

By Peter Herschorn on behalf of a company to be incorporated, for a license to establish a new television station on channel 5 with a power of 53 kilowatts video and 25 kilowatts audio and a directional antenna 711 feet above average terrain.

By CJCH Limited for a license to establish a new television station on channel 8 with a power of 47.6 kilowatts video and 23.8 kilowatts audio and a directional antenna of 904 feet.

Also to be heard by the Board:

An application by Atlantic Television Company Limited, for a license to establish a new television station at Antigonish on channel 5 with a power of 47.6 kilowatts video and 23.8 kilowatts audio and a directional antenna of 793 feet.

An application by Radio Saguenay Limited, for a license to establish at Roberval a satellite station of CKRS-TV, Jonquière, Quebec, to broadcast on channel 8 with a power of 2.36 kilowatts video and 1.18 kilowatts audio with a 552 foot directional antenna.

An application by Radio Saguenay Limited, for a license to establish at Chicoutimi a satellite of CKBS-TV, Jonquière, to broadcast on channel 2 with a power of 40 watts video and 20 audio and a 60 foot omnidirectional antenna.

Two applications by the CBC. One, to increase the power of the CBHT satellite at Shelburne to 423 watts video and 247 watts audio, change the satellite's transmitter site and increase the antenna height to 449 feet, and the other to set a low power radio relay transmitter station at Hinton, Alberta, to broadcast with a power of 40 watts on 610 kcs.

An application for the transfer of all issued shares of capital stock in Maritime Broadcasting Company Limited, which operates radio station CHNS, Halifax. Details of the transaction have not been revealed by the BBG.

**CKGM Interviews Powers Sr.**

A direct telephone interview with Oliver Powers, father of the American pilot Francis Powers whose aircraft was shot down over Russian territory, was very recently obtained by the news department of station CKGM, Montreal. Powers stated that he had just finished preparing a plea to Soviet Premier Khrouschov, in which he offered to take his son's place if the Russians would release his son.

CKGM then made the interview available to all radio stations across Canada. Stations CJCH, Halifax; CJLX, Fort William; CKKW, Kitche-ner; CKWS, Kingston; CKCR, Regina; CJQY, Guelph; CHUM, Toronto; CHED, Edmonton; CKXL, Calgary; CHAB, Moncton; CKCV, Sault Ste. Marie; CFRA, Ottawa; CJRH, Richmond Hill; CKNW, New Westminster, and CKSO, Sudbury, as well as The Canadian Press asked to hear the interview with a view to supplying their subscribers with an accurate list of it. The Montreal Star and a news service in Washington, D.C. also asked CKGM for release.

In keeping with the CKGM news policy, all future stories of the same nature will be offered free of charge to all news media across the nation.
CBC—Edmonton Is A Dangerous Precedent

At its recent hearings in the west, the Board of Broadcast Governors awarded the second television license for Edmonton to the CBC, mainly because it felt that this would offer the greatest advantage to the viewers, on the basis of the highly competent presentation made by CBC President Alphonse Ouimet.

Yet we feel that there is far more to consider than the presentation and that this decision was both significant and ominous.

The significance lies in the fact that the new Broadcasting Act implied a partnership between the government and private broadcasters in giving Canada one truly national broadcasting system.

To this end, the original private stations, such as Edmonton’s CFRN-TV, were granted licenses, under the strict understanding that they would carry a prescribed minimum number of hours of CBC programs. Now the CBC will naturally use these programs itself, thereby depriving the original private station of the very programs on which it was entitled to predicate its original investment.

The fact that CFRN-TV is not likely to suffer financially because of this move is beside the point. The important thing, and we regard it as an ominous aspect, is that, from now on, none of the original private stations, licensed on the understanding that they would act as program-carriers for the CBC, can rely on the continued supply of shows from this source.

The fact is that, as was the case with the former licensing authority, the CBC Board of Governors, the BBG does not actually award or deny applications, but simply hands its recommendations to the government which makes the actual decisions. So, if the cabinet implements this particular recommendation, which it undoubtedly will, it will virtually be breaking an agreement, and it will also be establishing a precedent for further similar breaches.

The atmosphere of combined private enterprise and socialism under which Canada lives, is idealistic to a degree, but sometimes falls down from a practical standpoint.

The enormous growth of the country, vis à vis the small population and other problems, makes it desirable to supply, from the public purse, some of the things which would not otherwise be possible. But surely it is the province of government to supply these shortcomings only while business is unable to supply them.

In the case of television, the government’s professed purpose in operating its part of the broadcasting system is to see that CBC programs are brought within reach of all possible areas of the country. This it has done by the simple procedure of exacting agreements from private TV applicants to carry these programs. In return for this, it supplies these stations with programs of high listener value, which they could not otherwise procure, under existing regulations.

Ironically though, the programs which are of greatest value to the stations are the very programs, generally speaking, CBC productions, but usually American network programs.

Partnerships, successful ones at any rate, are two-way propositions. But when one “partner” is called upon to do all the spade work, preparatory to starting TV in a specific area, including the long waiting period while people are deciding to install receivers in their homes, he can hardly be said to be getting a fair shake when, after doing the preliminary digging, he has to stand by while Partner No. 2, the Government, steps in to reap at least a great part of the harvest.

As we have said, this may not work too adversely in the case of CFRN-TV, but when the same situation arises in some other markets, as it well may, the blow may be a serious one.

Third Column

How To Waken Hubby Wins A Mantel Radio

During Canadian Radio Week May 2 to 5 CKDA-Radio, Victoria, and Delta Electric held a joint promotion in which listeners were invited to write in suggestions on how to wake hubby or wife out of bed in the morning.

Two radios were given away as prizes—a Westinghouse clock radio for the best suggestion, and a mantel radio for the runner-up.

Winner of the contest was Mrs. Joan Hamlin of Victoria. To get a sleepy husband out of the sack, she suggested that the wife place a golf ball on the dressing table in view of the family cat. The cat knocks the ball off the table, chases it around the floor and under the bed. The startled husband leaps out of bed, chases the cat through the hall and arrives in the bathroom before the children. Please at being first in the bathroom, the husband forgets about the cat, who survives to waken him another day.

Twelve-year-old Beverly Bacon was awarded the mantel radio for suggesting that a wife should whisper in the ear of her sleepy husband:

“Dear, will you please phone the police? I warned that blonde next door about sunbathing in her bikini!”

(Note: “The Third Column” is devoted to reports of unusual happenings in the fields of radio or television or allied activities. Contributions are welcome, especially from stations and advertising agencies. They should be addressed to the paper and need not be designated for use in this space, as we may find them more suitable for some other department.)
CKPG-TV GETS GO-AHEAD—NO WORD ON PETERBORO TRANSFER

The BBG added: "It is the Board's opinion that in the relatively small market in Prince George better service could be provided to viewers through the economies effected by the combined radio and television services proposed by CKPG Television Limited."

SHARE TRANSFERS

Applications for changes in the control or ownership of five broadcasting stations were recommended for approval.

The changes recommended by the BBG concern radio stations CKCR, Kitchener; CJDV, Drumheller: and CFAX, Saanich and television stations CJLH-TV, Lethbridge and CKCO-TV, Kitchener.

No mention was made in the Board's report of applications heard in Edmonton for changes in the ownership of radio stations CKPT, Peterborough and CFRA, Ottawa.

A BBG official explained later that both these applications are still under consideration by the Board and no firm recommendation has yet been made to the Transport Department. He gave no indication of when the recommendation is likely to be made.

The applications for share transfers considered by the Governors at their Western hearings last month were the first subjected to a public hearing, under a new BBG policy announced several weeks ago.

The change applies only to share transfers applications involving ownership or control of a station. Other transactions are still dealt with by the Board in private.

The ownership changes affecting the two Kitchener outlets, CKCR and CKCO-TV, involve the sale of interests in both stations by two elderly widows, Mrs. Clyde Mitchell and Mrs. G. L. Little.

The two women now own Kitchener-Waterloo Broadcasting Company which operates CKCR and that company in turn holds 25 percent of the stock in CKCO-TV. Other major holders in the television station are Famous Players Canadian Corporation, with 50 percent, and Carl Pollock, president, with 25 percent.

The CKCO-TV transaction involves Pollock's purchase of the combined one-quarter interest of Mrs. Little and Mrs. Mitchell. This would create a 50-50 ownership between Pollock and Famous Players.

In the CKCR transaction, the Board approved the sale by the two widows of their present complete ownership of the radio station to J. Irving Zucker of Hamilton, who last year was licensed to operate a new Hamilton radio station CHIQ. That station is now under construction.

The Lethbridge television station, CJLH-TV, is now owned by Selkirk Holdings and FP Publications Limited. Under the share transfer arrangement, station manager Norman Bottleller would become a director of Lethbridge Television Limited to avoid the potential impasse that could result from the present 50-50 ownership.

The CFAX, Saanich deal involved a re-allocation of common shares in the company to give effective station control to Roy V. Parrett, present manager.

Now Parrett and two partners, both in the wholesale radio supply business, each hold one-third of the shares in the station. The re-allocation would see Parrett own 60 percent with the holdings of the other two men reduced to 20 percent each.

Covered in the CJDV, Drumheller transaction was 76 percent of the stock in Dinosaur Broadcasting (1957) Limited, which operates the station. This proportion of the company stock would be purchased from the present owners by station manager Tony Mayer.

POWER INCREASES

The BBG also recommended for approval power increases for three radio stations in Alberta and one in Ontario.

CFCW, Camrose, applied for a power increase to 10,000 watts and 1,000 day and 250 night. The station would also change its frequency from 1050 kHz to 780 kHz and change its antenna site.

The Board was told at the public hearing that the station needed the power increase to expand its service to city and rural broadcast areas and to overcome increasing static interference from new industrial establishments in the area.

The Board only commented that the various CFCW changes would provide improved service to listeners.

The same reason was given for allowing the applications by CFRN, Edmonton, to increase its power to 50,000 watts from 10,000 watts and to change the antenna site of CFNFM so as to produce an increase in power to 810 watts from 279 watts. The Board's recommendation on CJIC, Sault Ste. Marie, would see that station increase its power from the present 250 watts day and night to 10,000 watts day and 2,500 watts night.

The other Sault Ste. Marie station, CKCY, asked deferment of the CJIC application on the grounds that it was preparing its own power-increase application to the Department of Transport. They argued that allowing CJIC to increase its power first — both are now on 250 watts — would give that station a competitive advantage.

The Board's opinion was that the CJIC power increase would provide improved service to listeners in the area.

The Board deferred an application for an increase in power by CKTR, Trois-Rivières.

The BBG said that the Board "wishes to investigate the possibility of the necessary arrangements being made to allow an increase in power to both the existing stations in Trois-Rivières.

Both stations now have a day power of 5,000 watts, but CHLN gets superior coverage of the area through its lower frequency, 550 kHz compared with 1150 for CKTR.

Last year CHLN's application for a boost in power to 10,000 watts was denied by the Board following the objections of CKTR. This year the tables were reversed, CKTR seeking to expand to 10,000 watts and CHLN objecting.

Film House Expands

INDUSTRIAL Film Maintenance, Toronto, is expanding its Peerless Laboratories division with the installation of new electronic equipment, including a Peerless scratch removal unit.

The company is also putting out a 16 mm — 35 mm time-footage computer which will be offered to those interested free of charge. Available this summer, copies may be reserved by writing IPM at 135 Perry St., Toronto.
Congratulations to

CFCN Television Limited

Recommended by the BBG as

CALGARY'S NEW TELEVISION STATION

CHANNEL 4

will be on the air in six month's time

Home Office: 76 ST. CLAIR AVENUE WEST, TORONTO
MONTREAL, WINNIPEG, VANCOUVER
CBC AND CFCN SHARE HONORS AT EDMONTON—CALGARY

THE BOARD OF Broadcast Governors last week approved the applications by the Canadian Broadcasting Corporation to operate a second television station in Edmonton and by CBC Television Limited to establish a second station in Calgary. The pertinent facts about the two operations that were available at press time are as follows:

CBXT, EDMONTON
The CBC’s Edmonton station will televise on channel five with a video power of 318 kw. and an audio power of 150 kw. Its antenna will be 669 feet high, and omnidirectional. Locally produced programs will make up 17.8 per cent of the station’s 94-hour-a-week program schedule. Five hours each week will be devoted to French-language broadcasts.

The CBC will spend $800,000 a year in Edmonton in addition to capital expenditures. In the first year of operation, payments for artists and performers in the area will total $110,000.

This outlay for performing fees and artists will equal thirteen per cent of the station’s estimated first year gross revenue, $840,000. Advertising rates begin at $515 an hour for class “A” time.

A breakdown of the station’s 94-hour weekly schedule shows that:
16½ hours will be local programs;
31 hours will be local filmed programming;
51 hours will originate with the CBC English national TV network;
5 hours will originate with the French TV network.

Balance of schedule will be made up of programming originating with the Prairie regional network, to which the Edmonton station will contribute.

Canadian programming will take up 53 hours and 25 minutes a week. Commonwealth — 5½ hours; other foreign (including US) — 35 hours, 20 minutes.

Canadian content of local programs will be 57.5 per cent; for network programs 64.6 per cent. Average for both types is 61.0 per cent.

The new station’s signal will reach 627,000 viewers, including about 44,000 viewers covered by CFRN-TV. Its “A” signal will extend 41 miles; the “B” signal will extend 70 miles, and the “C” signal will serve the 46,000 new viewers.

CFCN-TV, CALGARY
The new station will operate on channel 4 with a power of 100 kilowatts video and 30 kilowatts audio with a 517-foot antenna.

Chairman of the board of CBC Television Limited will be H. Gordon Love, who is president of Voice of the Prairies Limited, Radio Station CFCN, and owner of Western Printing & Lithographing.

James A. Love, a son who is vice-president of Voice of the Prairies, will be president of the company. Secretary-treasurer will be William N. Love, another son who is a director of CFCN Radio. Vice-presidents will be Gordon L. Carter, a son-in-law who is operations manager of CFCN Radio, and Robert W. Lamb, technical supervisor of the radio station.

Other shareholders are Mrs. Gordon Love and Mrs. Carter.

Financial Structure
The new company has authorized capitalization of 100,000 common shares of no par value. 1,000,000 8% 10 year debentures. Subscribed so far have been 65,000 common shares and $980,000 worth of bonds.

Capital Cost of Proposed Station
Building and land — $301,000
Studio Equipment — $380,016
Transmitter System — $200,004

Revenue Estimates
First year. $710,000 $764,478
Second year. $781,000 $781,084

“Watchman” Removes VTR Bugs

A MFEX PROFESSIONAL Products Company has developed an “automatic watchman” for its Videotape television recorder, which automatically eliminates any kind of geometrical distortion in taped reproduction of television broadcasts.

With the new unit, certain faults resulting from improper recording setups will no longer be detectable by the home viewer. The device completely eliminates all traces of skewing, scaling and horizontal or vertical lines.

Developed by Charles H. Coleman, a CBC television engineer, to work in conjunction with the Ampex VTR, the unit is known as the Autotec (Automatic Time Element Compensator).

Ampex engineers said that Autotec measures the arrival time of each successive picture line and automatically inserts or removes time delay as necessary, so that the picture elements on the viewing monitor are transmitted in perfect alignment.

But with the Autotec unit, the only requirement for successful inter-sliceability of tapes is the proper location of the edit pulse and proper cutting of the tape.

McNaughten said it will no longer be necessary during playback for an operator to stand by the “tape machine and readjust guide heights or tip penetration when passing from one tape to another at a splice joint."

“This is a highly significant step in the evolution which is making the Videotape recorder completely automated,” he said.

For the film industry in its conversion to tape, he added, “the Autotec device means that, in precise frame by frame editing, there is no chance for spaces between tapes of slightly varying recording standards to cause any picture distortion.”

The “automatic watchman” will continually monitor the tape output electronically and compensate for any timing error before it reaches the viewing screen, McNaughten said.

SAME MECHANICAL STANDARDS
Ampex spokesmen said that introduction of the Autotec unit would in no way alter the manufacturer’s strong stand in favor of rigid mechanical standards in the production of television tape recording equipment.

“Even though this device adds an automatic function to compensate instantaneously for unintentional operational errors in the recording of television tapes, there can be no relaxation in the development of recording standards,” McNaughten said.

Other Ampex officials said the company, under license from CBS, had first licensed Prototype units of the Autotec device and ultimately place it in full scale production for sale to owners of the more than 1,600 Videotape recorders now in operation around the world. It will also be offered as an accessory to purchasers of both the Ampex VR-100C console model and the VR-100A compact model.
OBTAIN
"EXPERIENCE IN DEPTH"
WITH THE
MARCONI MARK IV
TELEVISION CAMERA

A proven STAR performer

Marconi 4½" Image Orthicon Cameras first went into use in 1955. This puts Marconi over five years ahead of its competition in proven reliability.

- Over 500 Marconi Image Orthicon Cameras have been sold throughout the world.
- Over 100 Marconi Image Orthicon Cameras have been sold in Canada — 36 are equipped with 4½" I.O. tubes.
- Associated Company, English Electric, pioneered the 4½" Image Orthicon.

THE MARK IV IMAGE ORTHICON CAMERA FEATURES:

EXTREME STABILITY:
Novel circuit design and careful choice of components give a high degree of stability and reliability.

FIRST CLASS PICTURE QUALITY:
The 4½" Image Orthicon tube gives a picture quality substantially better than any other type or size.

LIGHT AND COMPACT:
By reducing and simplifying its electronics, the camera’s weight has been held below 100 lbs. and its size made correspondingly small.

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Tel. CB. 7-7511,
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3594 Main St.,
Tel. TR. 6-4174,
VANCOUVER

572 Barrington St.,
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20 Barnes Road,
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CUTS & SPLEES

Bob Miller

TORONTO International Film

Programs with the

Broadcasters

for Canadian television

outside Ontario, will

be used.

To film, now

working at the

Canadian Film

Institute's Studio City

location, will be

showing his

pilot show.

Children's Film Centre

A TITS FIRST meeting in Ottawa

May 12, the management and

executive committee of the Canadian

Centre of Films for Children were

formally set up.

Chairman of the management

committee is Mrs. G. Hewson, Cana-
dian Home and School and Parent

Teacher Association. Vice-chairmen

are Rev. Jean-Paul Larouche, Centre

Catholique National du Cinema, de

la Radio et de la Televison; and Art

McCutcheon, president of the

Association of Motion Picture Pro-
ducers and Laboratories of Canada.

Mme. Pauline Beaulieu, representa-
tive of Telefilm (Telefilm) Canada Ltd.,
is secretary. Treasurer is Gaudry

Delisle, Canadian Association of

French Language Educators. Dr. Fred

Rainsberry of the CBC is

“member-at-large.”

The executive committee is made up

of Mrs. Hewson, Father Larouche and

Dr. Rainsberry.

Roy Little of the Canadian Film

Institute in Ottawa is executive

secretary of the Centre.

The rest of the meeting was given

over to a review of projects and

services already under way or to be

undertaken this year.

During the summer, the Centre

will issue a publication which will list

the type of films which have been rated

suitable for children. The booklet

will list 16 mm and 45 mm films,

shorts and features.

Committees will continue to be

set up for the evaluation of films

seen by children in public showings

and in special preview sessions. A

standardized evaluation form is

being developed so that audience

responses may be recorded at the

Centre.

The prime function of the Centre

as a body to collect and disseminate

information was underlined at the

meeting. Local committees will be

set up to survey local practices and

needs. Such committees already

exist in Montreal, Ottawa, Toronto,

Winnipeg and Vancouver.

The Centre will develop a film

appreciation section, which will

work with groups in programming

and in providing information and

support. A television apprecia-
tion section will be set up later.

The Centre will explore means of

gaining voluntary, professional and

commercial interests together in

order to spell out problems facing

each group.

Bi-lingual service will be pro-

vided as soon as possible and the

Centre will encourage the pro-
duction of films in both English and

French. A finance committee will be

set up at the next meeting to work

toward making the Centre self-
supporting. The Centre will apply for

membership in the International Children's Film Centre.

A membership campaign will

begin immediately after the meeting

of the management committee, June

21. Details of the plan will be prepared to

explain the purposes of the Centre.

RPL Staff Additions

OBERT LAWRENCE Produc-

tions (Canada) Ltd. has an-

ounced two additions to its staff to

service the company's expanding

business activities.

John C. Couch, Long Island, New

York, joins the company as

administrator. He was formerly

accounting manager of Reliable Toy Co. Ltd., Toronto. He

will work with Marilyn Stonehouse in

maintaining liaison between clients and all RPL departments.

Bits And Pieces

Dan Kauffman, former pro-

ducer and sales representative for

Sketchbook Films of Canada, is now

commercial production manager for

CFRN-TV, Edmonton. Sketchbook

shut down the end of April.

June 5, the CBC will pre-empt

the Tennessee Ernie Ford Show to

present Mississauga Days. The

show is an episode from the Your

Star Showcase series, distrib-

uted by ITC of Canada Ltd. Sale

was through J. Walter Thompson, on

behalf of Ford of Canada.

Spectrum Films Ltd., animation

company, has moved its offices to

98 Avenue Road.

Taylor Video Corp. opens the

end of July at the Audio Studios,

310 Lakeshore Road. The company will

provide complete videotape pro-
duction facilities both in the studio

and on location, using a four-camera

V-tape trailer. Maurice Taylor is

president.

Edward Productions Ltd. are

now making a series of one-minute

commercials for Sealy Mattress Co.,

through Intermedia. This series

is a French production, fea-
turing Michel Noel. Now being

made are two adaptations for the

French market involving existing

information in one and new material and

post sync recording in the other.

Motion Picture Centre Ltd. has

moved its offices and studios to 377

Jarvis St.
Selling in B.C.?

USE B.C. RADIO FOR RESULTS!

B.C. radio is more effective than ever in helping you to sell Canada's ever-expanding third market. As well as delivering top audiences in major market areas, B.C. Radio is the respected attention-getting medium thousands of consumers rely on throughout the Province. If you're aiming at B.C.'s $13½ billion market, schedule B.C. radio.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
"WHEREVER YOU GO THERE'S RADIO"
NHL-TV Draws Most Ever

THE LARGEST television audience ever recorded by the CBC for any program was observed during the Stanley Cup hockey finals this year.

A survey was designed by the CBC and carried out by Elliott-Haynes Ltd. following the third game of the finals to determine total viewers. It indicated a combined English and French TV network audience for that game of 7,907,000 viewers.

The English network audience totalled 2,133,000 homes, or 72.7 per cent of all homes equipped with a TV receiver, while the French network audience totalled 672,000 homes, or 82 per cent of all homes equipped with a TV set.


A special CBC survey to determine audience attitudes to the hockey broadcasts conducted in conjunction with the audience size survey, indicated that a majority of viewers considered that all the playoff games should be televised, as they were this season, but only in some areas. Only a small percentage of those interviewed were disinterested in the playoffs.

Data based on English network viewers' opinions indicated that 86 per cent of the audience considered that the right number of playoff games had been shown over their local stations, while 15 per cent considered that too few games were broadcast.

Seven per cent thought too many games had been televised, and 22 per cent expressed no opinion.

Data based on French network viewers indicated that 88 per cent of the audience felt that the right number of games had been made available to them, while 28 per cent said there had been too few.

Six per cent thought too many games were carried and eight per cent expressed no opinion.

$700,000 For Fight Rights

TELEPROMPTER Corporation has purchased the closed-circuit TV, radio and motion picture rights to the June 20 title bout between Inge-meir Johansson and Floyd Patterson for a minimum guarantee of $700,000.

This means the bout will be seen in Canada through the facilities of TelePrompTer of Canada, a wholly-owned subsidiary of S. W. Caldwell Ltd. Bruce Emerson, head of Caldwell's closed-circuit TV system, says the fight will be shown in about ten locations in major cities in Canada, the same number as was used last year.

The bid of $700,000 tops by $200,000 TelePrompTer's purchase of the ancillary rights to last year's Johansson-Patterson bout and sets a new high for the rights to a boxing match.

Woody Herman

CKFH Stages Big Band Bash

THE GENTLEMAN with the big smile on his face is none other than bandleader Woody Herman, who was in Toronto last month for a one night date, presented by Radio Station CKFH. Over 1,500 big band addicts turned out for the dance.

FOR THREE SOLID hours on the evening of May 19 about 1,500 Torontonians listened and danced to the music of Woodrow Charles Herman, better known as "Woody" or the "Old Woodchopper", who was being presented by Radio Station CKFH.

Herman, an old friend of the station's well known jazz deejay Phil MacKellar, was between dates in the US and agreed to come up for one evening and play at the one-time busy ballroom, the Palais Royale on the Lake Shore Road.

MacKellar, station manager Bill Hewitt, and Barry Neiblit, CKFH's program director, were three very worried people on the evening of the dance.

Since August 1959 the station has been calling itself "Radio for Grownups" and the above trio along with other members of the station staff were not quite sure what kind of a crowd they were going to get. And perhaps more important, would they be adults?

Well the dance is history now but of the crowd of 1,500 there was certainly not more than a handful of the so-called rock 'n roll set. A great number of those who did turn out just stood around and listened, crowding the bandstand so that even if any member of the band had wanted to step down he would have had to fight his way through a crowd ten deep.

Perhaps the success of the evening can be measured by the words of John Bennett, a trumpet player in the band and the road manager, who said "this is the best date we have had in ten weeks on the road".

As for CKFH, they proved that there is still a lot of interest in this part of the world at least, in the big bands and, what is more important to them, their programming does attract an adult audience.

If you haven't received my JINGLE PROMO DISC please give me a ring at WA. 5-1631

Don Wright Productions

CFCO Chatham 630 kcs.

Business is growing in Kent County. With very few exceptions, Kent County leads Canadian markets by a wide margin in rate of business growth.

Kent County Retail Sales: 1954 $82,363,000 1956 $114,556,000

Five year increase, 38.2%.

Ontario increase, 1954-56, 24%.


Write, wire, phone Arch Ferrile, National Commercial Manager, for availabilities.

CHATHAM, Elgin 2-3000 P.O. Box 550
SUMMERTIME IS FIRST RUN TIME ON KVOS TV

FIRST RUN NETWORK SHOWS — Kate Smith, I've Got A Secret, Wanted Dead or Alive, Gunsmoke, Have Gun Will Travel, The Ed Sullivan Show, Be Our Guest, Lawrence Welk, Rifleman, The Donna Reed Show.

FIRST RUN SYNDICATED SHOWS — Four Just Men, Bold Journey, U.S. Marshall, Seahunt, The Californians, Grand Jury, Interpol Calling, How to Marry a Millionaire, Tombstone Territory, Special Agent Seven, Pantomime Quiz, Mickey Spillane, Dr. Hudson's Secret Journal, This is Alice, Life of Riley, Telesport Digest, Fury, State Trooper, Mark Sabre.

TOP FIRST RUN MOVIES ON: STAR CINEMA TIME — Citizen Kane, Hunchback of Notre Dame, The Champion, She Wore a Yellow Ribbon, Suspicion, Main Street to Broadway.

BRITISH SUNDAY THEATRE — For Them That Trespass, Laughter in Paradise, Last Holiday, Queen of Spades, Top Secret, Yellow Balloon, Young Wives’ Tale.

All these great programs are being seen on TV by British Columbians for the first time. TV in B.C. is this summer’s most powerful advertising sales tool.
Did you know that...

The Rural Market is Television’s Biggest Booster

They have a higher level of viewing than urban homes

They spend more time with Television than urban homes

They are the fastest growing TV market in Canada today

THE FAMILY MEDIUM of television is a truly family affair with the establishment of Calgary’s second TV station by the Love family.

Seventy-year-old Gordon Love has been known as the industry’s stormy petrel ever since he started with CFPCN - Radio in the early twenties. A pioneer in radio, he has always been highly active and equally vocal at conventions. But behind the scenes, he is given to leaving his elephanteine heart override his leonine instinct to roar as he has helped many a lame dog over a style, and, when said canine tripped on the top rung, bawled the living daylight out of him and helped again.

Once, in this paper’s early days he took its publisher aside and said: “If you’re ever hard up, write me an ad and send me a bill!”

Last January, when I stopped in Calgary on the way back from the BCAB convention, he invited me to dinner. Then he said “But you’ll want to see the other station boys too.” So he phoned Bert Cairns, Don Hartford and the rest of the gang and organized the party.

Not to be outdone, I said if he was going to ask his competitors how about mine? Andy Rodgers of Marketing (is that how you spell it?) gets in town, so he took him along too. (And boy how they can eat!)

When Gordon Love took over the presidency last year of the Canadian Chamber of Commerce, entailing month after month of speaking tours, including England, Australia and New Zealand in his stride, there were those who thought this was his swan song. After this year of extraordinary activity, he would sit back and make it easy for the rest of his days.

That’s what you think.

Last week he emerged as chairman of the board of CFPCN-TV Ltd., and will be steering the launching of CFPCN-TV as soon as the government implements the BBG recommendation.

Gordon has surrounded himself with presidents and vice-presidents - there’s his son Jim in the former category; his other son, Bill, is vice-president and news director; and son-in-law Gordon Carter is another veepee as operations manager. Maybe he really is going to take it easy. Who can tell?

Gordon expressed his delight at the news of the BBG recommendation and said:

“CFPCN will try and bring to the Calgary area an alternative television service of the highest standard. What was a proposal now becomes a plan, a plan that will go into effect as soon as confirmation is received from the government. Much...”
KFAK, San Francisco

News Is The Only Fare On New Station

RADIO STATION KFAK, San Francisco, began operating May 16 with a specialized broadcasting policy: the station airs news — no music — around the clock and accepts advertising on a spot basis only.

The station programs one-hour basic units leading off with a 15-minute newscast on the hour and a five-minute summary on the half-hour. In between are news analyses, commentaries, editorials and a full range of news features.

A typical day's coverage on KFAK includes sports news and commentary, business news and commentary, labor, agriculture, weather and entertainment news, listener opinion and comment, public service reports and features, movie-drama TV reports and editorial reports from the travel, women's and food editors.

No program as such, or program segment, is available for sole sponsorship. Advertising is spotted between news and feature broadcasts throughout the day or through special time periods designed to afford advertisers maximum exposure.

KFAK is owned by Argonaut Broadcasting Company, which purchased the facilities and equipment of KJBS Broadcasters, operators of the station since 1949. KJBS was originally licensed in 1926. In September, KFAK will increase its power to 50,000 watts.

J. C. "Gil" Paltridge, executive vice-president and general manager of KFAK, explained the station's policy. "Objective of our unique format and art comes from the large audience that pushes up ordinary radio stations' ratings when news is offered and to provide a meaningful station image for advertisers."

L. Ray Rhodes, president and general sales manager, pointed out: "Our research, as well as research by independent authorities, documents the fact that its audience is always greater when a radio station programs news in quantity or in blocks. In addition to providing this wanted programming on a continuous basis for the listener, it will provide for the advertisers a media image that is completely exclusive, immediately identifiable and powerfully commercial.

"People listening to news and comment are paying attention usually close attention — to what they are hearing. This carries over to the commercial," Rhodes said.

Paltridge added that "radio is too big, too vital and too important to be utilized simply as the end-of-the-tube for a network product, or as a soothing source of background music, or as an elaborate parlor game. Competitive stations can't afford to just imitate each other any more, he continued.

"We'd be ridiculous to invest so much in a new station if we could only claim better music than someone else," Paltridge said.

Lock Picker Saves The Day on CKCW-TV

FIFTEEN MINUTES before Claudia Vincent, director of Salada-Shirreff-Horsley's Home Service Bureau, was due to appear on CKCW-TV, a new program, she found she had left her trunk keys at the airport, but a versatile artist saved the day.

Basil Clancy, of CKCW, includes in his many accomplishments the art of lock picking. With deft fingers he opened the trunk in two minutes flat. Claudia grabbed the items she needed and added them to her repertoire of skills.

CBC Takes 18 Ohio State Awards

AT THIS YEAR'S Ohio State Awards presentations, the CBC captured 18 of the 32 first awards and honorable mentions for cultural, public service and educational programming in North America.

The annual presentations are sponsored by the Institute for Education by Radio-Television of the Ohio State University, Columbus, Ohio. The winners in the 24th yearly competition were announced May 4.

In radio, the CBC won seven first awards and three honorable mentions, plus a special award for public affairs programming. CBC won one first and one honorable mention. NBC was awarded a first and two honorable mentions, and MBS was given two honorable mentions.

CBC-TV and CBS-TV each won four first awards in television, but the Canadian network was given three honorable mentions compared to one for CBS-TV. NBC-TV was awarded a first and ABC-TV an honorable mention.

The remaining prizes in eight classes in television and eight classes in radio were shared by US network-owned and operated stations, independents, the National Radio and Television Centre network, and individual educational stations.

Each class was broken into groups — national, for programs heard on an entire network, and regional, for programs heard on part of a network, or locally.

Since 1942, when the CBC first entered the Ohio Awards competition, the corporation has won a total of 160 first prizes, honorable mentions and special awards.

CBC Appointment

FREDERICK B. RAINEBERRY, former CBC supervisor of children's programs, has been appointed by the corporation as supervisor of school broadcasts for the English network division, replacing R. S. Lambert, who has been on retirement extension for the last year.

Raineberry is a university graduate and taught in Ontario schools for several years. He obtained his doctorate at Michigan State University in philosophy and literature. He joined the CBC in 1954.

PREMIER

Film Handling Equipment

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

Contact the Exclusive Canadian Distributors C. S. THOMPSON & CO., LTD.

Caldwell A-V EQUIPMENT CO. LTD.

M7 Jarvis St. - Toronto, WA. 3-1193

CKTB—ST. CATHARINES

Programming to the Whole Family

soon to be

10,000 WATTS DAY

(5,000 — NIGHT)

GIVING AN EVEN BETTER SIGNAL AND LESS INTERFERENCE FOR OUR COMPLETE COVERAGE OF THE NIAGARA PENINSULA — CANADA'S RICHEST MARKET.

Representatives

Paul Mulvihill

Toronto - Montreal

G. N. MACKENZIE LIMITED HAS SHOWS

like Opinions Please

MONTREAL TORONTO WINNIPEG VANCOUVER

1411 Crescent St. 433 Jarvis St. 171 McDermott 1402, Broadway

June 2nd, 1960 Canadian Broadcaster Page Fifteen
CKGM MONTREAL

NOW AVAILABLE to charity groups throughout the greater Montreal area is the CKGM Road Show, a one and a half hour performance of the best talent auditioned by the Montreal station. The group has been booked for the next eight weeks and in the past has performed for the United Church Fund Raising Appeal, several branches of the Boy Scouts, and the Mount Carmel Temple.

The show has appeared before 5,000 spectators so far and all admissions have been donated to charity. Auditions of the top acts have been sent to the ABC network in New York, for possible American presentation.

CKGM has started printing its own monthly four page bulletin high-lighting recent promotions.

CKCY SAULT STE. MARIE

When the Shrine Circus came to Sault Ste Marie recently, Mike Sharpe, CKCY news editor decided to get the "bear" facts from an informed brain. The interview was part of Mike's Opinions program.

CHLO ST. THOMAS

A new mobile studio-control unit was recently completed by radio station CHLO St. Thomas, making possible the origination of programs from almost any point in Southwestern Ontario. The unit is housed in a 15 foot custom-built trailer and will cover the Montreal market.

STOVIN-BYLES APPOINTMENT

David Brydson is a new addition to the Toronto television sales division of Stovin-Byles. Educated in Toronto, including the University of Toronto extension advertising course, Brydson has for the past seven years been with the national advertising sales department of the Toronto Globe & Mail.

JEAN LACROIX

Dick Gennin, manager of the television division of Stovin-Byles Ltd., in Montreal announces the addition of Jean Lacroix to the sales force as of May 15th. Educated in the Province of Quebec, Lacroix has wide sales experience both in Eastern Sales Manager for NTA Telefilm (Canada) Ltd., and as advertising space salesman for "Le Bulletin des Agriculteurs", the leading French-language farm publication in Canada.

CKDA — CHEK-TV VICTORIA

Ten years on the same street corner is the record achieved by Andy Stephen, of CKDA, Victoria, and his Morning Reporter program. Andy, who is also news director at CKDA and CHEK-TV, airs his daily morning show from the busy corner of Douglas and Yates streets, and any people hurrying downtown to work are fair game for this enquiring reporter.

Recently, the program which for so many years has been a lone "man-on-the-street" interview type show added a feminine touch in the person of Willi Taylor. In the picture, Willi and Andy are doing an interview with Lorraine Johnson, a professional wrestler from St. Joseph, Missouri.

Ron Martin
CHAB-TV MOOSE JAW

JACK MOFFAT, president and general manager of CHAB Ltd., Moose Jaw, Sask., is now operating the first unattended television transmitter in North America. The electronically-controlled unit cost $10,000 and requires no more space than an average sized suitcase.

The remote transmitter, designed by RCA, is controlled from the downtown studio by a selector, identical in appearance to a dial system on a telephone. When selection is made, tone-pulses determine whether the transmitter is switched on or off. Control signals are carried to the unit on the studio transmitter micro-link which also carries picture and sound. The television transmitter is located 17 miles west of Moose Jaw in the Caron district, and has a total height of 590 feet, 1300 feet higher than the city.

CFRN EDMONTON

SQUARE DANCING recently took over Edmonton for two weeks, as CFRN's promotion department organized a dance "bangle" as an advertising campaign for the local downtown businesses.

The Bonnie Doon, Edmonton's largest shopping center, was the scene of the first night's dance. CFRN's regularly scheduled program, Country Style, featuring a western band and station personality Tony Diomante, originated from the store's outdoor stage. Dancing continued until after 10 pm. and the attraction resulted in the biggest traffic jam at Bonnie Doon since Christmas.

More dancing took place the following week at Hood Motors with over 300 people coming out for three successive evenings to dance in Hood's service department. Jack Stephenson, sales manager for Hood Motors arranged for commercials by remote pickup from their location each evening.

For the next evening CFRN had organized the first street dance in Edmonton since the end of World War II. Using the theme, "Shop downtown Thursday night, then take in CFRN's big street dance at 9 pm.", the dance attracted an estimated 15,000 people, as well as many downtown shoppers.

CBC-TV

A THIRTEEN-WEEK educational series, Romance of Science, will make its debut on the CBC-TV network June 5. It will replace Documentery '69 in the 6:30-6 pm time slot.

The series will depict the lives of such scientists as James Watt, Charles Darwin and Antoine Lavoisier. Some of the actors to appear in the Canadian-produced program will be Ivor Barry, Toby Robins, Douglas Campbell, Donald Davis, Mayo Moore, Gilles Pelletier and Katherine Blake.

CKVY-TV BARRIE

FRIDAY NIGHTS, starting July 1, CKVY-TV, Barrie will resume its all-night broadcasts of feature movies. Three shows will be run each week starting at 11:30 pm. In addition, news and sports programs will be featured through the night. CKVY-TV first began to program on a 24-hour basis one night a week years ago.

GEM SESSION with CHAT TEEVVEE

In the days of Balaam it was considered a miracle when an ass spoke. Times have changed.

Sadie Dudenhefer knows a girl with a horrible reputation — and the jewelry to prove it.

Running into debt isn't too bad. It's running into creditors that hurts.

Alberta Clay Products Ltd., Medicine Hat, produces forty miles of sewer pipe every year.

Then there was the gal who paid two bits for a pair of nylon, and all she got was a good run for her money.

If a minister rehearses his sermons, can you say that he practices what he preaches?

To leave footprints on the sands of time, you have to shake a leg.

Medicine Hat is on the Trans-Canada Highway and has forty trucking firms to prove it.

Every man should have a den or office at home. It's such a nice place for the ladies to sew or iron or put stuff.

For sale — A complete set of the Encyclopedia Britannica, never used — my wife knows everything.

CHT TEEVVEE Medicine Hat's Best Advertising Buy
**SUMMER SCHEDULE FOR THE CBC TV NETWORK**

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAM</th>
<th>SPONSOR</th>
<th>AGENCY</th>
<th>STARTING DATE</th>
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</thead>
<tbody>
<tr>
<td>SUNDAY</td>
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<tr>
<td>6:00</td>
<td>Disneyland</td>
<td>Kimberly-Clark</td>
<td>Spiter &amp; Mills</td>
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<td></td>
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<td>Sunbeam</td>
<td>McConnell Eastman</td>
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<td>Jaxex</td>
<td>MacLaren</td>
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<td>Procter &amp; Gamble</td>
<td>Compton (NY)</td>
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<td>Imperial Tobacco</td>
<td>McKim (MI)</td>
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<td>Du Pont</td>
<td>Vickers &amp; Benson (MI)</td>
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<td>Canadian Kodak</td>
<td>Baker</td>
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<td>Colgate Palmotive</td>
<td>Spiter &amp; Mills</td>
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<td></td>
<td>Lever Bros.</td>
<td>J. Walter Thompson</td>
<td>July 3</td>
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<td></td>
<td>Niagara Finance</td>
<td>Ronalds</td>
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<td>Roots Motors</td>
<td>Erwin, Wasey, Rathurauf &amp; Ryan</td>
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<tr>
<td>MONDAY</td>
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<td>Pillsbury</td>
<td>Leo Burnett</td>
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<tr>
<td>7:30</td>
<td>Don Messer's Jubilee</td>
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<td>Needham, Louis &amp; Broby</td>
<td>contd.</td>
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<tr>
<td>8:00</td>
<td>Danny Thomas</td>
<td>Massey-Ferguson</td>
<td>Young &amp; Rubicam</td>
<td></td>
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<tr>
<td>8:30</td>
<td>Riverboat</td>
<td>General Foods</td>
<td>Benton &amp; Bowles</td>
<td>contd.</td>
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<tr>
<td>9:30</td>
<td>Swing Gently</td>
<td>Robin Hood Flour</td>
<td>Young &amp; Rubicam</td>
<td>contd.</td>
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<td>Procter &amp; Gamble</td>
<td>Ronalds</td>
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<td>Singer Sewing Mach.</td>
<td>Needham, Louis &amp; Broby</td>
<td>July 18</td>
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<td>Bristol-Myers</td>
<td>Cochfield Brown (MI)</td>
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<td>S. C. Johnson &amp; Son</td>
<td>James Lovick</td>
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<td>Imperial Tobacco</td>
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<td>Max Factor</td>
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<tr>
<td>TUESDAY</td>
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<td>Nabisco Foods</td>
<td>Kenyon &amp; Eckhardt</td>
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<tr>
<td>5:30</td>
<td>Sky King</td>
<td></td>
<td>Grant (MI)</td>
<td>contd.</td>
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<tr>
<td>6:15</td>
<td>Lawrence Welk (CBLT ONLY)</td>
<td>Chrysler Corp.</td>
<td></td>
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<tr>
<td>7:30</td>
<td>Donna Reed Show (CBLT ONLY)</td>
<td>Kellogg Co.</td>
<td>Leo Burnett</td>
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<tr>
<td>8:30</td>
<td>Chevy Suspense Show (CBLT ONLY)</td>
<td>Whitehall Labs.</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>9:00</td>
<td>TBA</td>
<td>General Motors</td>
<td>MacLaren</td>
<td>May 21</td>
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<td>9:30</td>
<td></td>
<td>Lever Bros.</td>
<td>Young &amp; Rubicam</td>
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<td>Rexall</td>
<td>BBDO</td>
<td>June 28</td>
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<td></td>
<td>General Foods</td>
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<tr>
<td>WEDNESDAY</td>
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<tr>
<td>5:30</td>
<td>Huckleberry Hound</td>
<td>Kellogg Co.</td>
<td>Leo Burnett</td>
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<td>6:15</td>
<td>Sea Hunt</td>
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<td>MacLaren</td>
<td>contd.</td>
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<tr>
<td>7:30</td>
<td>Bob Cummings (CBLT ONLY)</td>
<td>Noxxoma</td>
<td>You &amp; Rubicam</td>
<td>June 1</td>
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<tr>
<td>8:00</td>
<td>RCMP</td>
<td>Carnation</td>
<td>Baker</td>
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<tr>
<td>8:30</td>
<td>Live a Borrowed Life</td>
<td>General Steel Wares</td>
<td>Ferres (Hamilton)</td>
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<td>Warner-Lambert</td>
<td>Breithaupt Milsom</td>
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<td>Colgate-Palmative</td>
<td>Spiter &amp; Mills</td>
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<td>Sterling Drug</td>
<td>Dancer-Fitzgerald-Sample (MI)</td>
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<td>Kraft Foods</td>
<td>J. Walter Thompson</td>
<td>June 15</td>
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<tr>
<td>9:30</td>
<td>Happy</td>
<td>Kraft Foods</td>
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<tr>
<td>9:30</td>
<td>Tate</td>
<td>B. Houde &amp; Grothe</td>
<td>J. Walter Thompson</td>
<td>June 15</td>
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<tr>
<td>10:00</td>
<td>First Person</td>
<td>Lever Bros.</td>
<td>Vickers &amp; Benson (MI)</td>
<td>June 15</td>
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<td></td>
<td>MacLaren</td>
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<td>THURSDAY</td>
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<td>General Mills</td>
<td>Reynolds</td>
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<td>5:30</td>
<td>Roy Rogers</td>
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<td>Reynolds</td>
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<td>8:00</td>
<td>The Debuty</td>
<td>Nestle</td>
<td>McConnell Eastman</td>
<td>contd.</td>
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<tr>
<td>8:30</td>
<td>Award Theatre</td>
<td>H. F. Ritchie</td>
<td>Vickers &amp; Benson</td>
<td>June 30</td>
</tr>
<tr>
<td>9:30</td>
<td>Man from Blackhawk</td>
<td>Standard Brands</td>
<td>MacLaren</td>
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<td>Philips Industries</td>
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<td>FRIDAY</td>
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<td>General Foods</td>
<td>McDonald Eastman</td>
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<td>5:30</td>
<td>Fury</td>
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<td>You &amp; Rubicam</td>
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<td>6:15</td>
<td>Rendezvous (CBLT ONLY)</td>
<td>Whitehall Labs</td>
<td>Manchus, John &amp; Adams</td>
<td>June 3</td>
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<td>7:30</td>
<td>Bachelor Father (CBLT ONLY)</td>
<td>Dow Chemical</td>
<td>You &amp; Rubicam</td>
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<td>8:00</td>
<td>Red River Jamboree</td>
<td>American Home Products</td>
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<td>8:30</td>
<td>The Four Just Men</td>
<td>H. F. Ritchie</td>
<td>MacLaren</td>
<td>July 8</td>
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<td>Procter &amp; Gamble</td>
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<td>Texas</td>
<td>Ronalds (MI)</td>
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<td>Sterling Drug</td>
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<td>SATURDAY</td>
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<td>General Foods</td>
<td>McDonald Eastman</td>
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<td>Dennis the Menace</td>
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<td>Kellogg</td>
<td>Leo Burnett</td>
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<td>8:30</td>
<td>High Road</td>
<td>Adams Brands</td>
<td>Baker</td>
<td>April 16</td>
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<td>9:00</td>
<td>Great Movies</td>
<td>Sterling Drug</td>
<td>Dancer-Fitzgerald-Sample (NY)</td>
<td>April 16</td>
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<td>Twilight Zone</td>
<td>Colgate</td>
<td>Grey (MI)</td>
<td>April 16</td>
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<td>11:10</td>
<td>Weekend in Sports</td>
<td>Colgate</td>
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SIMPLE SOLUTION
In reply to the reader who writes to ask how the CBC can rid itself of the image of a lot of young men running in all directions with beards on their faces, our suggestion, after considerable thought, is that they should shave them off.

FIXOLA
In answer to another, who writes in and accuses us openly of "fixing" the Beavers, we have to admit that they are definitely fixed — by stations which persist in putting on worthwhile programs throughout the year, and see to it that the public (and ourselves) know about them.

AUDREY STUFF
Then there's the gal who was so dumb she thought a convention was the thing that makes a gentleman take off his hat in an elevator.

PAN MAIL
Sir: After reading the three Daily Broadcasters you published during the ACA convention last month, I now realize how lucky we are that your regular appearances are limited to twice a month.
—Too Constant Reader

MORE OF THE SAME
Dear Dick: You'll get told by lots of readers that Doug Lee's daughter is in a better position (page 20, last issue) than most of us to study your magazine.
—Walter Deles

PERFECT SIXTY-FOUR
CHUM's Phil Stone comes up with the "guy I know has a wife who is Kim Novak's double . . . twice Kim's weight."

TUNE OF I AIN'T NOBODY'S DARLING
Oh it's harder for me to be a bad girl Than for most other girls to be good. Oh I'd like to live in a mad whirl. You bet I would if I could. I'd like to be taken in a corner For a hug and a kiss. But how can I be a bad girl With a goddam face like this.

PAR FOR THE COURSE
Advertising men can take criticism of any phase of their business, especially if it reflects upon their competitors.

HELP WANTED
Station has opening for deejay given to playing music for his listeners rather than for himself.
W. S. Mowat, formerly a senior vice-president at McCann-Erickson, Toronto, has moved to Montreal to be the new manager of Batten, Barton, Durstine & Osborn. He replaces Colin Smith who recently moved to England to handle a brewery account in BBDO's London office.

Mowat's appointment is a result of BBDO's recent acquisition of the two million dollar Pepsi-Cola account.

Also moving to BBDO as a result of Pepsi's agency change is Russ Haughland, formerly Pepsi-Cola account supervisor at Kenyon & Eckhardt. This is Haughland's second move with the Pepsi account. He went with it when it switched from Cockfield, Brown & K.E.

STRIPE TOOTHPASTE, introduced in Ontario last fall on a test market basis by Lever Brothers Ltd., was last month placed in national distribution. Stripe, as the name implies, comes from the tube in five red and white stripes. The new toothpaste contains Hexachlorophene, a germicide used in hospitals and in a variety of germ killing products.

Stripe is being made available to Canadian stores in large, giant and economy sizes, at suggested retail prices of 35c, 63c and 98c. It comes in two self-packers which can be used as floor stands or counter displays. The gross size self-picker contains six dozen large tubes of Stripe, four dozen giant tubes and two dozen economy tubes. Introductory case allowances are being offered on all packs and in addition, a special display allowance is paid to dealers who use the self-shipping display units.

Dealer display material, in French and English, has been especially designed to spotlight Stripe's appearance. Three-dimensional Day - Glo backcards, sidecards, streamers, jumbo size cartons for window display, super totem pole displays, shelf strips and counter and variety cards for interior merchandising are all available.

To further stimulate consumer demand, heavy television, radio and print advertising are being put to good use. The agency is J. Walter Thompson. Beginning in early June, Stripe will be found in all food, drug, variety and department stores across Canada.

THE NEW PRESIDENT of the Advertising & Sales Club of Toronto is Norman H. Clark, sales manager of Rapid Grip & Batten Ltd. He succeeds Hector Hudson, director of sales promotion, Crain Business Systems.

Other officers include: First vice-president — P. E. Priestman, Canadian manager, American Airlines; second vice-president — Austin Weaver, advertising manager of The Financial Post; treasurer — Dean M. Prather, president; A. C. Nelson Co. of Canada Ltd; secretary — Douglas Philpott, PR director, Spitzer & Mills.

Directors are: Munro Ashkanase, general manager, Lehn & Fink Canada Ltd.; Allister Blenkhorn, assistant sales manager, Toronto Elevators; Edward Bradley, Ronalds Advertising account executive; Ernest Fowler, manager, Downtown Typewriter Sales Division, IBM; Frederick P. Kirby, vice-president, Foster Advertising; James Payne, vice-president and managing director, D’Arcy Advertising Co.; Herbert Sandison, national advertising manager, Class “A” Newspapers; Thomas Wells, advertising manager, Canadian Hospital Journal; Harry Wells, vice-president, Kimberly-Clark Canada Ltd.

A. L. Bruner, until now general manager of CJSP, Leamington, has become managing director, retaining his interest in the company, but is moving to Toronto to become sales manager of the new Baton Alsid Rogers channel 9 TV station. Taking his place as general manager of CJSP is Stuart Brandt, former production manager. Lou Tomasi, program director, moves up to become production manager.

AFTER A FAIR amount of researching, Lever Brothers Ltd. replaced the chinaware premium inside Extra Detergent with cut glassware.

The new Extra is being merchandised in Quebec to start with, via radio, television, daily newspapers and week-end magazines. The agency is Cockfield, Brown.

THE CBC HAS paid the Western Interprovincial Football Union and the Eastern Football Conference a total of $277,500 for television rights to league and play-off games.

The WIFU was paid $125,000 for the rights to eleven league games, plus a minimum of four or a maximum of five play-off games. Last year, the CBC paid $117,000 for seven WIFU league and four play-off games.

Twenty-one Big Four league and three play-off games will be telecast by the corporation this year. The price was the same as last year — $312,500. No sponsors have been signed yet.

Normal blackout restrictions on home games will apply as in 1959.

BRUCE BUTLER of Walt Disney Television Sales informs us that his offices are now located at 790 Bay Street, Toronto 2. The phone number is Empire 6-2996.

DALTON K. CAMP & Associates Limited, Toronto, last month was officially enfranchised by the Canadian Association of Broadcasters.

THIS YEAR'S Ontario Radio & Television Men's Golf Tournament will be held on Tuesday, June 14, at the Tam O'Shanter Country Club in Toronto's east end.

As in previous years, starting times will be by reservation only. Times can be reserved by contacting Harold Tobin, CBC Commercial Dept. His telephone number is Walnut 5-3311, Local 2102. Entries close June 8.

A word of warning however. Those golfers who do not tee-off before 3:00 pm will not be eligible for the 18 hole prizes — which we are told are the big ones!

Obituary

GEOE A. TAGGART, who joined the CBC in 1933 as assistant to Ernest Bushnell, then general supervisor of programs, and established his own entertainment agency in Toronto in 1942, died Tuesday May 24 at the Toronto General Hospital. He was 52.

Mr. Taggart was educated in Winnipeg and Vancouver, where he became a singer and graphologist. He came to Toronto in 1923 and sang on programs with Percy Faith.

He leaves his widow, the former Beatrice Adams and three sons, Jerry, Paddy and Tommy, also two sisters, Mrs. Gordon King of Toronto and Mrs. Gladys Glover of Vancouver. He was buried in Mount Pleasant Cemetery, Toronto on Friday last week.

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SIGHT & SOUND

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

IAN GRANT

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JOSEPH A. HARDY & CO., LTD. APPOINTMENTS

ARTHUR C. HARRISON

MARC LEGAULT

The president and board of directors of Jos. A. Hardy & Co. Ltd., are pleased to announce the appointment of Arthur C. Harrison as General Manager and Marc Legault as Manager of the Montreal office. Both of these appointments are effective immediately.

Mr. Harrison will be located at the Toronto office, Suite 300, 19 Richmond Street West, Empire 3-4433. The Montreal office is located at 2075 Mountain St. Vi. 2-1101.

Jos. A. Hardy & Co. Ltd. represent 27 Radio and Television Stations in both English and French Markets.
PRIVATES WILL MEET BBG SEPT 20

THE BOARD of Broadcast Governing Authorities and the Board of Broadcasters of Canada will meet in Ottawa in September to discuss the licensing of a private television network across Canada. The Board will consider the operation of a private television network under conditions that existed only when the Broadcasting Act was in force, in order to establish a second TV network.

At a meeting in September, the Board will hear presentations from stations across the country concerning the possibility of setting up a new TV network in competition with the existing stations. The committee will review the possibility of establishing a second network under conditions that existed when the Broadcasting Act was in force.

An application for a private television network will be made by the Canadian Broadcasting Corporation (CBC) in order to meet the demand for television programming in Canada. The CBC has already sponsored private television stations in the past, and will continue to do so in the future.

CRUSH LINKS WITH SPORTS COLLEGE FOR SUMMER

JAMES P. COSTELLO, vice-president of Marketing for Crush International, has announced that the company will use the endorsement by Sports College of their products as the basis for an all-out summer campaign. Crush will be used to promote Crush products.

The Sports College, a non-profit organization, will give consumers an opportunity to obtain a Sports College Crush booklet called "Fitness Is Magic." The Sports College recommendation will help sell their products not only through the usual consumer market but also through their influence on college members. The endorsement for Crush will be pointed up in letters to be sent out with the college's monthly newspaper-bulletin and a premium offer will give consumers an opportunity to obtain a Sports College Crush booklet called "Fitness Is Magic." CRUSH LINKS WITH SPORTS COLLEGE FOR SUMMER

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FM Car Radio For $75

A HIGH FIDELITY FM car radio, selling for less than $75 installed, has been developed by Granco Products Inc, manufacturers of FM and stereo equipment. Henry Fogel, president, announced that the new set is going into production for the 1961 car models.

At an open house in the company’s new Long Island, N.Y., plant, Fogel said that the radio is equipped with a tuner, which because of an automatic frequency control device, completely eliminates the need for fine tuning and makes it possible to dial in an FM station more easily than an AM. The tuner electronically locks the station into perfect tune as soon as sound is picked up. The set can be installed in any car with a twelve-volt ignition system.

“Automatic frequency control provided by the tuner is a must,” Fogel said, “because a driver cannot divert attention to fine tune a radio while in fast moving traffic.”

CFQC-TV
SERIES URGES CHILDREN TO READ

IN CONJUNCTION with the Saskatoon Children’s Film Library Committee, CFQC-TV recently aired a thirteen week series of films for the younger set. The idea was born when members of the committee discovered how many good films for children were available on TV options.

The first problem that confronted the organizers was the cost of production. However, CFQC-TV cooperated in this matter by quoting a rate that would cover only the cost to the station. This still left the obstacle of raising the necessary funds. A committee was formed and a campaign planned. It was agreed that an appeal should be made to viewers.

In advance of this, promotion and information leaflets were mailed out to all, along with radio and TV interviews and wide press coverage, made the public aware of the program. During the actual telecasts, lists of the contributors were read and additional appeals for support were launched. After that, the programs, donations began to arrive. Eventually, several groups came forward as sponsors, the Boys’ Clubs and School being the staunchest supporter, sponsoring six programs in all.

Regarding the films themselves, CFQC-TV made one stipulation. Each to be tied in with books, to instil in the young viewer a desire to read. The lists for this purpose included some classics as well as many old favorites: Robinson Crusoe, Black Beauty, Heidi, Count of Monte Cristo, Young Lincoln, Bells of St. Mary’s, and the fourteenth and final program in the series was Christopher Columbus which provided by the National Film Board. Aside from the fact that many appreciative comments were received, the financial response to the invasion was so large that the cost of a second 26-week run this fall and winter is assured.

Wedding Cost CBC $30,000

THE COST TO the CBC for television coverage of Princess Margaret’s wedding was less than $30,000, it was announced in the Canadian Broadcast by Mr. Leo Cartwright (PC-Edmonton West), parliamentary secretary to Revenue Minister Newlan.

Mr. Newlan said Royal Air Force not RCAF planes flew the recordings here and the cost was shared by the CBC with others wanting the special service.

NEED AN ANNOUNCER?
Well educated young Canadian with ability and good potentiality, seeks career in radio. Excellent references and good recommendations. Wishing to accept position anywhere. Audition tape available. Please contact: Barry Jones, 1 Kindersley Ave., Montreal 16, Que.

EXPERIENCED RADIO AND T.V. CONTINUITY EDITOR

Desires to relocate. Experience and includes Accounting, some production and a little announcing in both mediums. Presently, living in B.C. Reason for desired move is that damp climate does not suit health for one member of my family. Prefer to locate in Prairies or in Eastern Canada, but will consider any location with dry climate. Any one who can use my experience and services please write with full particulars to: Box A506, Canadian Broadcasting, 219 Bay St., Toronto, Ont.

CHEY Licence Will be Studied by BBG

A N OFFICIAL of the Board of Broadcast Governors recently commented that the broadcasting license held by Jack Kent Cooke, owner of radio station CKEY Toronto, was being studied in view of Cooke’s application for American citizenship.

Under the 1956 Broadcasting Act along with this condition, any broadcasting license can be issued in Canada unless the licensee is a Canadian citizen, unless his company is incorporated in Canada, or unless three-quarters of his directors and its chairman are Canadians; and unless it has been sold to a person already eligible to be registered as a Canadian. However, these restrictions would appear to apply only to the issuing of a license. The Board is expected to seek a legal interpretation of the act as to whether it also applies to licenses already in existence.

Coultts Offer Big Cash For Teleplays

COULTTS HALLMARK CARDS is now holding its first International Teleplay Writing Competition with a special prize of $500 for the best Canadian script. This is in addition to the context’s three main awards of $5,000, $3,000, and $1,000.

The top Canadian entry will receive the bonus prize whether or not that script also qualifies for one of the major awards. All submissions including those from Canada, will be judged by an impartial panel of the authorities in the field of television drama.

While the competition is open to both professional and amateur playwriters, it is primarily intended to help discover talented new television dramatists. Donald S. Porter, president of Coultts Hallmark Cards, said: “We also hope it will result in bringing to Canadian and US audiences the work of more Canadian writers.”

The competition is part of a two-year program, financed by the newly established Hallmark Fund, to encourage the writing of original dramatic work for television.

The fund is a revolving sum of from $50,000 to $250,000 and will be drawn upon to extend commissions to Canadian writers and to supply the competition’s major cash awards. George Schaeffer, producer-director of the Hallmark Hall of Fame, will administer the commissions and direct the competition.

All plays submitted must be 90 minutes long and must not have been presented previously on television, radio or stage. Deadline for entries is September 1, 1960.

Apologies the greeting card company will reserve all rights for two years for each of the major award-winning scripts, this will apply to the Canadian script winning the $500 prize, unless it also places in the top three in overall standings.

Applications for entry forms to the competition should be sent in writing to the Hallmark Hall of Fame, 200 King E., Toronto, or the Hallmark Fund, P.O. Box 2905, Grand Central Station, New York 17, N.Y., USA.

Honor New TV Head

JOHN BASSETT, publisher of The Toronto Telegram and chairman of CFPTV-Toronto, was awarded Zeita Beit’s Tau fraternity’s Gottheil Medal for his contribution to broadcasting. “I cannot think of a more loyal supporter, audio-visual enthusiast and member of the fraternity,” said Tau’s president, Stewart R. Hood, after presenting the medal to Basset.

The fraternity, founded in 1898, has three chapters in Canada at McGill University and at the Universities of Manitoba and British Columbia. Other famous recipients of the award have been the late President Roosevelt, Bernard Baruch, and Edward R. Murrow.

Ontario’s Happy Music Station

Requiring experienced energetic, conscientious music-caster (Dee Jay). If your talent is for fast music and music news, operation, send audition tape with particulars to:

Post Office Box 519, Barrie, Ont.

Film Cameraman, aged 43, with extensive experience in Features, Special Events, Television and Commercial films as well as stills, requires position.

Owns comprehensive 16 mm and stills outfit. English but little formalized education. Life France. Member of The Association of Motion Picture & Television Technicians for 20 years, at present in Caribbean.

Fax A505
Canadian Broadcasting
219 Bay St., Toronto, Ont.

Page Twenty-Two
Canadian Broadcaster
June 2nd, 1960
How to "collect" public interest...

CFRN-TV Edmonton let the whole city know they had just bought an Ampex VIDEOTAPE+ television recorder. They set up a public display in a department store for eight days, explaining and demonstrating the unit.

Visitors were able to see themselves on live camera monitors as they were being taped, and again on the Videotape monitor during playback. The display drew an estimated 10,000 people.

Now installed at the station, the unit will enable CFRN-TV to show all current events conveniently.

"Many public interest events occur at inconvenient times for the average viewer. The Ampex Videotape recorder will allow us to reschedule these programs into a more advantageous time segment," says G. R. A. Rice, president of Sunwapta Broadcasting Co. Ltd.

Shown here (right) with chief engineer Ted Wadson, Mr. Rice is also looking forward to "the more obvious benefits such as perfection in local commercials, production and added sales impact with the 'live' look on tape."

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

**FLASH:** Second channel TV stations are starting to buy their Videotape Recorders. CFCF-TV Montreal has ordered two Ampex VR-1000C console models.

**AMPEX OF CANADA LIMITED**

1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO. CH. 7-8285.

* TM AMPEX CORP.
The Department of Transport has approved the call letters CFTO-TV for Channel 9—Toronto's first privately owned television station. Our promise to the Board of Broadcast Governors: we will supply a strong local service to Toronto, and our entire coverage area. Watch for great news of fulfillment from Channel 9.

BATON ALDRED ROGERS BROADCASTING LIMITED • 29 MELINDA STREET, TORONTO
EMpire 2-2811