



Canadian
BROADCASTER

19, No. 11

TORONTO

June 2nd, 1960

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 3 & 8
- SECOND TV NETWORK? 4
- SUMMER TV SCHEDULE 18

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Radio Division

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BBG Hearings

CBC AND CFCN SCORE AT EDMONTON AND CALGARY

THE OPERATION of two new television stations, by the Canadian Broadcasting Corporation in Edmonton and by CFCN 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 CFCN, Calgary.

The Board's recommendations are subject to approval by the Cabinet, which earlier this year upheld the BBG's choice of new television station licensees 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 five applications for a new Ottawa station and two for a second Halifax station. Sittings in both these cities are tentatively scheduled for the week of June 20.

Of the eight cities, Edmonton and Calgary are the only ones where the CBC at present has no television stations. The two Alberta centres now 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:

Proposed 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 CFCN.

Both CFCN and Chinook had pro-

posed 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 predicated its recommendation on the original site proposal.

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

(Full details of the two new stations can be found on page 8 of this issue.)

CKGN-TV

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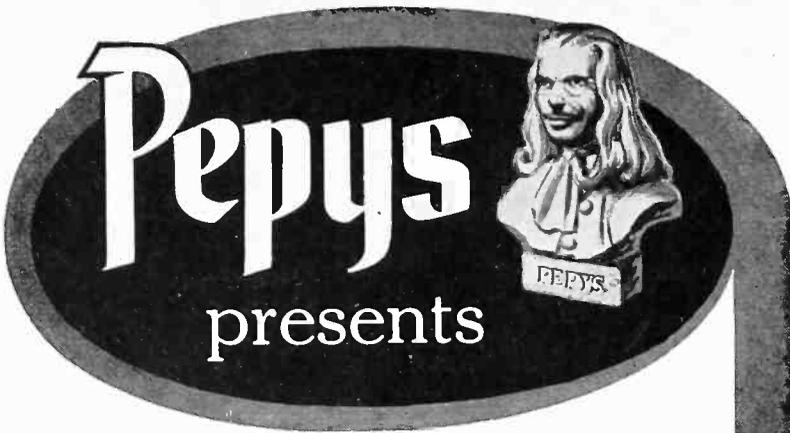
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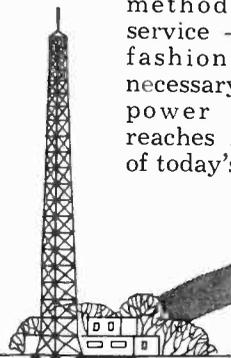
CJON Radio Television
NEWFOUNDLAND



Ardiel Advertising Agency Limited

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, Oldsmobile 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.



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- CKLN Nelson
- CKXL Calgary
- CJNB North Battleford
- CKOM Saskatoon
- CJME Regina
- CKY Winnipeg
- CJRL Kenora
- CHIC Brampton
- CJBC Toronto
- CFOS Owen Sound
- CJBQ Belleville
- CKLC Kingston
- CHOV Pembroke
- CJLR Quebec City
- CKCW Moncton
- CJON St. John's, Nfld.
- ZBM Bermuda

TELEVISION STATIONS

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

Broadcast Governors

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 hearing is primarily to consider two applications to operate a private television station there in competition with the existing CBC station CBHT. 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 5 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 CKRS-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 254 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.

2 Out Of 3 Watch Wedding

TWO-THIRDS of the television sets in Canada were tuned to the CBC's evening telecast of the wedding of Princess Margaret and Antony Armstrong-Jones, May 6.

Elliott-Haynes credited the afternoon telecast of the Royal Wedding with an audience of 4,423,000 viewers, while the evening repeat telecast drew 7,733,300, some of whom had watched the ceremonies earlier the same day.

The CBC's live early-morning radio coverage of the event and radio repeats later in the day drew a cumulative listening audience of 2,250,000.

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 recently obtained by the news department of station CKGM, Montreal. Powers stated that he had just finished preparing a plea to Soviet Premier Khrushchov, 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, Kitchener; CKWS, Kingston; CKCK, Regina; CJOY, Guelph; CHUM, Toronto; CHED, Edmonton; CKXL, Calgary; CHAB, Moose Jaw; CKCY, 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 account 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 this magnitude will be offered free of charge to all news media across the nation.

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Broadcast Governors

CKPG-TV GETS GO-AHEAD — NO WORD ON PETERBORO TRANSFER

AT THE SAME time as announcing their decisions on the Edmonton and Calgary television applications, the BBG released their recommendations concerning other applications which were heard at the Edmonton — Calgary hearings last month.

TV FOR PRINCE GEORGE

The Board approved the application by Radio Station CKPG, Prince George, to operate a new television station in that city. The station, which would operate on channel 3, won out over another application by Aurora TV Limited, whose original application was set aside by the BBG a year ago on the grounds that the company had not obtained a firm commitment for the supply of CBC network television programs.

Since then the CBC has announced its willingness to supply films of its programs to a Prince George station on a regular basis. Previously, this service was only to have been on a one-year experimental basis.

In the meantime, Aurora built its transmitter on a mountain site near the north-central BC city and made tentative plans for satellite transmitters in the area. But in re-appearing before the BBG it faced competition from CKPG.

Aurora's proposed station would have had a power of 417 watts video and 208 watts audio and an antenna 468 feet above average terrain in the area.

CKPG's proposal calls for a station broadcasting with a power of 210 watts video and 114 watts audio, and a tower located in downtown Prince George and thus 78.5 feet below average terrain in the area to be served.

The BBG said in its recommendation that they are satisfied that with provision of CBC service to Prince George "the proposed station could operate economically" in that market.

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 announcement 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-transfer applications involving ownership or control of a station. Other transactions still are 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. Little.

The two women now own Kit-

chener-Waterloo Broadcasting Company which operates CKCR and that company in turn holds 25 per cent of the stock in CKCO-TV. Other shareholders in the television station are Famous Players Canadian Corporation, with 50 per cent, and Carl Pollock, president, with 25 per cent.

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 Botterill would become a director of Lethbridge Television Limited to avoid the theoretical 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 per cent with the holdings of the other two men reduced to 20 per cent each.

Covered in the CJDV, Drumheller transaction was 76 per cent 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 from 1,000 day and 250 night. The station would also change its frequency from 1030 kcs to 790 kcs 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 CFRN-FM 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 until CKCY completed 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 "will 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 kcs 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 IFM at 135 Peter St., Toronto.

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ONE**POWERFUL
50,000 WATT****INDEPENDENT STATION
IN THE MARITIMES
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RADIO ATLANTIC****FREDERICTON, N.B.**Toronto/Montreal: Paul Mulvihill & Co. Ltd.
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Broadcast Governors

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 CFCN 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 telecast on channel five with a video power of 318 kw. and an audio power of 159 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: 16¾ hours will be live local programs;

19 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 — 5¼ 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 61.09 per cent.

The new station's signal will reach 627,000 viewers, including about 44,000 not now 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 44,000 new viewers.

CFCN-TV, CALGARY

The new station will operate on channel 4 with a power of 100 kilowatts video and 50 kilowatts audio with a 517 foot antenna.

Chairman of the board of CFCN 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 6% 10 year debentures.

Subscribed so far have been 63,000 common shares and \$680,000 worth of bonds.

Capital Cost of Proposed Station

Building and land	— \$301,000
Studio Equipment	— \$380,016
Transmitter System	— \$200,004

Revenue Estimates.

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

Third year \$859,100 \$822,330

From the start of operations the new station will broadcast a total of 84 hours and 45 minutes a week. Of this, 35 hours will be live, 2.5 hours will be remote pickups, 46 hours will be filmed programs and one hour will be taken up with videotaped recordings.

The new station will devote 11% of its total revenue to live sustaining programs. The percentage of total revenue to be paid out in live talent fees will be 10% the first year, 11% the second and 14% the third year.

The station, whose proposed rate card will be slightly below that of the other Calgary station, CHCT-TV, expects to capture 38% of the available audience from the start of operations.

"Watchman" Removes VTR Bugs

AMPEX 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, scalloping and horizontal displacement of 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 interspliceability 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 splices between tapes of slightly varying recording standards to cause any picture distortion."

The "automatic watchman" will constantly 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, Inc., would first fabricate prototype units of the Autotec device and ultimately place it in full scale production for sale to owners of the more than 600 Videotape recorders now in operation around the world. It will also be offered as an accessory to purchasers of both the Ampex VR-1000C console model and the VR-1001A compact model.

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TV
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July 1:
RUSSIA, Vienna, Munich, Oberammergau, Holland, etc.
Conducted by Babs Brown. \$1,650.

July 7:
YUGOSLAVIA, Oberammergau, Austria, Spain, Portugal, etc. Conducted by Enid Walker, B.A. \$1,675.

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TRAVEL BUREAU LTD.
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WA. 5-4284

INTERSPICEABILITY

Previously, long vertical objects could occasionally appear slightly distorted, even in a typically good recording. Crawl titles would often tend to travel a wavy path. The new unit completely removes these problems, Ampex engineers stated. They added that the new device makes possible the same degree of interspliceability among recorded tapes as exists among motion picture films.

"Until now, interspliceability has been somewhat touchy because it is difficult to insure that two pieces of tape are recorded with precisely the same settings of tip penetration and guide height," Neal K. McNaughten, manager of Ampex Professional Products Company, pointed out.

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WITH THE MARCONI MARK IV TELEVISION CAMERA

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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.

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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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CUTS & SPLICES



Bob Miller

TIFS Buys Into Meridian

TORONTO International Film Studios has acquired a "substantial interest" in Meridian Films Ltd.

Now that they have joined forces, the two companies plan an extensive production output and the construction of more videotape and film facilities.

Meridian's studio on Woodbine Avenue will be expanded into a \$2,000,000 videotape centre for the production of television shows and commercials "to stem the flow of Canadian business to US centres and to attract US and other producers to Canada."

TIFS' Studio City at Kleinberg, Ont., will have four more sound stages, making a total of six, for the production of theatrical films, television series and videotape entertainment features.

Meridian's studio is the only one, outside of CBC, now equipped to videotape commercials and full-length shows. So far, six pilot shows for Canadian television have been taped by the company. The pilots were shown at the TV Seminar held by the Canadian Association of Broadcasters in Toronto last April.

The equipment now at the Woodbine studios will be duplicated at the TIFS lot, and a mobile videotape unit will be added.

Plans call for Meridian to concentrate largely on commercials, with the mobile unit being used on location. The Studio City videotape centre will be used for the production of entertainment features.

Hooked into the Bell Telephone coaxial cable and microwave network, the Meridian studio can broadcast live or videotaped shows anywhere on the continent and provide full closed circuit service for industry as well.

Backing the new group is the distribution complex operated by N. A. Taylor Associates: Twentieth Century Theatres, third largest theatre circuit in Canada; International Film Distributors Ltd.; Allied Artists Pictures of Canada Ltd.; Beaver Film Productions Ltd., which deals in international theatrical and TV film rights; and NTA (Telefilm) Canada Ltd., a TV program distributing company.

Quod Erat Demonstrandum

MINISTAR FILM Productions Ltd. is now shooting a 39-part half-hour television series. The program is called *Q. E. D.*, from the Latin "Quod Erat Demonstrandum", meaning that which was to be proved (is proved).

The show is a panel discussion featuring five prominent guests who attempt to answer questions and problems submitted by viewers.

Panel moderator is Sir Robert Watson-Watt, the inventor of radar. Continuing panelists are Dr. Abraham L. Feinberg, Chief Rabbi at Toronto's Holy Blossom Temple; Dr. Marcus Long, professor of philosophy, University of Toronto; and Joseph McCulley, warden of Hart House, University of Toronto. Each week a national or international personality will sit in as guest panelist.

Questions to be answered by the panelists are not of the type which can be solved by referring to a text. The questions call for personal answers. Two of the questions asked in the first show are: "What is the purpose of marriage?" and "Which is freer: master or slave?"

The viewer sending in each question used on the program will be given \$25. At the end of each 13 episodes, \$1,000 will be awarded to the sender of the question which drew the greatest comment from the panelists. Each week, a viewer will be invited to present his or her question to the panel in person.

David Corley is the director. Producer is Ernest Corley, with Rupert Kemp as executive producer.

Ministar is also planning to produce two other television series this year.

The first, scheduled to go into production this month, is a comedy featuring Doug Romaine, who has appeared in a number of the commercials which Ministar makes for the STAR WEEKLY. Impressed with his style and ability as a pantomimist, the company signed him to appear in a comedy series.

In the series, tentatively called *Romaine's To Be Seen*, the comedian

portrays the traditional little man who is always a target for trouble. Locations for the first three episodes are a department store, a summer resort and a Highland Games Festival. Part of the series will be in pantomime or with limited dialogue so as to allow for distribution to non-English speaking countries.

The other series is a school-family program showing life in Canada. Details of the show will not be known until the fall.

Children's Film Centre

AT ITS FIRST meeting in Ottawa May 12, the management and executive committees of the Canadian Centre of Films for Children were formally set up.

Chairman of the management committee is Mrs. G. Hewson, Canadian Home and School and Parent Teacher Association. Vice-chairmen are Rev. Jean-Paul Larouche, Centre Catholique National du Cinéma, de la Radio et de la Télévision; and Art Chetwynd Films, representing the Association of Motion Picture Producers and Laboratories of Canada. Mrs. Wallace McCutcheon of the Canadian Girl Guides Association 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 catalogue which will list a selection of films from all national sources which have been rated as 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 programing and in providing information and study material. A television appreciation section will be set up later.

The Centre will explore means of getting voluntary, professional and

commercial interests together in order to spell out problems facing each group.

Bi-lingual service will be provided as soon as possible and the Centre will encourage the production 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. In addition, 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 15. A brochure will be prepared to explain the purposes of the Centre.

RLP Staff Additions

ROBERT LAWRENCE Productions (Canada) Ltd. has announced two additions to its staff to service the company's expanding business activities.

John Grinsky, CA, joins the company as comptroller. He was formerly with the chartered accountant firm of Riddell, Stead, Graham & Hutchison, Toronto.

Douglas Patten takes up new duties at RLP as a member of the sales service staff. Patten was formerly advertising manager of Reliable Toy Co. Ltd., Toronto. He will work with Marilyn Stonehouse in maintaining liaison between clients and all RLP departments.

Bits And Pieces

- Dan Kauffman, former producer 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 *Mississippi Days*, featuring J. Carroll Naish as Mark Twain. The show is an episode from the *Your Star Showcase* series, distributed 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 production 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 James Lovick & Co. Completed is a French production, featuring Michel Noel. Now being made are two adaptations for the French market involving new animation in one and new material and post sync recording in the other.

- Motion Picture Centre Ltd. has moved its offices and studios to 577 Jarvis St.

ZIV Television Programs

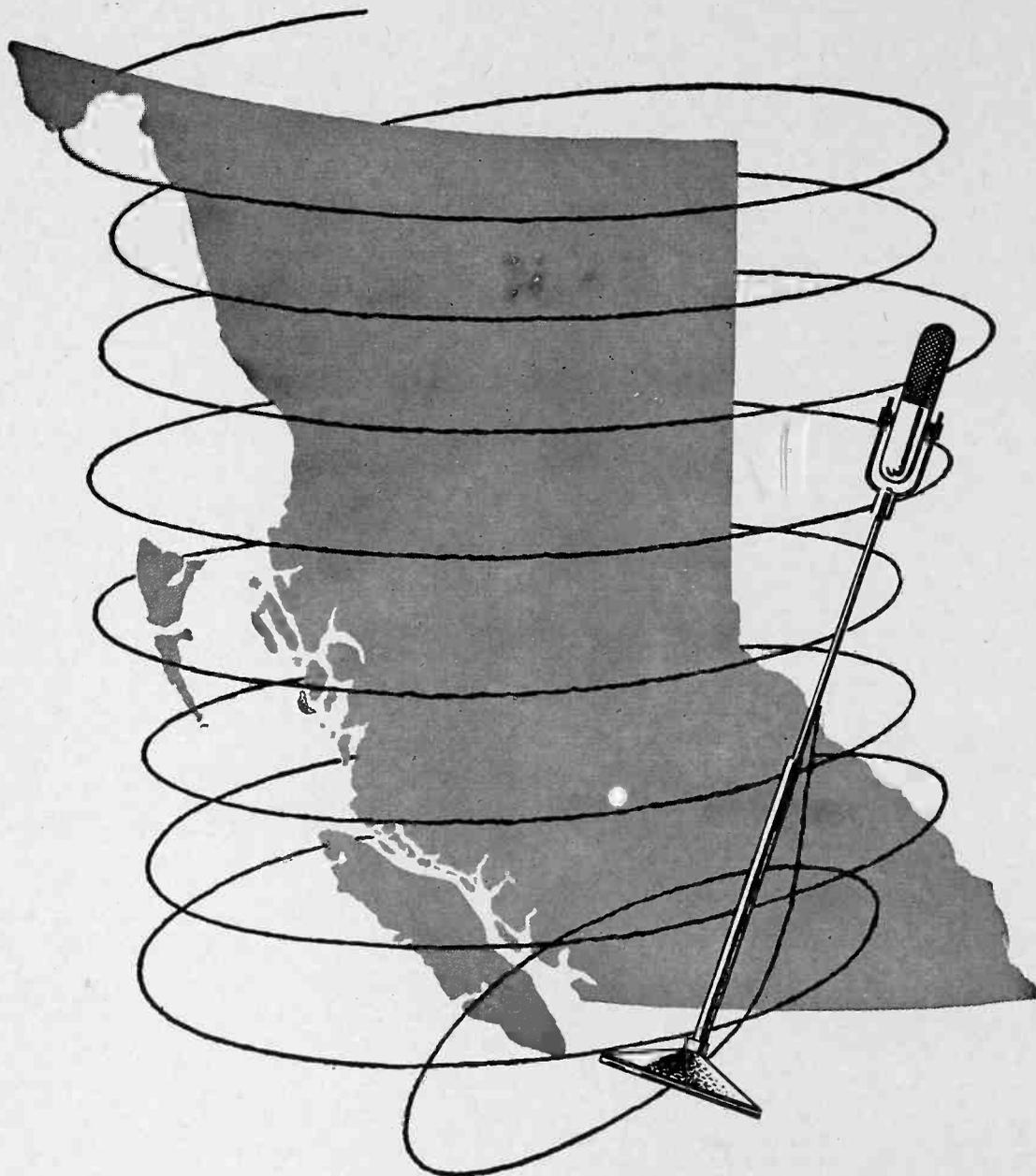


COLM O'SHEA

The appointment of Colm O'Shea as Vice-President has been announced by Z.I.T. Programs (Canada) Limited, distributors of ZIV Television Programs. Mr. O'Shea has been associated with the television industry in Canada since its inception.

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THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

"WHEREVER YOU GO THERE'S RADIO"

NHL-TV Draws Most Ever

THE LARGEST television audience ever obtained by the CBC for any program was recorded 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 2,153,000 homes, or 73.7 per cent of all homes equipped with a TV receiver, while the French net-

work audience totalled 672,000 homes, or 82 per cent of all homes equipped with a TV set.

The survey covered five cities on the French network and 13 on the English network, including Halifax, Saint John, Montreal, Sherbrooke, Hull, Ottawa, London, Windsor, Winnipeg, Regina and Vancouver.

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 play-off 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 56 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 58 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.

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 Nesbitt, 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.

CFNB

FREDERICTON, N.B.

INCREASES

22.6%

for a total of

51,500

Spring BBM 1960

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

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

\$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 Ingemar 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 Emonson, 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.

If you haven't received my **JINGLE PROMO DISC**

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WA. 5-1631

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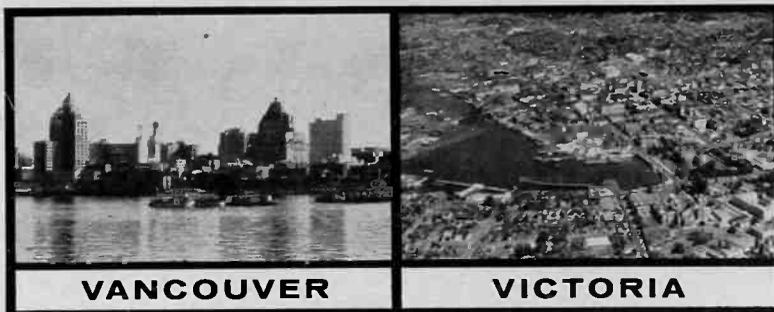
Business is growing in Kent County. With very few exceptions, Kent County leads Canadian markets by a wide margin in rate of business growth.

Kent County Retail Sales: 1954 — \$ 82,363,000
1958 — \$114,556,000

Five year increase, 38.3%!
Ontario increase, 1954-58, 24%.

Source: Sales Management Survey of Buying Power, November, 1959 and May, 1955.

Write, wire, phone Arch Ferrie,
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.



CHANNEL 12

VANCOUVER OFFICES — 1345 Burrard Street, Mutual 1-1212

STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg

FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco

one TV station



had to be unique

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

CAB Member Stations

CJON-TV, St. John's	CFCL-TV, Timmins
CJOX-TV, Argonia	CFCJ-TV, Port Arthur
CJCN-TV, Grand Falls	CJIC-TV, Sault Ste. Marie
CFCY-TV, Charlottetown	CKLW-TV, Windsor
CHSJ-TV, Saint John	CKNX-TV, Wingham
CKCW-TV, Moncton	CJAY-TV, Winnipeg
CHAU-TV, New Carlisle	CKX-TV, Brandon
CKRS-TV, Jonquière	CHAB-TV, Prince Jaw
CKBL-TV, Matane	CKBI-TV, Moose 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	CFDR-TV, Kamloops
CKGN-TV, North Bay	CHBC-TV, Okanagan
CKSO-TV, Sudbury	CHAN-TV, Vancouver
	CHEK-TV, Victoria



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 CFCN - 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 letting his elephantine 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 off 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?) was in town, so he took him along too. (And boy how that guy 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 take it easy for the rest of his days.

That's what you think.

Last week he emerged as chairman of the board of CFCN-TV Ltd., and will be steering the launching of CFCN-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 and 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:

"CFCN 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



(Photo by Sam Ross)

CANADIAN COMICS Wayne and Shuster look on while the Hon. Alvin Hamilton throws the switch lighting the new Canadian Government Travel Bureau display on Broadway. The display is running through May, June, and July.

work lies ahead in the next few months, but we hope that some time before the end of this year, television viewers will be watching a new approach to TV programming on Channel 4.

CONVENTION GUEST

DR. ANDREW STEWART will be revisiting old haunts when he attends the WAB Convention at Banff this week. When he was president of the University of Alberta he had considerable contact with the Banff School of Fine Arts. He will be guest speaker at the WAB annual dinner.

CANADIAN TALENT

I ONLY FOUND it out by mistake, and he'll probably kill me for saying so, but Grey Harkley, our art editor — cartoonist has just rung the bell in no mean way by selling four of his cartoons to MACLEAN'S MAGAZINE. We're very happy for him around here, but it is a bit of a nuisance having to make an appointment every time we want to speak to him, and one day we're afraid he's going to trip over the green beret he is sporting.

Of course talent is nothing new in this office. For example, our accountant-cum-circulation manager, "Bal" Ballantyne pours out poems on a wholesale scale, many of them finding their way into print in a variety of publications.

Oh and before I go, don't look for me at the WAB Convention this year. The Banff event is being covered by Ian Grant, ably chaperoned by his wife, Joanne, while I stay at home. To which I can only add — Buzz me if you hear anything, won't you?

BROADCAST ADVERTISING BUREAU

TV Division

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Phone WA. 2-3684

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

KFAX, San Francisco

News Is The Only Fare On New Station

RADIO STATION KFAX, 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 KFAX 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.

KFAX is owned by Argonaut Broadcasting Company, which purchased the facilities and equipment of KJBS Broadcasters, operators of the station since 1944. KJBS was originally licensed in 1926. In September, KFAX will increase its power to 50,000 watts.

J. G. "Gil" Paltridge, executive

vice-president and general manager of KFAX, explained the station's policy. "Objective of our unique format is to corner 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 programing 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-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.

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 programs. CBS 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 won 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. RAINSBERRY, 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.

Rainsberry 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.

Prof Lauds Air Over Print

PROFESSOR ALAN THOMAS of the Extension Department of the University of British Columbia recently called radio and television the best means of communication. He also derided the printed word as the "greatest form of anaesthetic."

Speaking at the annual convention of British Columbia Parent-Teacher Associations in Penticton, Professor Thomas added: "National Library Week, like the vote-as-you-like-but-vote campaign, is completely irresponsible. We are saying in effect it doesn't matter what you read, but read. The great percentage of books today are just tripe."

Professor Thomas took issue with the contention that the family has betrayed the school in the upbringing of children. "The reverse is true," he said. "The schools have betrayed the family because they have tried, and are still trying, to assimilate the children. Just how we can stop this trend I don't know, The tendency grows, and is still growing, and by assimilating the children, schools pose an open threat to the family."

Lock Picker Saves The Day on CKCW-TV



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

Basil Cloney, 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 arrived in front of the camera just as *At Home With Helen Crocker* was starting to roll.

This was one of Miss Vincent's appearances on a 34-city coast-to-coast tour.

G. N. MACKENZIE LIMITED HAS SHOWS

like Opinions Please

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CKTB—ST. CATHARINES

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Giving an *EVEN BETTER* signal and less interference for our complete coverage of the Niagara Peninsula — Canada's Richest Market.

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STATION CALLS



Ron Martin

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 troupe 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 bruin. 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

on-the-spot news, sports events, and such features as *Stylearama 1960*, St. Thomas' "Old Home Week" and the 1960 International Ploughing Match.

To introduce the new service to listeners and advertisers, a "Name CHLO Radio's Mobile Studio" contest was held. The name selected for the vehicle was the "Mobilcaster."

CFCL-TV TIMMINS

THIS JULY, CFCL-TV, Timmins, boosts its power from 18 kilowatts to 100 kilowatts. The station broadcasts over channel six. With its two satellites at Kapuskasing and Elk Lake, CFCL-TV covers a radius of about 200 miles.

Coinciding with the power boost, the station will increase the height of its tower from 300 to 500 feet.

CJLM JOLIETTE

RADIO STATION CJLM, Joliette, went on the air last month with a power of 1000 watts on 1350 kcs. The station serves in particular the counties of Joliette, L'Assomption, Montcalm, Berthier, and Maskinongé, Québec.

The station is owned and operated by Radio-Richelieu Limitée and, at certain hours of the day, will link with CJSO Sorel, for broadcasts of mutual interest to the two communities. At other times, each station produces its own local programs.

The opening of CJLM coincided with the 40th anniversary of Canadian radio, and official inauguration

ceremonies will take place in the near future. Maurice Boulianne is the manager of both CJLM and CJSO.

CHUM TORONTO

ALLEN FARRELL, CHUM's production director is handing out cigars. His wife Rosalind gave birth to a seven pound baby girl. They already have a four year old son.

CKCK-TV REGINA

IN AN EFFORT to inform the general public as to what would happen in the event of a national emergency, a thirteen-week series entitled "National Survival", produced by CKCK-TV, Regina, has been scheduled on all six Saskatchewan TV stations. On the first of the ten-minute programs, Major General A. E. Wrinch emphasized the importance of co-operation between the Canadian Army and Civil Defense authorities.

Brigadier R. E. Doyle commented on the role of the Saskatchewan Militia in National Survival training. Other topics in this series will include: fallout; rescue; casualties; and civil defense organization. Participating stations are CJFB-TV, Swift Current, CHAB-TV, Moose Jaw, CKBI-TV, Prince Albert, CKOS-TV, Yorkton and CFQC-TV, Saskatoon.

CKDA — CHEK-TV VICTORIA



TEN YEARS ON the same street corner is the record achieved by Andy Stephen, of CKDA, Victoria, and his *Roving 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.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

STOVIN-BYLES APPOINTMENT



DAVID BRYDSON

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 16th. Educated in the Province of Quebec, Lacroix has wide sales experience both as 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.

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 "binge" as an advertising campaign for the local downtown businessmen.

The Bonnie Doon, Edmonton's largest shopping centre, was the scene of the first night's dance. CFRN's regularly scheduled program, *Country Style*, featuring a western band and station personality Tony Biamonte, 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 *Documentary '60* in the 5.30-6 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, Mavor Moore, Gilles Pelletier and Katherine Blake.

CKVR-TV BARRIE

FRIDAY NIGHTS, starting July 1, CKVR-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. CKVR-TV first began to program on a 24-hour basis one night a week two years ago.

CFTO-TV TORONTO

BATON ALDRED Rogers Broadcasting Ltd., last month received approval from the Scarborough planning board for the location of their new Toronto TV station in the Ellsmere Ave. industrial area. The site is on a 31-acre lot on McGowan Road and the broadcasting tower will be on the northwest corner of the property. The station when in operation will employ 300.

CKCQ QUESNEL

CARIBOO BROADCASTERS Ltd., earlier this week officially opened the Williams Lake satellite station with an open house and cocktail party. The new station, CKCQ-1, is operating in conjunction with CKCQ Quesnel, 70 miles to the north. Dennis Reid, manager of the Quesnel station, said that the satellite will have a permanent staff and will air two daily programs on a regular schedule.

CJBQ BELLEVILLE

"CHILD SAFETY DAY" was inaugurated by CJBQ, Belleville, last month, with an intensive one-day campaign. Messages recorded by children of eight of the CJBQ staff members were aired at every station break throughout the day.

There was also a children's program of songs, stories and recorded safety jingles. The Trenton police safety officer gave a talk on the importance of traffic and highway regulations; three five minute talks were given by the Belleville Medical Officer of Health and also the Chief of Police and the Fire Chief. CJBQ plans to make "Child Safety Day" an annual feature.

BBC-TV LONDON

THE BRITISH Broadcasting Corporation, originators of the world's first television service, will feature a history of television at its British Exhibition display in the New York Coliseum June 10-26.

Scenes from some of the pre-1936 experimental programs telecast by the BBC, including one from the first publicly presented television play, Pirandello's *The Man with a Flower in his Mouth*, will be shown. Also, on display at the exhibition will be one of the first television cameras to be used for a public broadcast and a model of Britain's new television centre.

GEM SESSION
with
CHAT TEEVEE

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

Sadie Dudenhafer 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 nylons, 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.

CHAT TEEVEE
Medicine Hat's
Best Advertising
Buy



PAT MURRAY

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

Western Ontario is sold on

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



SUMMER SCHEDULE FOR THE CBC TV NETWORK

TIME	PROGRAM	SPONSOR	AGENCY	STARTING DATE
SUNDAY (p.m.)				
6:00	Disneyland	Kimberly-Clark Sunbeam Javex	Spitzer & Mills McConnell Eastman MacLaren	contd.
7:00	Father Knows Best	Procter & Gamble Imperial Tobacco Du Pont	Compton (NY) McKim (Mtl) Vickers & Benson (Mtl)	contd.
8:00	Ed Sullivan	Canadian Kodak Colgate Palmolive Lever Bros.	Baker Spitzer & Mills J. Walter Thompson	contd.
10:00	TBA	Niagara Finance	Ronalds	July 3
11:10	Weekend in Sports	Rootes Motors	Erwin, Wasey, Ruthrauff & Ryan	contd.
MONDAY (p.m.)				
7:30	Don Messer's Jubilee	Pillsbury Massey-Ferguson General Foods	Leo Burnett Needham, Louis & Brorby Baker	contd.
8:00	Danny Thomas	Robin Hood Flour Procter & Gamble Singer Sewing Mach.	Young & Rubicam Benton & Bowles Young & Rubicam	contd.
8:30	Riverboat	Bristol-Myers S. C. Johnson & Son Imperial Tobacco Max Factor	Ronalds Needham, Louis & Brorby Cockfield Brown (Mtl) James Lovick	contd.
9:30	Swing Gently			July 18
TUESDAY (p.m.)				
5:30	Sky King	Nabisco Foods	Kenyon & Eckhardt	contd.
6:15	Lawrence Welk (CBLT ONLY)	Chrysler Corp.	Grant (Mtl)	contd.
7:30	Donna Reed Show (CBLT ONLY)	Kellogg Co. Whitehall Labs. General Motors	Leo Burnett Young & Rubicam MacLaren	contd.
8:00	Chevy Suspense Show	Lever Bros.	Young & Rubicam	May 31
9:00	TBA	Rexall	BBDO	June 28
9:30	Parade	General Foods	Baker	July 19
WEDNESDAY (p.m.)				
5:30	Huckleberry Hound	Kellogg Co. Lever Bros.	Leo Burnett MacLaren	contd.
6:15	Sea Hunt (CBLT ONLY)			contd.
7:30	Bob Cummings (CBLT ONLY)	Noxzema Carnation General Steel Wares Warner-Lambert	Young & Rubicam Baker Ferres (Hamilton) Breithaupt Milsom	June 1
8:00	RCMP	Colgate-Palmolive Sterling Drug	Spitzer & Mills Dancer-Fitzgerald-Sample (Mtl)	contd.
8:30	Live a Borrowed Life			contd.
9:00	Happy	Kraft Foods	J. Walter Thompson	June 15
9:30	Tate	Kraft Foods	J. Walter Thompson	June 15
10:00	First Person	B. Houde & Grothe Lever Bros.	Vickers & Benson (Mtl) MacLaren	June 8
THURSDAY (p.m.)				
5:30	Roy Rogers	General Mills Nestle	Reynolds Reynolds	contd.
8:00	The Debuty	H. F. Ritchie Ford	McConnell Eastman Vickers & Benson	contd.
8:30	Award Theatre	Standard Brands Frigidaire Products Lever Bros.	MacLaren Baker	June 30
9:30	Man from Blackhawk	S. C. Johnson & Son Warner-Lambert Philips Industries	Young & Rubicam Needham, Louis & Brorby Breithaupt Milsom Needham, Louis & Brorby	contd.
10:00	Manhunt (CBLT ONLY)			contd.
FRIDAY (p.m.)				
5:30	Fury	General Foods Whitehall Labs Dow Chemical	McConnell Eastman Young & Rubicam McManus, John & Adams	contd.
6:15	Rendezvous (CBLT ONLY)	American Home Products	Young & Rubicam	contd.
7:30	Bachelor Father (CBLT ONLY)			June 3
8:00	Red River Jamboree	H. F. Ritchie Procter & Gamble Can. General Electric Texaco	MacLaren Young & Rubicam MacLaren	July 8
8:30	The Four Just Men	Colgate Sterling Drug	Ronalds (Mtl) Spitzer & Mills Dancer-Fitzgerald-Sample (NY)	contd.
9:00	Flying Doctor			contd.
10:00	Perry Mason	Colgate	Spitzer & Mills	July 1
SATURDAY (p.m.)				
7:00	Dennis the Menace	Kellogg Adams Brands Sterling Drug	Leo Burnett Baker Dancer-Fitzgerald-Sample (NY)	contd.
8:00	Man From Interpol			April 16
8:30	High Road	CIL (Fibre Division) Goodyear	Grey (Mtl) Young & Rubicam	April 16
9:00	Great Movies	CIL — Paints Pharmaceuticals Inc. American Home Products Anso	Needham, Louis & Brorby Parkson (N.Y.) Young & Rubicam W. A. McCracken Ltd.	April 16
10:30	Twilight Zone	Industrial Acceptance	Vickers & Benson (Mtl)	contd.
11:10	Weekend in Sports			contd.

**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.)



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 worth-while 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 Dales

• • •

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.

• • •

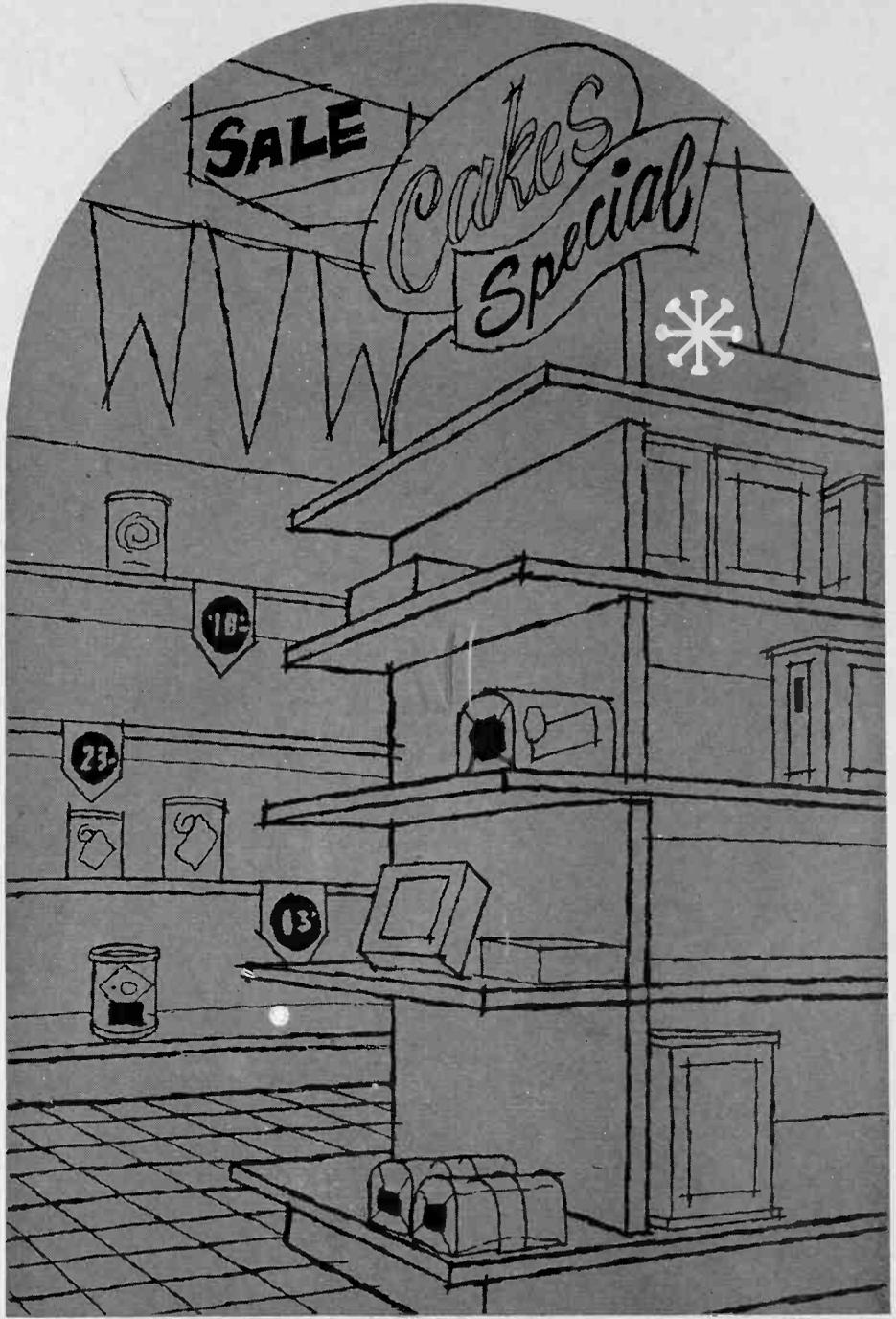
PAR FOR THE COURSE

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.

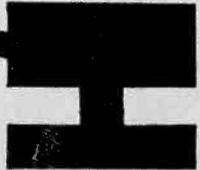


responsability

Wonderful

RADIO 63' CKRC

* **FOOD STORES RELY ON CKRC!**
Just ask our reps for the CKRC food facts and figures:
All Canada Radio and Television
In U.S. Weed & Co.



SIGHT & SOUND

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



IAN GRANT

WS. 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 to 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-shippers which can be used as floor stands or counter displays. The gross size self-shipper

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. Nielson 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 Whitehead, vice-president, Kimberly-Clark Canada Ltd.

AL 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 Aldred Rogers channel 9 TV station.

Taking his place as general manager of CJSP is Stuart Brandy, former production manager. Lou Tomasi, program director, moves up to become production manager

AFTER A FAIR amount of researching, Lever Brothers has 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 \$437,500 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

GEORGE 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.

CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE

Elliott-Haynes
LIMITED

TORONTO — 515 Broadview Ave., HO. 3-1144
MONTREAL — 1500 St. Catherine St. W., WE-2-1913

JOS. 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 3-9433. 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.

ALWAYS A JUMP AHEAD

CHUM 1050

SURVEY-PROVEN NO. 1 IN TORONTO RADIO

Second TV Network

PRIVATES WILL MEET BBG SEPT 20

THE BOARD OF Broadcast Governors announced in Calgary last month the licensing of a private television network across Canada will be considered by the Board at a meeting in Ottawa in September.

The Board said: "If the linking of private television stations by network on a basis which would be consistent with the provisions of the Broadcasting Act is feasible, the necessary arrangements should proceed as rapidly as possible so as to be of the maximum service to the stations which will go on the air shortly."

Following the meeting of the Board in Ottawa the week of June 20, it will announce some general conditions, which in the opinion of the BBG, a permanent private TV network should meet.

"At a meeting in September, the Board will hear representations on these conditions and also applications which may be presented to the Board for the operation of a private network, subject to such conditions as the Board may prescribe in keeping with the purpose of the Broadcasting Act.

"The applications for the establishment of a private TV network must be received by the Board not later than August 1, 1960, if they are to be heard at the September meeting."

FILM AND TAPE EXCHANGE

Applications for new stations in eight cities have told the Board of plans to exchange filmed or videotaped programs. None would have CBC network affiliation.

The Board's statement said distribution of programs by videotape does not constitute a network. Under radio and TV broadcasting regulations made by the BBG, a network exists only when it uses "electronic conditions" — including cable and microwave — between two or more stations.

SECOND STATION MEETING

The Board's announcement was made on the eve of a Toronto meeting among the five second-station licensees announced up to that time, representatives of most applicants in

the other four cities and other interested parties. The meeting was called to consider establishment of a second TV network.

Stations represented at the two-day talks were CHAN-TV, Vancouver; CJAY-TV, Winnipeg; CFTO-TV, Toronto; and CFCF-TV and CFTM-TV, both of Montreal.

At the meeting, the five stations agreed to set up a liaison committee to explore the possibility of forming a new TV network in competition with the CBC.

The committee will study mutual problems of Canadian program production, interchange of programs among the member stations and the possibility of distributing programs outside Canada.

It was agreed at the meeting that the BBG would be approached for clarification of its stand regarding

creation of a second TV network. The five prospective members of the new network promised to invite all future licensees into the proposed hook-up.

It is understood that applications for a private network, probably using existing microwave facilities, are also being considered by one or more Canadian film companies and by the American Broadcasting Company.

Three channels are now available on the cross-Canada microwave link, with the CBC having first call on one of them. The private network could use one of the available channels or use the CBC channel in non-CBC periods, videotaping programs for later showing.

With a private TV network, eight stations could reach 75 per cent of the Canadian TV homes.

Fred Davis Gets US Deal

FRED DAVIS, well-known Canadian actor, has been signed by Westinghouse Electric Corporation to take part in the presentation of the company's commercials during telecasts of the US political conventions.

Westinghouse will sponsor CBS radio and television coverage when the Democrats and Republicans assemble to choose their presidential candidates. The Democrats meet in Los Angeles the week of July 11 and the Republicans in Chicago the week of July 25.

Davis will appear on two other Westinghouse-sponsored, CBS political information features, a series of weekly broadcasts during the campaign and election night coverage.

This summer will mark the second time that Davis has been on US television. In 1958 he was emcee of the quiz program *Brains and Brawn*. His radio and television experience in Canada spans fourteen years.

Davis is now in his fourth year as co-host of the CBC's afternoon women's feature, *Open House*, and in his third as emcee of *Front Page Challenge*.

CRUSH LINKS WITH SPORTS COLLEGE FOR SUMMER

JAMES P. COSTELLO, vice-president — marketing for Crush International Limited, makers of Orange Crush, has announced that the company will use the endorsement by Sports College of their products as the basis for an all-out summer campaign. Large newspaper ads, radio spots, direct mail coupons and point-of-sale placards will be used to promote Crush products.

The Sports College, a non-profit organization, to stimulate improvement of sports and fitness standards has been approached to give

approval to other soft drinks but has refused to do so.

The Sports College recommendation will help sell their products not only through the usual consumer market but also through its influence on College members — 814,000 of them from coast to coast. 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."

RADIO CKRC APPOINTMENT



J. A. HAMMOND



W. T. VALENTINE

Mr. J. A. Hammond, Manager Radio Station CKRC Wpg. announces the appointment of Mr. W. T. "Bill" Valentine as Sales Manager. Mr. Valentine's broadcasting career began at CKRC in 1934 as a singer. By 1941 he had become a featured CKRC announcer and later became active in local sales. After serving in the army Mr. Valentine was appointed program director of the British Forces Network in Germany from the cessation of hostilities until his discharge in 1946. Since 1948 Mr. Valentine has been well known in Toronto advertising circles as a sales representative for CFRB. In returning to his native Winnipeg Mr. Valentine brings with him a quarter century of broadcast experience. He is a past National President of Kinsmen Clubs of Canada and a Director of the Sales and Advertising Club of Toronto. Mr. Valentine's appointment is effective June 1, 1960.

Mrs. L. Scheu of Saskatoon says:



"We always start off the morning with a shine on our 'Scheus' thanks to CKOM's Jack McClung, bless his sole. His 'Scheu' has a really big following in our family."



IN



Where only CBC Radio can give your advertising complete coverage. Get all the facts — call

CBC RADIO

U.S. REPS.

DAREN F. MCGAVREN INC., NEW YORK

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

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 Kew Gardens, 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."

WANTED

TV TRANSMITTER TECHNICIAN

Required to supervise operation of 25kw RCA Plant. Experience in television transmitter installation and maintenance essential.

TV STUDIO TECHNICIAN

Experienced in studio maintenance—video, audio, studio cameras, telecine, etc.

Apply in writing with complete details:

A. G. Cobb,
Technical Director,
Channel Seven
Television Ltd.,
432 Main Street,
Winnipeg 2, Manitoba.

that an appeal should be made to viewers.

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

Regarding the films themselves, CFQC-TV made one stipulation. Each was to be tied in with books, to instill in the young viewer a desire to read. The lists for the programs included some classics as well as many old favorites: *Robinson Crusoe*, *Black Beauty*, *Heidi*, *Count of Monte Cristo*, *Young Mr. Lincoln*, *Bells of St. Mary's*, and the fourteenth and final program in the series was *Christopher Columbus* which was provided by the station.

Aside from the fact that many appreciative comments were received, the financial response to the initial series 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 Commons last week by Marcel Lambert (PC - Edmonton West), parliamentary secretary to Revenue Minister Nowlan.

Mr. Nowlan 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, single, 28, with ability and good potentiality, seeks career in radio. Excellent references and radio recommendations. Willing 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 re-locate. Experience also includes Accounting, some production and a little announcing in both mediums. Presently located in B.C. Reason for desired move — damp climate does not suit health for one member of my family. Prefer to locate on Prairies or in Eastern Canada, but will consider any location with dry climate. Anyone who can use my experience and services please write with full particulars to:

Box A506
Canadian Broadcaster
219 Bay St., Toronto, Ont.

CKEY Licence Will Be Studied by BBG

AN OFFICIAL of the Board of Broadcast Governors recently announced that the broadcasting licence held by Jack Kent Cooke, owner of radio station CKEY Toronto, will be studied, in view of Cooke's application for American citizenship.

Under the 1958 Broadcasting Act and Regulations, no broadcasting license can be issued in Canada unless the licensee is a Canadian citizen; unless his company is incorporated in Canada; unless two-thirds of its directors and its chairman are Canadians; and unless it has 75 per cent of its shares held by Canadians. 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.

A bill has been passed in the US House of Representatives to fix the date of Cooke's permanent residence in the United States as September 28, 1950. Five years permanent residence is required before US citizenship can be obtained. If the bill is passed by the Senate and signed by President Eisenhower, Cooke could then apply to a district court for citizenship.

Representative Francis E. Walter, at whose urging the bill was passed, said that Cooke "has long admired this country, its customs, its people and their way of life." Outlining Cooke's argument for US citizenship Walter told the House that "since 1946 Cooke has spent much of his time in the United States". Cooke and his brother Donald, jointly operate a radio and television representative firm in the US.

Coutts Offer Big Cash For Teleplays

COUTTS 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 contest's three main awards of \$5,000, \$3,500, and \$1,500.

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 three authorities in the field of television drama.

While the competition is open to both professional and amateur playwrights, it is primarily intended to help discover talented new television dramatists. Donald S. Porter, president of Coutts 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-point program, financed by the newly established Hallmark Fund, to encourage the writing of original dramatic works for television.

The fund is a revolving sum of from \$50,000 to \$250,000 and will be drawn upon to extend commissions to writers and to supply the competition's major cash awards. George Schaefer, 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 tele-

vision, radio or stage. Deadline for entries is September 1, 1960.

While the greeting card company will reserve exclusive production rights for two years for each of the major award-winning scripts, this will not apply to the Canadian script winning the \$500 prize, unless it also places in the top three in overall standings.

Application for entry forms to the competition should be sent in writing to the Hallmark Hall of Fame, 200 King St. E., Toronto, or the Hallmark Fund, P.O. Box 2805, Grand Central Station, New York 17, N.Y., USA.

Honor New TV Head

JOHN BASSETT, publisher of THE TORONTO TELEGRAM and chairman of CFTO-TV, Toronto, was awarded Zeta Beta Tau fraternity's Gottheil Medal for the individual who did most to foster better understanding among peoples in 1959. This was the first time that this honor has been bestowed upon a Canadian. The presentation was made last month on the occasion of the fraternity's Old Timers' Day.

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.

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

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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.



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Joel Aldred