

Advertising

Television

Radio



Canadian
BROADCASTER

1960, No. 12

TORONTO

June 16th, 1960

TELEVISION CAMERAS were trained on the Lieutenant Governor of Newfoundland, the Hon. Campbell Macpherson, as he read the Speech from the Throne in the Provincial House. Reports of the speech and ceremonial opening were broadcast to eastern Newfoundlanders over CJON-CJOX-TV and to central islanders over CJCN. CJON also carried the event by radio.

- WAB COMMUNIQUE 6
- TIMMINS FLOOD STORY 10
- DR. STEWART LOOKS AT HIS BBG 24

YOUR SUMMER SALESMAN

Month in and month out, people get their entertainment, their news and their shopping information over the radio.

Even in the peak holiday season, research shows that 78% of families stay within a hundred miles of home, within range of their home stations.

Only six or seven per cent are away from home at any one time.

22% go farther afield by car, by plane, by boat or by train, to radio-equipped hotels, motels, camps or cottages.

88% of people have a radio available when they are on their holidays.

Wise advertisers cash in on a lot of summer business by letting radio keep selling for them—at the lake, in the mountains, up the river and along the highway.

WHEREVER they go, there's radio.



Radio Division

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

Radio Week

FANS JOIN IN ANNUAL FANFARE

STATIONS ACROSS the country created many new programs and promotions to celebrate Canadian Radio Week, last month.

CKAC, Montreal, asked listeners to send in by letter, details of any radio set dating back 30 years or more which was in their possession. A certain number of sets were to be picked out to be used in a week-long exhibition at the Robert Simpson Co. store.

Over 1,300 letters were received, some contestants offering to contribute as many as twelve oldies for the display. For each set used in the exhibition, a transistor radio was awarded to its owner.

CFCL-Radio Timmins, arranged its "Lucky Key Contest", so that the final week of the promotion would fall during Radio Week.

Thirty merchants from northern Ontario and Quebec gave out a total of 95,000 "lucky key cards" in the thirteen weeks of the contest, to each customer making a purchase of one dollar or more. The person holding the card with a number corresponding to the combination of a cedar chest, won the chest, plus \$400 worth of prizes.

CKRS, Jonquière, launched its new softball team, composed of the radio and TV staff. The team is in the local league and is known as "Les Loisirs Industriels". Uniforms are blue and gold and have a CKRS crest on the front. Team manager is veteran broadcaster Joe Dion.

CKKW, Kitchener, using the theme "Reminiscing With Radio", presented during the week, music and people that have made radio famous. The voices of such stars as Gene Austin, Fanny Brice, Eddie Cantor, Rudy Vallee and Paul Whiteman, were heard.

Also, listeners were asked to identify a recorded mystery voice, the winner to receive a Sparton mantle-radio. The prize went to Miss Jean Haslam of Kitchener, for identifying the voice of radio personality Ben Bernie.

CJRH, Richmond Hill, asked listeners to send in a letter telling of the most unusual place they listened to their radios.

From rural districts, farmers reported increased milk production when they had their barn-radio tuned in. People who looked after dogs, such as kennel keepers and dog catchers, found that the animals were less restless when cheerful music was playing.

A young girl claimed that she took her portable radio to school and played it when she was sup-

posed to be doing her arithmetic. Another little lady told how she strapped a transistor to her head and listened in while in bed.

Other listening locations were in a steam bath, during the birth of a litter of kittens and at the birth of a calf. But perhaps the most unusual letter of all came from the grave digger at the local cemetery who found a radio most helpful in his work. The prize for the best letter was a portable radio.

At CKTB, St. Catharines, they had a contest asking for letters stating why listeners would like another radio. A nine-year-old youngster wanted one so that he would not be scared when he went to bed in the dark.

CKRC Winnipeg sent a radio to a woman who submitted a 52-line poem. Their question was "where do you listen most?" Two out of three of the 125 contestants said their most-listened-to radios were in their kitchens.

CKCW Appointment

MURRAY L. GOLDSBOROUGH has been appointed general manager of CKCW-TV, Moncton and CKAM-TV, Campbellton. He came to CKCW in 1958 as assistant general manager.



M. L. Goldsbrough

Before coming to Canada, he was assistant general manager of WHVR, Hanover, Pennsylvania, general manager of WGET, Gettysburg, Pa., and account executive of WAAM-TV and WJZ-TV, Baltimore, Maryland.

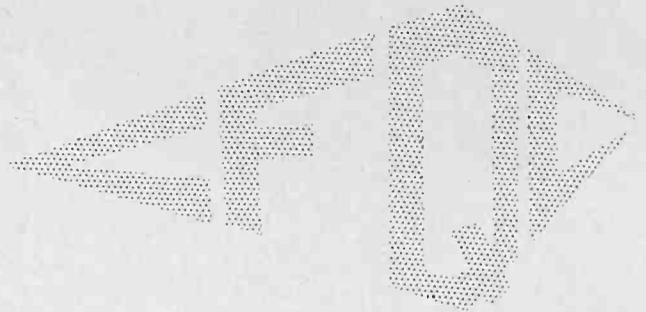
Air Fight Coast-to-Coast

THE JOHANSSON-PATTERSON championship fight will be carried live by the CBC's Trans-Canada radio network June 20. The broadcast will be provided through the facilities of the American Broadcasting Company.

Bristol-Myers, through Ronalds Advertising, Toronto, and Imperial Tobacco, through McKim Advertising, Montreal, will sponsor the fight on the full English network.

Carling's through McKim, Montreal, and Bristol-Myers, through Ronalds, Toronto, will sponsor it on the French radio network.

37 YEARS



and still flying high

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



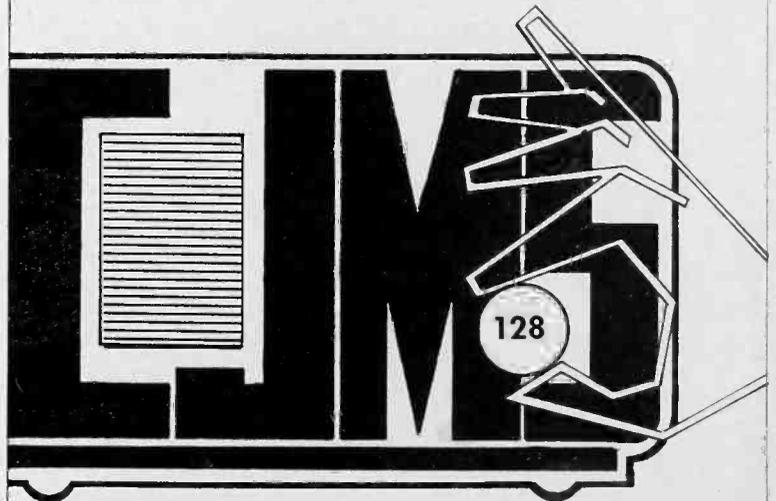
THE RADIO HUB OF SASKATCHEWAN

Now

10,000

Watts

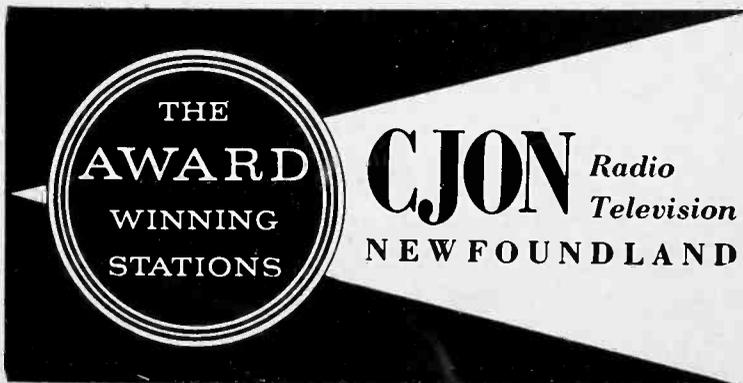
DESIGNED FOR
EASY TUNING



1280

IN FRENCH MONTREAL

In Montreal call Johnny Nadon — In Toronto: Stephens & Towndrow

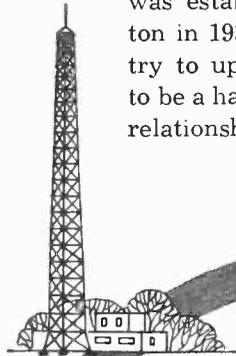




**FERRES
ADVERTISING
LIMITED**

"Take care of the Sales and the Advertising will take care of itself", is an important part of the Ferres philosophy — but *only* a part! Throughout their twenty-five years, they have placed greater emphasis on selling their clients' products than on selling their own advertising. This, together with a "professional" rather than a "soliciting" attitude towards new clients, has contributed in large measure to their substantial growth and forward progress.

Ferres Advertising Agency was established in Hamilton in 1935, and has yet to try to upset what appears to be a happy agency-client relationship.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

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

Cover Story

CLOSE SCHOOLS FOR HOUSE OPENING

THE LIVE telecast of the opening of the present session of the Newfoundland Legislature by CJON-CJOX-TV in Eastern Newfoundland and CJCN in Central Newfoundland, provided an opportunity for thousands of students to get an insight into the workings of the provincial parliament.

It was the first time in the history of government in the province, that there was a live telecast of the ceremonial opening of the legislature and many school teachers took advantage of the opportunity to give their students a practical demonstration of government at work.

Regular academic studies were suspended in a number of high schools in the area for a two and a half hour period, as students watched the reading of the Speech from the Throne by the Lieutenant Governor, the Hon. Campbell Macpherson. Later, they heard Premier Smallwood, Opposition Leader James Greene and Mr. A. M. Duffy, leader of the United Newfoundland Party, express their views on the speech.

This event marked the first time since 1858 that a session of the Newfoundland Legislature had been held outside the old Colonial Building. It

has now moved permanently to its new quarters in the Confederation Building from where the telecast was made.

An estimated 200,000 people had a chance to view the proceedings on the three television stations and many thousands more heard an account of the ceremonies and the speeches through CJON Radio, which also broadcast the entire event. Two cameras were used for the telecast, one placed high in the visitors' gallery overlooking the legislative chamber, providing excellent coverage of the proceedings as they took place anywhere in the house, while a second camera was placed at floor level just inside the bar of the house for close-ups.

They went on the air at 2.30 in the afternoon with an interview with Premier Smallwood, who sketched in some of the colorful background of Newfoundland's 128 year old legislature. Then, the Speaker of the House, the Hon. J. R. Courage, outlined the form the official opening ceremonies would take. The actual ceremonies started at 3.00 p.m., with the Speech from the Throne, and CJON's coverage continued until 5.00 p.m. when the house adjourned for the day.

CKRC, Winnipeg

STATION SPONSORS BOYS ON 300-MILE VOYAGE

THIS SPRING, a crew of boys from a small Anglican boys' school in Winnipeg, will sail from that city to Norway House, a distance of over 300 miles. CKRC, Winnipeg helped them finance the 45-foot craft, the St. Peter, in which the journey will be made. The station will cover the venture. This will be the third trip made by the boys in the past three years.

Back in 1958, 16 boys from the school and six men made the first trip in two oar-powered navy cutters. CKRC installed a short wave radio in one of the boats and were on hand to broadcast the launching. The journey was a rough one. Storms and head winds battered the crafts for two weeks. That year the boys failed to make it, but they came home determined to try again

the following year. In the summer of 1959 the two cutters were once more on their way.

As before, the CKRC crew had short wave connection, and relay stations in the north stayed open after hours to catch the signals from the boats. Then a news flash — the two cutters had pulled into Norway House carrying the first crews to have rowed the entire distance since the days of the fur traders 100 years before. The young lads had captured the imagination of the public and speeches were made across the province praising their adventurous spirit.

This year the cutters will be shipped to the mouth of the Saskatchewan River, and will be used for the return journey only.



MARY HELEN McPHILLIPS

Her daily participation in "PANORAMA" adds feminine interest to an already highly rated show. Her commercial handling is appealing, persuasive.

Another reason why . . .

Western Ontario is sold on



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

Canadian BROADCASTER

Editor & Publisher RICHARD G. LEWIS
 Art Editor GREY HARKLEY
 News Editor IAN GRANT
 Editorial Dept. ROBERT A. MILLER
 RONALD D. MARTIN
 Circulation & Accounts THOMAS G. BALLANTYNE
 Production Dept. MICHAEL J. GREGORY
 Ottawa Correspondent SAM G. ROSS

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June 16th, 1960

Does Education Begin In The Broadcasting Station?

An eleven year old boy, Canadian born and Canadian educated, was able to reel off the names of every president of the United States since Washington. But when his father asked him who was the prime minister of Canada, he was not quite sure but thought it might be George Drew.

We are not suggesting that this forms a pattern, but it was true and it does illustrate a point.

According to present trends, that boy's father should have written the newspapers blaming his son's state of education on the private broadcasting stations of Canada, who have filled his young noggin with all kinds of facts which are American and relatively none that are related to Canada.

This flight is not as fanciful as it might seem, because it would appear that private broadcasters, and private broadcasters alone, are held responsible for keeping people posted on current affairs; teaching them to appreciate Shakespeare and Stravinsky; developing them as actors, singers and musicians. So why not Canadian history? What have the broadcasters done that they should be left out of this important field?

No one has ever thought it necessary to charge newspapers or magazines with the task of educating the public, under pain of confiscation of their printing presses or licenses to run them. But radio — and now television — these are different.

We subscribe fully to the idea that interest in the arts and world affairs should be fostered and encouraged in every possible way. At the same time, we are rash enough to suggest that this sort of thing cannot be forced upon them — effectively that is — by act of parliament. People who are so much richer because they have an apprecia-

tion for the finer things had seeds sewn in their minds when they were in primary school or even earlier. Because of this early exposure, they grew up with an appreciation for the arts. Besides this they have an almost innate sense of discrimination and discernment which makes it unnecessary to thrust "culture" upon them, out of the loud speakers of their radios or from the screens of their television sets. They will turn to radio or TV for the kind of entertainment and enlightenment they require, and if they do not find it there, they will try books or record players.

Unfortunately these "better things" do not interest the vast majority of people, largely, we can only assume, because they were not exposed to them in their early youth.

Rightly or wrongly, the "mass media" feel they cannot afford to overlook the masses in their programing. They reason that just as a paper of any kind is worthless without a readership, a broadcasting station is completely ineffectual unless it has people to listen and look. While we are inclined to believe that there are broadcasting stations which go too far along these lines, we do see logic in this basic reasoning. But we do not think that this is the real problem.

Broadcasting stations which work on a "Top-40" or similar plan are offering the public the 40 tunes for which they indicate a preference. If this preference results in the playing of music of an exceedingly low caliber, should the blame, if there is any, attach to the broadcasters or to the listeners who apparently call the shot?

One day there may appear a new and more enlightened generation whose "Top-40" include a Bach Chorale, some grand opera and the Ballet Rusticana, because they learned to appreciate such music as children. What price the "Top-40" then?

Third Column

WMEW MEWS NO MORE

THE newest and smallest radio station, WMEW, in Royal Oak, Michigan, is now off the air for good and its two presidents, William Mortimer and Edward Wolfrum, are among the unemployed. Both ex-broadcasters are fourteen years old.

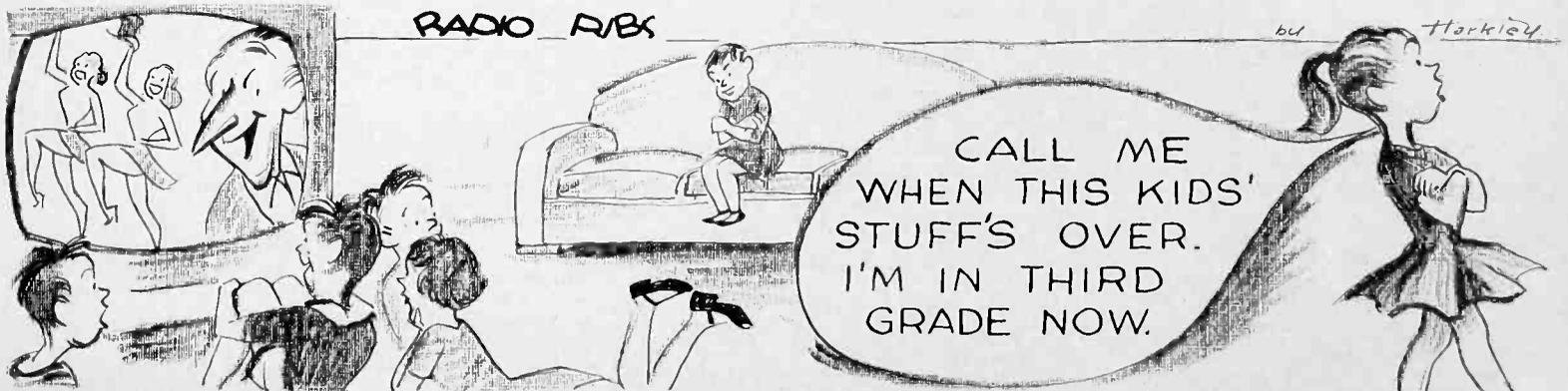
Until it was closed by the Federal Communications Commission, the station broadcast three hours daily, between 5 and 8 pm. WMEW operated on 650 kilocycles and put out a signal which could be picked up half-a-mile away. The FCC ordered the station to shut down after an official read about the operation in a local newspaper. The FCC official said WMEW had to go because it didn't have a license and because it was using the same frequency as a station in Tennessee.

William and Edward built the station with about \$25 worth of radio parts, plus a number of pieces of old transmitting equipment donated by relatives and sympathetic adult radio bugs.

The boys explained that they were both presidents of WMEW "because we got into arguments." Their daily programing schedule consisted of two recorded music shows, *Platter Matinee* followed by *Music in Orbit*.

A special feature of WMEW was the daily news, broadcast as soon as the boys could lay their hands on the afternoon papers.

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



SMOOTH SAILING ALL YEAR



Empress of Britain sailing past Chateau Frontenac

IN A MARKET OF STATURE

There's smooth sailing year-round with Télévision de Québec delivering 260,000 TV homes at low cost per thousand with a combined rate card.



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

Western Convention

WAB MEETS ANDREW STEWART IN OPEN FORUM

An On-The-Spot Report
by IAN GRANT
News Editor

FACING THE LARGEST turnout in history Blair Nelson, general manager, CFQC-TV, Saskatoon, started the ball rolling at the annual meeting of the Western Association of Broadcasters in Banff, earlier this month, with his president's report.

In it he placed special emphasis on some of the events that have taken place during his year of office.

The television regulations, he said, had taken up a lot of time, but it was time well spent arriving at a set of rules that stations can operate under. Second television stations had come into being and he expressed the hope that all stations were prepared to help train personnel for these stations. He felt that it would be to everyone's advantage to do so.

Perhaps the most important event during the WAB presidential year was the Woods Gordon Report. Nelson said that discussion of this report would occupy the major part of the closed meetings, at which time certain recommendations would be drawn up for submission to the executive committee of the Canadian Association of Broadcasters.

He also welcomed CJME, Regina into the WAB membership.

He reminded delegates that following him, they would hear from Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, who he said, had offered to an-

swer any questions. He said he was sure that if he did not wish to answer them he would dodge them in his usual superb style.

KEYNOTE ADDRESS

Before getting down to the serious side of his deliberations Dr. Stewart delighted his audience with the reading of a satirical play for television which he had written on the plane. It concerned a private meeting of the Board to consider which of the 25 applicants of an imaginary town would receive their blessing for a second TV station.

Dr. Stewart asked that the content of his story not be published, so you will have to believe me when I say that this ex-University president proved that he was a human being with a tremendous sense of humor.

With the comedy over Dr. Stewart presented a detailed explanation of the legislative principles by which the Board is bound and of the principles of judgment the Board uses in making its recommendations and decisions. For his troubles he received a tremendous ovation and was informed by Bob Buss of Medicine Hat, on behalf of the Association, that as far as they are concerned "Andy's Dandy".

(A complete rundown of Dr. Stewart's speech can be found on page 24 of this issue.)

QUESTION PERIOD

Dr. Stewart's address was followed by a question and discussion period. This drew some sharp clashes between representatives of private stations and those of the CBC present. It was clear from examples cited and statements made, that many private broadcasters are not satisfied with CBC policies in permitting station release from network program commitments to carry programs of local public interest and importance. Also that many private stations affiliated with the CBC will be seeking written affiliation contracts as soon as possible.

Private station spokesmen maintained that the CBC is unduly rigid in considering releases requested from its network periods for carrying political, sports and other broadcasts of local importance.

At this point, George Young, CBC assistant controller of broadcasting, (station relations) attempted to de-

fend the Corporation's network release policy by stating there was "constant and continuous consultation between the CBC and its affiliates through meetings between them". This brought a prompt reply from several private broadcasters to the effect that no such meetings had been held, in some cases, for more than three years.

Meanwhile Dr. Stewart watched this heated interchange with interested silence. In reply to a direct question, he said that the Board of Broadcast Governors could not and would not write affiliation contracts as between any network and its stations, but was required under the Act to approve any such contracts before they could become effective.

From the discussions it was quite clear that private networks are being contemplated to parallel CBC networks. Such networks are only permissible under the new Broadcasting Act.

OTHER QUESTIONS

Jack Sayers, representing the BCAB, said he felt that some features of the regulations contained in the Food and Drug Act are difficult to work with. Approval takes too long and he felt that many food buyers could possibly be led to shy away from broadcasting which would result in a loss of revenue. He wondered whether anything could be done to speed up approval.

Dr. Stewart said that these regulations do come under the BBG and they had encountered some difficulty in handling them.

He pointed out that between January 1959 and 1960 the volume of continuity requiring approval had increased 50% and thus it was a great advantage to have a prescribed set of rules to judge copy falling under the Food and Drug Act. He said the matter would be taken up in discussions with the consulting committee on advertising.

One station man wondered how the BBG evaluated a market to decide whether or not it can support another station.

Stewart said that in this matter the onus was on the applicant to supply data to prove this. The board also hopes to do other things in the future. He said that they have just appointed an economist to put them

CKPG

serving
the
Growing
Market

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

CKPG

PRINCE GEORGE, B.C.

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

in an even better position to do some evaluation themselves.

The afternoon session of the first day was taken up mainly by a sales clinic with Fred A. Palmer of Worthington, Ohio, delivering a very inspiring, evangelistic type talk entitled *The Last Three Feet*.

In it he outlined some of the methods used to sell radio in the United States.

This was followed by a short panel discussion on local sales problems, chaired by Don Hartford, CFAC, Calgary. Panel members included: Bob Buss, CHAT-TV, Medicine Hat; Jack Sayers, C-FUN, Vancouver and Fred Palmer.

SATURDAY, JUNE 4

The second working day of the convention started off bright and early with a breakfast meeting at which Fred Palmer presented delegates with his thoughts on *How To Close a Sale*. In his opinion this was accomplished with ten steps.

(1) An introductory call. This is where the station salesman simply drops in on a prospective client and makes himself known. He does not try to sell him anything and he should limit his stay to 15 minutes.

(2) Get the client's story. A second call where the salesman gathers all the facts he can so that when the time comes to plan a campaign he knows all the problems.

(3) Sell the people who can say no. Palmer said that in every company there is always somebody who can say no. Ferret these people out and sell them on the idea.

The next five steps are letters mailed out on consecutive days fully explaining the whole story about the radio station.

(4) A letter explaining the ownership and policy of the station.

(5) A letter outlining the coverage of the station.

(6) A letter discussing the station's programming.

(7) A letter which familiarizes the client with the station's staff and services.

(8) A letter outlining comparative costs of other media.

(9) An audition. At this point the client is brought into the station and given an opportunity to hear a segment of programming with prepared spots selling what he has to offer.

(10) Closing the sale. When the client has heard the taped audition get him to make his decision right then and there.

RADIO & TV MEETINGS

Separate radio and television meetings followed Fred Palmer.

At the radio meeting, chaired by Jim Love, CFCN, Calgary, discussion was focussed on the problem, of rate cutting and the pre-testing of commercials. The three managers of the Winnipeg stations under the chairmanship of Al Hammond, CKRC, were charged with investigating the possibilities of having radio commercials pre-tested.

The television meeting chaired by Ed Rawlinson CKBI-TV, Prince Albert, discussed videotape, the 1960 CBC fall schedule, local commercial production and a training program for the staffs of second stations.

Murray Brown, CFPL-TV, London and president of the CAB, talked on VTR.

He said that his station was satisfied with the results they got from their machine. Pointing out what it can do for a station he said:

It helps to eliminate overtime, allowing stations to do more with the same number of people; it permits back to back live programming; it means that the staff can be kept busy taping another program during option time periods; it provides an excellent opportunity for stations to do their own program evaluation and it is a great asset in delaying network shows.

Bob Buss, CHAT-TV, asked whether it had helped to get national business.

Cliff Wingrove of CFPL, who was representing BBM at the WAB, said he didn't think it was the only reason they had secured some of their national business but it had played an important role.

A representative of NBC-TV interjected that in the US it was generally felt that if a station didn't have videotape it was not up to date.

Dick Rice of CFRN-TV, Edmonton, offered a word of caution. He said that stations in the west who were considering purchasing a videotape recorder should pay great attention to the problems of dust and the dissipation of heat.

Wingrove added that VTR had proved very useful to them in local sales presentations.

The session then moved on to the next subject — the CBC fall schedule. On hand to provide the answers was Ian Ritchie, CBC, Toronto.

The upcoming schedule he said was nearing completion and they expected that sales would be up quite a bit over last year. He said there were a lot of new shows providing more variety than in the past. CBC is also taping shows this summer for the fall schedule.

He expected the complete schedule

to be ready for release by the end of next month.

Ron Chase, program director, CHCT-TV, Calgary, was next. He gave his views on "How to do effective television commercials that get results." (A report of his talk can be found on page 22 of this issue.)

On the subject of training staff for second stations Norm Botterill, CJLH-TV, Lethbridge, said he felt that the best way to handle this was to let the second stations decide what they want and then get together with existing stations to work things out. All present agreed.

a word from Warren

- CFCW TOPS EVERY POLL
- 28 LOCAL FARM BROADCASTS WEEKLY
- IN ALBERTA'S FARM MARKET
- A RICH MARKET COVERING 42% OF ALBERTA'S FARMS

CFCW
CAMROSE - STETTLER

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



IN SASKATCHEWAN THE BIG ONE IS CKBI!

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

CKBI

10,000 WATTS
—900 KCS.

PRINCE ALBERT, SASKATCHEWAN

CKOS-TV
YORKTON
SASKATCHEWAN

Emergency

STATIONS ON DECK AS FLOODS RAGE IN NORTHERN ONTARIO

EIGHTEEN INCHES of rain in three days, last month, produced the worst flooding in the Mountjoy-Timmins area since 1946. The heavy rainfall washed the snow and ice from the bush into the streams and other tributaries and eventually into the Mattagami River.

On Saturday evening May 7, the swollen river overflowed its banks and Reeve Jack Atkinson of Mountjoy strongly urged evacuation. Forty-five boats were waiting and relief posts had been set up by the Salvation Army, the Red Cross and the St. John's Ambulance, but residents stubbornly refused to leave the area.

On Sunday, Atkinson was forced to issue an order of evacuation in which he stated, "People's lives are at stake now — furnishings cannot be counted important at this critical stage."

Boats loaned by the Fish and Game Association, the Rod and Gun Club, and private individuals were soon on the river carrying out rescue operations.

Severe washouts on the Foleyet road caused the Department of Highways to close highway 101 at the West entrance to Timmins. This shut off the only exit for the residents of Mountjoy and their escape now had to be made across the swiftly rising Mattagami.

Timmins residents took the flood victims into their homes and others were lodged in the Moose Hall, the Maple Hall, the Hollinger Mines Hall and the Salvation Army Citadel. As rescue work still continued many people were found trapped in their homes.

One elderly man, ninety years old, felt that he could not possibly move, as one of his seven cats was expecting kittens.

Additional trouble was encountered in the form of freezing rain. Hydro lines and telephone poles were down for miles and communications between Timmins and Kapuskasing were cut off.

With the water level rising by the hour, it was feared that the dams in the area would surely burst. A dam at Wawaitin Falls, 22 miles upstream from Timmins, which holds back 27 miles of water, was overflowing. On Monday, May 9, with rain still pouring down, the Ontario Hydro Commission said there was a danger the dam might collapse. Should this happen, a flood crest would rush down and completely engulf the city.

The next day, the four dams at Misomikenda, Mattagami, Wawaitin, and Grassy had to be opened. J. P. Burke of the Ontario Hydro said, "No further storage can be accumulated and Mountjoy township will have to face a natural run off, as if no dams existed."

STORIES OF DISASTER

At one stage of the flood, a few children were taken to the hospital with an undetermined disease. Rumors began spreading that it was typhoid fever and residents started boiling their water. The disease was soon diagnosed as stomach flu and Mayor Emile Brunette, after checking the water supply with health officials, reported that boiling was unnecessary.

On May 11, the Mounted Police in patrol boats found a mother and her three children who had been isolated for three days. An RCAF helicopter picked up another family, George Hamelin, his wife and their three children who were left homeless by a fire. They were given refuge at a nearby home. In addition, helicopters flew milk from isolated farmers to the dairies in Timmins, and also flew bales of hay back to farmers left without livestock feed.

A log jam which threatened to collapse the bridge between Timmins and Mountjoy was broken up by a seventy-year old bushman and five of his friends after machines had worked for two days trying to clear it.

Premier Frost designated the flooded communities as disaster areas and the Ontario Government is matching any amount of money

collected in a flood relief fund. Reeve Atkinson stated that the only solution to the problem in Mountjoy is to move the complete community to higher ground.

STATIONS RALLY AROUND

CFCL, Timmins gave on-the-spot reports of the flood and informed listeners of impending dangers. The station's program *Hilltop Rendezvous* brought out hundreds of people to make their donations. The visitors came up to the CFCL site, made their musical selections over the air and gave their contribution to the fund.

CFCL-TV aired a one hour musical variety benefit program. Participating were Doug and Leona Raines, Henry Kleinbeck, Dwight Kleinbeck, Ron Zack, Sylvia McCormick, Les Gais Lurons consisting of CFCL general manager René Barrette, Georgette Barrette, president J. Conrad Lavigne, Frank Boivin and Leo Barrette, The Dansations, George Nikoruk and his trio, Marg Kaufman and program director Jean DeVilliers who starred as French comedian "Ti Wi Raccourci" and also acted as emcee.

The office staff offered their time to receive telephone pledges from all over Northern Ontario. Donations from the show were over six thousand dollars. Total donations received by the middle of May were 26 thousand dollars.

TRANS-CONTINENT NEWS

Station CKGB's news director, Jim Prince, spent as much as 20 hours a day covering flooded areas. Radio stations from across Canada and the United States telephoned for on-the-spot reports and calls were so numerous that the job turned into a major project.

In addition, CKGB organized a four-hour song request benefit program on the night of May 11. Response was so heavy that the show stretched to almost twelve hours. Donations from the benefit plus other contributions which came in the following day totalled over \$2,000.

Two members of the CKGB, station, staff are working on the Mountjoy Flood Relief Fund Raising Campaign. Program director, Bill Nadeau is responsible for publicity and station manager Gerry Hall is on the executive committee.

Station CKCO-TV, Kitchener, in co-operation with the Junior Red Cross of Kitchener and Waterloo, flew a plane load of toys to Timmins and Foleyet for the young children left homeless by the flood. Sound-on-film reports and aerial pictures were brought back from both Timmins and Foleyet by CKCO-TV.

The flood has caused an estimated \$2,000,000 damage.

More Listeners
in
KINGSTON
than all other
stations combined!
(May Elliott-Haynes)
(Spring B.B.M.)

Contact:
Stovin-Byles (Canada)
Forjoe & Co. (U.S.A.)



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

CANADIAN REPRESENTATIVE

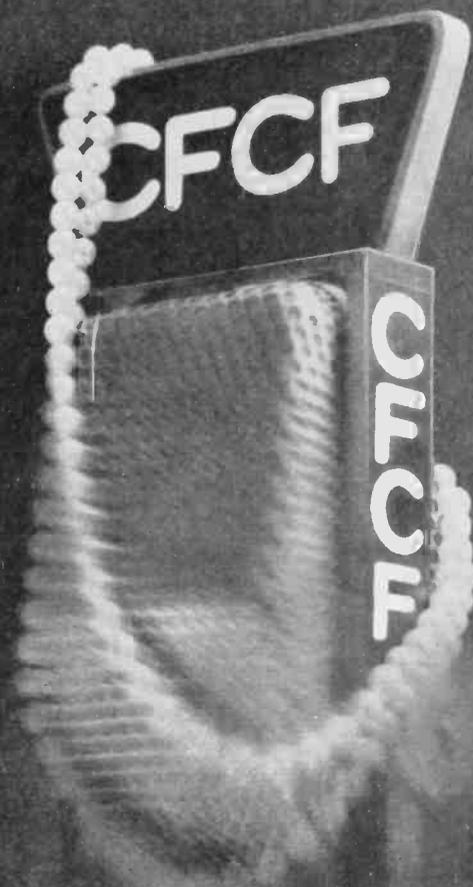
STOVIN-BYLES
LIMITED

TORONTO • MONTREAL
WINNIPEG • VANCOUVER

U. S. A. : DEVNEY INCORPORATED
NEW YORK, N. Y.

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

Influencing sales
in Montreal



STATION CALLS



Ron Martin

CKWS-TV, KINGSTON

A THOUGHT-PROVOKING panel-discussion show, *It's Debatable*, is aired weekly on CKWS-TV, Kingston. Moderator and producer, Professor Arthur Phelps, interviews two people from Kingston, each party taking the opposite side of the subject of local or national interest. The program was recently increased in length from 15 minutes to half an hour.

CHUC, COBOURG

LOUISE GUY, women's editor of CHUC, Cobourg, recently brought out a cook book containing all the recipes that had been sent in to her. The book is being turned over to the women's clubs throughout the district for them to sell and raise money for church activities. The first 5,000 copies from the first printing have all been sold and the recipe booklet is now in its second printing.

CJBQ, BELLEVILLE



A SPECIAL RADIO operators' course arranged by station CJBQ, Belleville was completed last month. Twelve selected members of local high school radio clubs were enrolled in the course which started in November of last year.

In May, an examination was held and four of the students who graduated with top honors were presented with certificates of merit by CJBQ station manager, Frank Murray.

Instruction was handled by Dave Duffus of Northern Electric Company Limited who in the picture demonstrates equipment to Bruce Alexander (l) and Peter Trill. A course of study was prepared and notes were mimeographed and distributed to the students. The notes dealt with the equipment used at CJBQ, and the courses were held in the Belleville studios every Saturday afternoon.

CKCY, SAULT STE. MARIE

THE FIFTH BIRTHDAY of CKCY, Sault Ste. Marie, was celebrated by a teen dance at the Armory Drill Hall, last month. The event was under the joint sponsorship of the Musicians' Union, the Cancer Society and CKCY. Admission to the dance was one square yard of white cotton or flannelette per person, to be used as cancer dressings.

Four different bands played during the dance and records donated by the leading companies were given away as prizes. Over 600 square yards of dressings were contributed.

KVOS-TV, BELLINGHAM

AN ADDITION to the announcing staff of KVOS-TV Bellingham-Vancouver, is Rod Hulme, formerly CKEY, Toronto. Rod joins Rudy Hartman, as the second Canadian at the station.

CFRN-TV, EDMONTON



FROM MAY 25 TO 27, 45 ministers of five different faiths from Ontario, Saskatchewan, Alberta and British Columbia, received a course at CFRN-TV, Edmonton, on how to use television for effective religious broadcasting. The ministers learned the basic fundamentals of program production and direction and received a lesson on TV jargon to enable them to communicate properly with the operators.

CFRN-TV. During the three days, two shows produced over the CFRN closed circuit facilities were videotaped and used later in the critique period.

In the picture, Nancy Edwards, Toronto assistant to the Director of Broadcasting of the United Church and Hugh Moreland a contract producer for the Anglican Church of Canada discuss programming procedure while (l to r) Dean Shirley A. R. Wood, Rev. Canon A. E. Crowther, Rev. Donald E. Browne and (standing) Rev. Harry Mutchmor, look on.

Instructors at the sessions were from New York, the Berkley Studios in Toronto and from the staff of

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

like *Celebrity Time* (National Only)

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

BEST BUY

IN THE

PRAIRIES

Where your sales messages will be not only heard, but listened to! For true receptive impact, call—

CBC RADIO

U.S. REPS.

DAREN F. MCGAVREN INC., NEW YORK

CR5

ANSWER-CANADA

ANSWER-CANADA

A National Merchandising and Research Service

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

RADIO AND TV SURVEYS

Wish to check the listening audience of radio or TV programs — on a national basis or in select centres? Answer-Canada can conduct such a survey quickly and efficiently and forward results to you for immediate study. Another Answer-Canada service.

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

ANSWER-CANADA
640 Cathcart St. Montreal
UN 6-2300

Affiliate: Answer America Inc.

CJAD, MONTREAL

IN A PROMOTION for the Canadian Banana Company, Bill Roberts, CJAD, Montreal's morning man, broadcast his show from high in a tree in Dominion Square in downtown Montreal. Roberts wear-



ing a gorilla costume, was accompanied by two monkeys and a chimpanzee from the Granby Zoo.

The spectators who stopped by to see the broadcast, were given bananas by girls from the station dressed in yellow frocks. In addition there were stocks of bananas hanging from the tree itself. The four hour show featured monkey music and interesting facts about bananas, from the growing to the eating of them.

In the picture, Bill Roberts tries out his paternal instinct on a monkey while Mariane Eaton, also of CJAD, offers advice.

CHEX, PETERBOROUGH

FRANK ECKERSLEY, news editor of CHEX, Peterborough and special events announcer Jim McGrath were on the scene of the fire at Civic Hospital in that city last month. CHEX began airing reports a few minutes after the first alarm and details were sent out to many other stations.

250 patients were evacuated, including 15 new born babies. Several patients were still receiving post operation transfusions and these were continued on the hospital lawn. The more serious cases were removed to St. Joseph's Hospital. Red Cross and Civil Defense made arrangements for refreshments and an hour after the evacuation nurses returned to bring patients their required pills.

Fortunately there were no casualties but nurses and construction workers who helped move people from the fire were affected by smoke. Damage was estimated at \$60,000.

CKBB, BARRIE

NEW MORNING MAN at CKBB, Barrie, is Grant Forsythe. Before coming to Barrie, he worked at Midland, Oshawa and Toronto. Bill Bennett, who has done the show for the past two years, joins the station's News-Sports-Special Events Department.

CHUM, TORONTO

OPENING THE SEASON with the fast-moving musical, "Red-head", "Music Fair", the musical tent show on the western outskirts

of Toronto, got a shot in the arm from CHUM.

The station asked red-headed female listeners to send in a lock of their hair. The best 40 red-heads were chosen, and they and their escorts saw the first performance of "Redhead" on the house. They were seated together in the big tent, and were greeted from the stage.

VOCM, ST. JOHN'S

NEW OF THE proposed establishment of the two Nike-Hercules missile bases in Newfoundland, was first heard on station VOCM, St. John's last month. News services, the federal governments of Canada and the US and a group of American newsmen touring the province all tried to find the source of the station's information, but VOCM refused to reveal it.

CFCF, MONTREAL

IN CO-OPERATION with two local sponsors, Harold Cummings Chevrolet and the Downtown Driving School, CFCF, Montreal, has arranged a six week series of safe driving instruction tests for young drivers between the ages of 17 and 21, who have a license or beginner's permit

Entrants in the course test their skill with expert driving instructors and those with the highest points are presented awards and certificates. The tests are held each Sunday afternoon at a different Montreal shopping centre and CFCF's mobile unit flashes reports and the names of winners back to the studio.

The series is running from May 15 to June 19.

CKDA, VICTORIA

LAST MONTH, CKDA, Victoria's mobile studio was used in two promotions for advertisers. Morey and Johnston, a local real estate firm, had three display homes for sale in a residential district. Since newspaper ads had not produced the desired results, a two hour on-the-spot mobile broadcast was planned. An estimated 1,000 people came to see the houses. One was sold that evening, with the other two in the negotiation stage.

The other remote was for Pacific Tire. Free gasoline in five gallon lots was given to certain lucky cars. The sponsor sold 50 tires and obtained leads for additional sales.

Mr. R. L. Ripley of Saskatoon has this to say:



"Believe it or not, my wife has never listened to another Station since CKOM came on the air June 7th, 1951. And would you believe it, on that very same date — the tuner broke!"

CFAB, WINDSOR

THE CONSTRUCTION of the new studios of station CFAB, Windsor Nova Scotia was recently completed. The entire upstairs area of the Pulsifer Building had to be cleared out before the work could begin.

The sound material used is installed on all ceilings and is especially designed by sound engineers to provide correct "liveness" and pleasing radio programing. The control room is equipped to handle three microphones, two turntables and any two optional circuits, such as remote lines or tape recorders. All equipment needed for production of local programs is now available.

Program director is Willard Bishop and Jack Pineo is his chief aide.

CHLO, ST. THOMAS

ON VICTORIA DAY, last month, CHLO-Radio St. Thomas travelled to Wolseley Barracks in London to cover a colorful military parade, the Ceremonial Mass Retreat. Music was supplied by the band of the Royal Canadian Regiment and the Drum Corps of the 2nd Battalion. Presiding over the event was Colonel-in-Chief of the regiment, General Charles Foulkes. Commentator for CHLO was Sgt. Sandy Young.

CJON-TV, ST. JOHN'S

Since CJON-TV, St. John's, came on the air, five out of seven movie houses in the city have closed down, one of them after over 40 years of operation.

**Largest
RURAL
Coverage
of any
RURAL
Station
in
Nova Scotia
CJFX**

"Voice of the Atlantic Seaboard"

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

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

**GEM SESSION
with
CHAT TEEVEE**

Can anybody tell us why a woman pays a fancy price for a slip, and then becomes annoyed if it shows?

Many a man will battle his way to the top, and then proceed to bottle his way down again.

Dominion Glass Co. Ltd., six miles distant from Medicine Hat, have 700 employees.

Sadie Dudenhafer thinks a girl should stop playing ball with the boys after she has made a good catch.

Speak when you are angry, and you'll make the best speech you'll ever regret.

There are lots of young couples who don't pet in parked cars — the woods are full of them.

Medicine Hat has 27 acres under glass, including Medicine Hat Greenhouses Ltd., fourth largest in North America.

Hear about the guy who figured out that his wife stopped smoking cigarettes when he found a cigar butt in the ash tray?

Sadie Dudenhafer knows a girl who played Lady Godiva and the horse stole the show.

Gossip travels fastest on sour grapevines.

CHAT TEEVEE
*Medicine Hat's
Best Advertising
Buy*

A REPORT TO THE BROADCASTERS

Broadcasters are always interested in new equipment selected by other stations... such as the RCA Victor Canadian-built transmitting and antenna units chosen recently by four prominent television licensees.

VANTEL BROADCASTING COMPANY LIMITED

VANCOUVER, B.C.

CHAN-TV

CHANNEL SEVEN BROADCASTING LIMITED

WINNIPEG, MAN.

CJAY-TV

BATON ALDRED ROGERS BROADCASTING LIMITED

TORONTO, ONTARIO

CFTO-TV

MONCTON BROADCASTING LIMITED

MONCTON, N.B.

CKAM-TV



The Most Trusted Name in Electronics
RCA VICTOR COMPANY, LTD.
Technical Products Division

BROADCASTING INDUSTRY

Television equipment for the second station in Vancouver, Channel 8.

Station's planned target date for opening: November, 1960

1 RCA TT-11AH 11-KW transmitter

1 RCA 18-slot Wavestack antenna with maximum gain of 30 mounted on a 200-ft. tower.

Television equipment for the second station in Winnipeg, Manitoba, Channel 7.

Station's planned target date for opening: November, 1960

1 complete RCA TT-25CH 25-KW transmitter

1 RCA travelling wave antenna with a gain of 18, mounted on an 860-ft. tower.

Television equipment for the second station in Toronto, Channel 9.

Station's planned target date for opening: January, 1961

1 RCA TT-11AH 11-KW transmitter, driving:—

1 RCA TT-50AH 50-KW amplifier

1 RCA TT-2AH 2-KW standby driver

1 RCA 50-KW custom-built air-cooled Filterplexer

1 RCA travelling wave antenna with gain of 9 mounted on an 855-ft. tower.

Television equipment for the Upsalquitch, New Brunswick satellite transmitter, Channel 2.

Station's planned target date for opening: August, 1960

1 RCA TT-11AH 11-KW transmitter

1 RCA 18-slot Wavestack antenna mounted on a 700-ft. tower

2 complete RCA TVM-1A microwave equipments.

Details of RCA studio equipment requirements, such as film chains, projectors, switching equipment, cameras, TV tape units, monitors, etc. now being determined by our joint engineering departments.

CUTS & SPLICES



Bob Miller

Canadian Film Awards

FOURTEEN AWARDS of Merit and two Special Awards were presented by Dr. A. W. Trueman, director of the Canada Council, at the Twelfth Annual Canadian Film Awards luncheon, held at the King Edward Hotel in Toronto, June 3.

Special Awards were given to Arthur Chetwynd, president of Chetwynd Films Toronto, "for dedicated service in the interests of Canadian film-makers as an executive officer of the Association of Motion Picture Producers and Laboratories of Canada"; and to Joseph Morin, director of the Cine-Photographic Branch of the Province of Québec, "in recognition of more than forty years' distinguished service to Canadian film-making in the fields of production, distribution and exhibition."

The fourteen award-winning films, chosen from the more than 60 films and 40 commercials entered in the competition, are:

Royal River, produced by the National Film Board, was named best in the "theatrical" category, "for an outstanding theatrical short presentation, excellent in all aspects."

In the "arts and experimental" category, *Les Bateaux De Neige* was chosen for its "rare sensitivity in subject treatment and delicate tension in the story line and photography." Studio 7 Ltd., Montreal, made the film.

Riverbank Productions' *Tales of the Riverbank* won an award in the "children's films" category, "for an

imaginative and delightful entertainment film for young children."

The Chairmaker and the Boys, produced by NFB, was also given an award in the "children's films" category, "for artistic and dramatic achievement of purpose."

"For outstanding animation and excellent photography, music and editing", NFB's *A is for Architecture* placed first in the "general information" category.

Crawley Films' *It's People That Count* was chosen for its "excellent use of the black and white film medium in an honest, sincere and modestly related story" as best in the "public relations" category. This film, produced for the Canadian Brotherhood of Railway, Transport and General Workers (CLC), placed second in the International Labor Film Festival in Stockholm last month.

Hosiery Facts and Fashions, produced by Omega Productions Inc., Montreal, was named best in the "sales promotion" category for its "imaginative photography, clear exposition of facts and excellent realization of purpose."

Two NFB-produced films shared honors in the "training and instructional" category: *An Introduction to Jet Engines* "for effective color and photography in a clear and concise explanation of the subject"; *Radiation* "for an excellent presentation of a difficult subject".

Pressure Golf won in the "travel and recreation" category, "for realization of purpose and suitability for its intended audience". Crawley Films made the picture.

In the "television films" category, two awards were presented — one to Crawley Films' *Bad Medicine* "for a fine combination of drama, suspense, human interest and technical production"; and the other to *Man of Kintail*, made by Chetwynd Films Ltd. "for an example of film for television making the greatest use of its talents."

Duet, produced by Robert Lawrence Productions (Canada) Ltd. for Nugget Shoe Polish, through Young & Rubicam, was named the best television commercial, "for excellent use of the film medium in an effective television commercial." This same commercial was one of the three Canadian winners at last month's first annual American TV Commercial Festival in New York.

Paperchase, produced by a group of amateurs during a summer course at the University of British Columbia, was selected as the best amateur film, "for a refreshing, imaginative and original use of music and dialogue which are in excellent concinnity with the visuals."

The AMPPLC also presented *Paperchase* with its annual award for the best amateur motion picture.

Co-Chairmen of the luncheon presentation were J. Roby Kidd of the Canadian Association for Adult Education and Gerry Kedey, president of AMPPLC. The luncheon was jointly sponsored by AMPPLC and Canadian Film Awards.

The annual awards presentation was established in 1947 to bring

attention to Canadian-produced films, to recognize creative effort and to raise the general standards of Canadian film production. The awards are sponsored by the Canadian Association for Adult Education, and the Canada Foundation.

Prior to a screening of the award-winning amateur film, special "Certificates of Gratitude" were presented to J. Roby Kidd, Walter Herbert of the Canada Foundation and Charles Topshee of the Canadian Film Institute for years of "faithful service in raising the standard of motion picture production in Canada through Canadian Film Awards."

History Of Industry

ANIMATION Productions are currently working on four major full cell animated films. Each production will deal with the history of a specific industry from earliest times through to the present, with the emphasis on the development of that industry in Canada.

The films will be in full color and between a half-hour and one hour in length. Cost of the pictures is to range between \$75,000 and \$150,000 per film.

Another project which the company has been working on is a 15-minute children's series called *Uncle Horatio's Tales*. The title character is an owl which will introduce and narrate the stories. Each episode concludes with a moral. Some of the continuing characters in the series are Herbert the Hippo, Katie the Cow, and Pete the Pelican.

So far, five quarter-hour shows have been made.

On the commercial side, Animation Productions have just completed a one-minute spot for the Canadian Dairy Association promoting Canadian Dairy Month, which is June. The commercial consists of a ten-second opening and a ten-second closing with the middle forty seconds available to branches of the Association for regional promotion. Both English and French versions were made.

Six introductory spots have been completed for Sunbeam Corp. (Canada) Ltd. The series features Walt Disney's cartoon character "Tinkerbell" and is for use in the *Walt Disney Presents* series, which Sunbeam sponsors on CBC-TV.

A series of two one-minute commercials has also been made for Tip Top Tailors.

NFB Wins Two At Cannes

THE NATIONAL Film Board won two awards for its productions at international festivals in Cannes, France, last month.

At the annual Cannes International Film Festival, *Universe* was selected as the best scientific work. Using animation and special effects, the film simulates a ride into outer space. Roman Kroiter and Colin Low directed the film. Executive producer was Tom Daly.

The Back-Breaking Leaf, a film about tobacco harvesting in south-

western Ontario, was chosen as the best television documentary at the Eurovision Grand Prix of TV films, held concurrently with the movie festival at Cannes.

The half-hour documentary was produced by Roman Kroiter and Wolf Koenig, with Tom Daly as executive producer. Terrance Macartney-Filgate directed and photographed the film.

"North of '53"

LEW PARRY, president of Parry Films Ltd., Vancouver, is now in England discussing release arrangements with major distributors for his television series, *North of '53*, which has been offered for sale in Canada and the US.

The pilot film for the show was shot last July, but the option on Don Megowan, who headed the cast as Dan Regan, bush pilot, has expired. Tentative arrangements have been made for a new star.

The filming will be done in British Columbia, rather than in the Yukon as was originally planned.

New Caldwell Service

AS AN ADDED SERVICE for its clients, S. W. Caldwell Ltd. is now kinescoping air-checks of commercials and programs on CBLT, Toronto; CHCH-TV, Hamilton; and the three Buffalo stations - WGR-TV, WBEN-TV and WKBW-TV.

Kines from more distant stations can also be arranged. The service covers either the client's advertising or that of his competitor. After a basic set-up charge of \$20, costs range from \$10 for a one-minute film or less up to \$180 for a half-hour program. Gordon Keeble is in charge of the service.

Bits And Pieces

- Thatcher Film Productions, Toronto, is the newest member of the Association of Motion Picture Producers and Laboratories of Canada. New associate member is Viditon Corporation, Ottawa.

- Peter Myers is managing director of the recently-opened television sales division of Twentieth Century-Fox. Cecil Black is sales manager.

- Victor Spooner has left Artray Films Ltd., Vancouver, to join KVOS Canada Ltd. as film director. Spooner had been with Artray since 1955, most recently as production manager.

- New from Crawley Films is *You Are The Bank*, produced for the Bank of Montreal. Available in both English and French versions, the picture will be used across Canada as a training film for bank employees.

- Z. I. T. Programs (Canada) Ltd. has moved its offices to 1000 Yonge Street. New phone number is WALnut 4-3796.

WARNER BROS. APPOINTMENT



DAVID G. McLAUGHLIN

Haskell M. Masters, vice-president and general manager of Warner Bros. Pictures Distributing Company, Ltd., of Canada, announces the appointment of David G. McLaughlin as sales manager for television in Canada, with headquarters in Toronto. His appointment is effective immediately.

In his new assignment, McLaughlin will be in charge of Canadian network and syndicate marketing of all current Warner Bros. filmed television programs, including "Maverick," "77 Sunset Strip," "Hawaiian Eye," "Cheyenne," "Bourbon Street Beat," "The Alaskans," "Bronco," "Lawman," "Sugarfoot" and "Colt .45."

McLaughlin comes to Warner Bros. from All-Canada Radio and Television Limited, for which he has been national film sales (program division) representative for the past five years. Previously, he had been associated with Vickers and Benson Limited advertising agency as an account executive.

A 33-year-old Toronto native, McLaughlin is a graduate of Upper Canada College and the Ontario College of Art and served in the Royal Canadian Navy in World War II.

there's excitement in the air

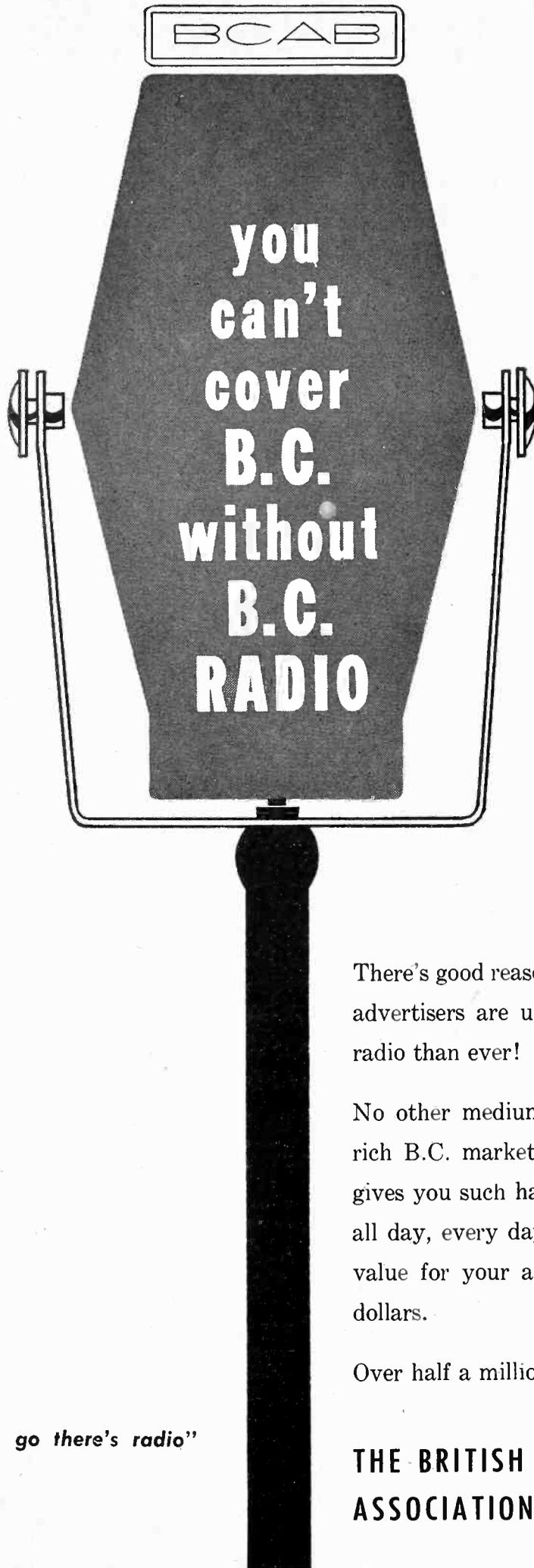
Contractors are pouring cement, equipment companies
are assembling camera chains, artists are designing sets,
engineers are planning the electronic installations,
rate cards are being distributed . . . CHANnel 8 TV has
Vancouver bursting with activity. Your All-Canada man
will keep you posted on the progress.

CHAN-TV, Channel 8, SERVING GREATER VANCOUVER SOON



ALL-CANADA RADIO & TELEVISION LIMITED

Montreal Toronto Winnipeg Calgary Vancouver



"Wherever you go there's radio"

There's good reason why more national advertisers are using more B.C. radio than ever!

No other medium penetrates the rich B.C. market so completely . . . gives you such hard-hitting impact all day, every day at outstanding value for your advertising dollars.

Over half a million radios in daily use.

**THE BRITISH COLUMBIA
ASSOCIATION OF BROADCASTERS**

Radio

'RB 'COPTER HELPS TRAFFIC PROBLEM



Photo by Michael Burns

TRYING OUT the CFRB helicopter are Metro Toronto Chairman Frederick G. Gardiner (left) and Mayor Nathan Phillips of Toronto.

EVERY FIVE or six minutes during the evening rush hours for three days last week, Eddie Luther was broadcasting his live reports from a CFRB helicopter over the scene of one of Toronto's worst traffic jams in history.

CFRB was co-operating with Toronto police to help alleviate three to six months of the worst traffic turmoil since the Model T replaced the horse. The present situation arises from the partial closing of Prince Edward and Rosedale viaducts, located on one of the city's main arteries. An estimated one-third of Metropolitan Toronto's population lives on the east side of the Don River, which the viaducts cross.

A well-marked helicopter, rented by CFRB for \$95 an hour, hovered over the bottlenecked area during the evening rush hours. Traffic Sgt. Robert J. Buchanan accompanied Luther, who broadcasts "live" advice on the best alternate routes available at the moment. Police also tuned in to CFRB for best information on how to assign 20 task force constables, rerouting traffic over the various crossings.

Although Luther was too busy broadcasting to pilot the machine, he is an experienced flier, having seen service as a pilot during the Second World War. He spent most of his time as an instructor at RCAF stations in Centralia, Trenton and Aylmer, Ont. He came out in 1944 when he joined CFRB as a junior announcer.

The viaducts are undergoing a \$1,500,000 repair job, including replacement of decks, sidewalks and deteriorating structural steel. An estimated 10,000 motorists use the viaducts in the evening rush hours and now must cross the Don River on other already-clogged arteries.

AGENCY AVENUE

NEWEST MEMBER of the research department of Young & Rubicam, Ltd. is E. M. "Ed" Britney, who has been named research assistant.

Britney was with Gruneau Research for eight years, where, in addition to other duties, he directed the organization's Starch Readership Service. Immediately prior to joining Y & R, he was research director for Secombe House.

JAN CAMPBELL has been appointed media director of the Toronto office of Needham, Louis & Brorby, of Canada, Ltd. In the agency business for the past five years, Campbell was most recently senior media supervisor in the Toronto office of Young & Rubicam.

GEORGE L. SLIPP has been appointed a vice-president of McConnell, Eastman & Co. Ltd. Associated with the marketing and advertising business for thirteen years, Slipp is the account supervisor of the General Foods account.

BBG Meets in Halifax and Ottawa

NEXT WEEK, the Board of Broadcast Governors will hear two applications for the second television license in Halifax and five for the Ottawa license.

The Halifax hearings begin June 20. Applying for the license to establish a new TV station on channel 5 will be Peter Herschorn, on behalf of a company to be incorporated, and CJCH Ltd.

Also to be heard in Halifax will be applications by: Atlantic Television Company Ltd. to establish a new TV station at Antigonish, N.S.; Radio Saguenay Ltee. to establish satellite TV stations at Roberval and Chicoutimi, Que.; CBC to establish a low power relay transmitter at Hinton, Alta.; CBC to increase the power of its satellite TV station at Shelburne, N.S.; Terra Nova Broadcasting Co. to establish an AM radio station at Grand Falls, Nfld.; and for transfer of all capital stock in Maritime Broadcasting Co. Ltd. operators of CHNS, Halifax.

The Ottawa hearings will begin June 23 with applications to establish a new TV station on channel 13 by: Lawrence Freiman on behalf of a company to be incorporated; M. Grattan O'Leary, on behalf of a company to be incorporated; Roger N. Seguin, on behalf of a company to be incorporated; CFRA-TV.; and Ernest L. Bushnell, on behalf of a company to be incorporated.

Also to be heard in Ottawa are applications by: E. G. Archibald, on behalf of a company to be incorporated, for a new TV station at Pembroke; CBC for a new TV satellite at Pembroke; CBC for an increase in power for CBMT, Montreal; CKCO-TV, Kitchener, for an increase in power; CBC for an increase in power for CBM-FM, Montreal; CFCR-TV, Kamloops, for an increase in power; and by CKFH,

Toronto for an increase in daytime power.

The Board will also hear applications for the transfer of common and preferred shares in CFDA-Radio Victoriaville, and transfer of common and redemption of preferred shares in CKGN-TV, North Bay.

the key to hidden sales

SAY YOU SAW IT in the BROADCASTER

HARWALD EQUIPMENT

Inspect-o-Film

Is a film editor and automatic film inspector. On this machine you can inspect, clean and view a one hour program in less than 5 minutes.

Rewinds and Rewind Accessories

4 fine models — Economy, Standard, Deluxe and Premier. Among the many fine accessories are: Steady-Rest, Tite-Winder, Film Retaining Bars, Spacers and Clamps.

Moviscop

16mm viewer with speeds up to 450 feet per minute. Steady sharp picture at all speeds. Cannot over heat.

Cement-o-Film

A new splicing fluid which gives a strong instant splice without heat!

Protect-o-Film

Stops scratches, cleans and conditions, anti-static action and kills "greenness".

Canadian Distributors

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



Knowledge beyond ratings shows the complete picture on 12 Radio-Active stations — consult:

RADIO REPRESENTATIVES LIMITED

KEY RADIO STATIONS COAST TO COAST

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head office:

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G. N. MACKENZIE LIMITED HAS SHOWS

like Celebrity Time (National Only)

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

BC 460

ELECTRONIC EQUIPMENT AND TUBE DEPARTMENT: 830 LANSLOWNE AVENUE, TORONTO
CANADIAN GENERAL ELECTRIC COMPANY LIMITED



TWO OF THIS paper's recent editorials have brought interesting letters to The Desk.

First of all there was the editorial we ran under the title, "Dear Dr. Emlyn Davies . . ." in the issue of May 19.

Our correspondent in this case was Wib Perry, vice president and general manager of the advertising agency Robert Otto & Co. (Canada) Ltd., Toronto. Says Mr. Perry:—

"I have just read your editorial 'Dear Dr. Emlyn Davies . . .' I feel you should be congratulated on the logic of your thesis and the courage to put it in black and white. I have noticed time and again that we are full of words and criticism behind a closed hotel room door, but when we meet a member of the Board of Broadcast Governors in the halls we are all smiles and handshakes. Certainly this could make an observer feel that such a two-faced attitude indicates we are not sure of where we stand morally.

"If we believe in advertising and if we make a living from advertising, and if we have dedicated our lives to the advertising industry, we should have the honesty (if not the courage) to defend what we are doing, at any time, any place. Frankly if we can't do it we are not advertising men, we are hucksters."

A DANGEROUS PRECEDENT

The second letter referred to the editorial, "CBC-Edmonton Is A Dangerous Precedent" which appeared in the issue of June 2. In it we criticized the BBG for recommending the CBC for the second Edmonton TV license, because, we felt, this action established a pattern which might be applied, disastrously, in other markets now served by one private enterprise TV station.

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, gave us his and the BBG's viewpoint in this letter:—

"I have now read your eminently fair editorial on the Board's recommendation in Edmonton.

"Your main argument deals with the position of the CBC affiliates; and the point is well-taken. The Board gave serious consideration to the position of CFRN-TV. Your editorial confirms the Board's view that, in the Edmonton situation, Dick Rice would rather accommodate himself to the Board's recommendation than to the alternative. Admittedly this might not be so in other places.

"The whole business of network obligations and commitments is clearly going to get a thorough airing before long; and it seems to me that some assurance of continuity must be given to both networks and affiliates.

"The Board's recommendation was based upon (a) the normal criteria

of service in the area. The Board felt that the combination of a CBC station and CFRN-TV operating as the unaffiliated private station would offer the best alternative viewing in terms of the criteria in the Act. (b) In its reasons the Board referred to the second consideration, viz. the opportunity for the Corporation to originate more network programs from the Western region.

"I have no doubt you have read the reasons carefully. They were clearly designed to prevent any inference that the Corporation would necessarily be successful in other applications . . ."

EXCHANGE OF OPINION

While it has never been this paper's policy to print flattering letters about itself, we do feel that readers' views have a real place in any paper.

Actually, while a paper expresses its own opinions on its editorial page, this is still only an opinion, and readers would be performing a worth-while service to the advertising industry if they would come right back with their own views.

In the case of the second letter, Dr. Stewart was generous enough to describe what really constituted an attack on the decision of his Board as being "eminently fair". He then proceeded to state reasons why the BBG took the stand it took in Edmonton. Whether we agree with the Doctor or not is not the question. The important thing, as we see it, is that he has gone on record with his answer to our criticism, and it has been our privilege to print it with the same prominence as we printed our criticism.

As Mr. Perry said in his letter, " . . . we are full of words and criticism behind a closed hotel room door . . ."

We sincerely believe that the only way in which differences of opinion, be they on BBG regulations, licenses, ratings, network affiliations or singing spots, can be resolved is by bringing them out into the light of day, for all to consider. With this thought in mind, we should like to say that our columns are open at all times for the expression of readers' views, and the more contentious those views may be, the more valuable will be their expression.

On which serious note, may I close off more emphatically than ever, with the customary admonition to buzz me if you hear anything.

Dick Lewis

P.S. Ian Grant's "Sight and Sound" is missing from this edition, because, after covering the WAB Convention in Banff, he and his wife are taking a vacation in the West.

In any seven day period,
nationally, Television offers
6 1/2 hours
with audiences* greater than
the circulation of the largest
newspaper supplement

* 2,000,000 homes — BBM Fall 1959

CAB Member Stations

CJON-TV, St. John's	CFCL-TV, Timmins
CJOX-TV, Argentia	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, Moose Jaw
CKBL-TV, Matane	CKBI-TV, Prince Albert
CFCM-TV, Quebec City	CKCK-TV, Regina
CKMI-TV, Quebec City	CJFB-TV, Swift Current
CKRN-TV, Rouyn	CFQC-TV, Saskatoon
CKTM-TV, Three Rivers	CKOS-TV, Yorkton
CFCF-TV, Montreal	CHSA-TV, Lloydminster
CJSS-TV, Cornwall	CHCT-TV, Calgary
CKVR-TV, Barrie	CHCA-TV, Red Deer
CKWS-TV, Kingston	CFRN-TV, Edmonton
CHEX-TV, Peterborough	CJLH-TV, Lethbridge
CKCO-TV, Kitchener	CHAT-TV, Medicine Hat
CHCH-TV, Hamilton	CJDC-TV, Dawson Creek
CFPL-TV, London	CFCR-TV, Kamloops
CKGN-TV, North Bay	CHBC-TV, Okanagan
CKSO-TV, Sudbury	CHAN-TV, Vancouver
	CHEK-TV, Victoria

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404

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

Toronto 7

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

WAB Convention

POOR PRODUCTION AND WRITING MAR TV COMMERCIALS

ALIVE TELEVISION commercial may lack effectiveness, and reasons for this were expounded by Ron Chase, program director of CHCT-TV, Calgary, at the WAB Convention earlier this month.

"Poor production, bad writing or any number of technical errors may be the cause of an ineffective commercial," Chase said, "but it is just as possible that the fault may be due to unsatisfactory station-client understanding, inadequate inter-departmental follow-through or lack of co-operative creativity".

The lack of understanding between station and client may, in some cases, be the result of a time salesman overselling the client, who is led to believe that the medium has endless technical and production techniques. This illusion is certain to be shattered, Chase said, with a client relations problem as the result.

Poor commercials may also be caused by a station's eagerness to co-operate with the ideas of a keen advertiser who lacks production experience and television knowledge.

"Be sure," Chase emphasized, "that while your salesman is pointing out the advantages of the medium, he also explains the limitations of his particular operation."

The salesman should also make it clear that "the sponsor's assistance is invaluable to a certain point. However, beyond that point the sta-

tion has the trained staff to take over and produce results. Making this point clear allows your creative people to work without too much interference from the client."

NEED FOR FOLLOW-THROUGH

Once an honest understanding exists between station and client, it is imperative that there be inter-departmental follow-through.

Often this follow-through is inadequate. "This is proven time and time again when we hear of a client who was dissatisfied with his commercial because he did not get what he was promised by the salesman, who, in turn, found that his recommendations had been overlooked by the writer, who is totally amazed at the production department's interpretation of his instructions! Finally, the client, salesman and writer all join in a mutual feeling of disappointment in the announcer whose presentation left much to be desired because he felt the commercial was poorly devised and besides, he didn't understand what the writer had in mind anyway!"

Each station must cope with the problem of communication between its members in such a way that the salesman and the client can display complete confidence in the writing and production departments. "This may require many regular meetings, inter-departmental memo

systems or just plain having your people work closely enough together so that they are always aware of each other's commitments and problems."

CO-OPERATIVE CREATIVITY

Another possible problem area, Chase pointed out, may be due to a lack of co-operative creativity.

"The writers originate most of the commercial ideas and they spell out instructions to the production department as to how the spot should be handled. The production department follows the instructions and puts the commercial on the air.

"Because of the many ideas the writers must originate," he continued, "many spots reach the viewer with an ever-lessening degree of effectiveness. Many commercials tend to develop a sameness that follows the old, much-quoted formula that says you must: (a) attract attention; (b) arouse interest; (c) create desire; and (d) leave an impression.

"Production and continuity should hold regular sessions where ideas can be exchanged and operational difficulties ironed out. The extent to which one department can encourage another is surprising," he said.

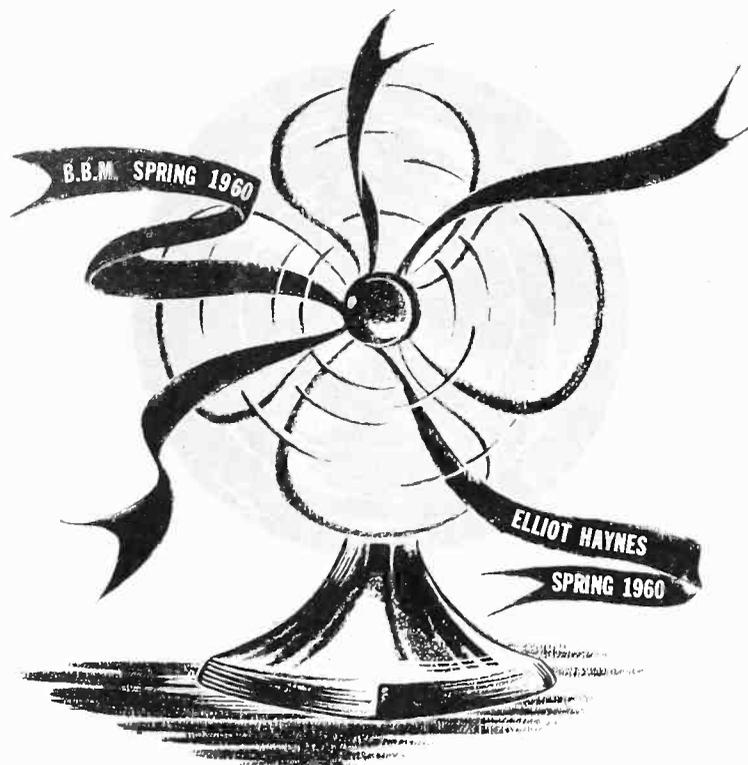
Chase mentioned that at a recent

meeting of this type at CHCT-TV, it was suggested that the cameramen were losing the ability to move because of the great number of stills being used. More movement was written into spots with the result that fashion commercials were given a "new look" by using only one camera and special effects lighting.

At another meeting, Chase continued, the writers suggested that they should try to develop more enthusiasm for the product to create a psychological advantage. "They also wanted to return to believable copy by removing the superlatives and possible false claims. It was decided to stay away from cluttered counter or store window displays and use better lighting and demonstrations instead."

Out of these meetings, he added, even a few sound merchandising ideas were developed to assist the advertiser, such as the family automobile plan now used by a local dealer: "Buy a large car at the regular price and you receive a small European car for half-price."

"With good station-client understanding, adequate inter-departmental follow-through and a spirit of co-operative creativeness, your station will always produce effective commercials that do get results."



Play it cool
in CK-Land

THE Voice of the Prairies

Breeze along with the CK Guys & Gals
Sparkling Radio

CK
radio

Representatives ALL CANADA RADIO & T.V. LTD. REGINA

CKGN-TV ACCEPTS NORTHERN OFFER

NORTHERN BROADCASTING Company Ltd confirmed last week that an offer had been made to Tel-Ad Company Ltd. and accepted, for the outright purchase of their North Bay, Ontario, TV station, CKGN-TV. The price was not disclosed.

The offer and its acceptance are subject to the Board of Broadcast

Governors' recommendation for approval of the license transfer. This will probably be included in the Ottawa hearings June 23.

CKGN-TV is owned by a group of North Bay businessmen, who were granted a license by the old CBC Board of Governors in 1955.

Northern Broadcasting has operated radio station CFCH, North Bay, since 1931.

Hayhurst Move

FH. HAYHURST CO. LTD. has moved its offices to 55 Eglinton Ave. East. New phone number is HUDSON 7-4371.

The company's new offices are in the eight storey Hayhurst Building. Initially the agency is using all the fourth and one-half of the third floors.

The greatest
French advertising
medium
in
Quebec

300 000 KV
CHLT-TV CHANNEL 7

SHERBROOKE

We cover
the Montreal market



MEDICAL CRISIS

It is an exemplary character who has no vices, but when he has a nervous breakdown, what does the doctor tell him to quit?

• • •

SOMETHING MISSING

We are withholding the name of the prominent sales representative who went to the specialist for an electrocardiogram and the doctor looked all over but couldn't find his heart anywhere.

• • •

AUDREY STUFF

Then there's the gal who was so dumb that when he told her she'd look great in 3-D, she thought he was giving her his apartment number.

• • •

MORE OF THE SAME

And it was probably the same babe who thought that Audrey Meadows was a new real estate development.

• • •

NEVER CAN TELL

Very often a man is known by the company he thinks no one knows he is keeping.

*Phil Stone,
CHUM, Toronto.*

• • •

DEFINITIONS DEPT

Ramsay Lees of BBDO is taking credit for the definition of a farmer—a man who is outstanding in his field.

• • •

SLIGHT DIFFERENTIAL

The station's big boy really impressed the agency VIP who was visiting him, when he told his secretary to get him his broker, until the secretary replied: "Yes sir. Stock or pawn?"

• • •

COMPLETE SECURITY

After he'd landed the prize account, the account executive signed a twenty year lease on a classy penthouse. He felt it would be good to know he would always have a roof under his feet.

• • •

GOOD QUESTION

Daddy, why didn't Noah swat both flies while he had the chance?

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



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

AND INTERESTED PEOPLE BUY!

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

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

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

Bill Deegan and all the top personalities



.. 1010-50,000 WATTS

W. A. B. Convention

BBG MUST CONFORM WITH THE BROADCASTING ACT*(Dr. Andrew Stewart's Complete Speech)*

AT MARCH 31, 1960, the Board of Broadcast Governors completed its first full fiscal year since it was appointed in November 1958. The Board should be judged more by its actions than by its words, and so I propose to review some of the activities of the Board mainly with reference to the period from April 1, 1959 to March 31, 1960.

One applicant for a television license said with reference to his radio station "Good, bad, or indifferent, it is mine"; and "good, bad or indifferent" the Board must take responsibility for its actions. Most applicants before the Board proceed from a position of announced strength; they are proud of their records as broadcasters. I do not expect to be accused of false modesty. Following the practice of applicants, I may be expected to lean heavily on those activities favourable to my case. The program provides you with an opportunity to ask questions.

I have repeatedly emphasized that the Board must operate under the conditions and directives imposed on it by the legislation, and must seek always to pursue the purposes of the Broadcasting Act. The Board's regulations are subject to review by the Department of Justice, and the Board cannot exceed the powers conferred upon it by the Act. The Board is accountable to Parliament,

**CFTO-TV
SALES MANAGER**



AL BRUNER

Joel Aldred, President of Baton Aldred Rogers Broadcasting Limited is happy to announce that Al Bruner has joined Toronto's CFTO-TV as Sales Manager. Al is well known in broadcasting circles both as an entertainer and management executive. In the field of entertainment he starred for two years with CBS Network and later headlined the Al Bruner show on WJR, Detroit. Most recently, Al has served with a large advertising agency and as the founder and General Manager of Radio Station CJSP, Leamington.

At Channel 9, Al will direct both national and local sales for Canada's largest independent TV station. He expects to have specific data available shortly which will assist advertisers and agencies seeking to increase sales in Canada's wealthiest market.

and to Committees of Enquiry established by Parliament, and may expect that its actions will be judged in relation to the intentions of Parliament as expressed in the legislation. It is true, however, that the legislation leaves considerable margin for the exercise of discretion by the Board. Consequently, the Board must be continuously conscious of the necessity of relating its decisions to the intentions of the legislation, and of disciplining itself to act accordingly. It is on this basis, rather than the preferences of individuals (on or off the Board), or of groups, that the Board's record must be judged.

1. Regulations and their Administration

One major area of Board activity is prescribing regulations and administering them.

As you are aware, there are at the present time two sets of printed regulations: — the Radio Broadcasting Stations Regulations and the Radio (TV) Broadcasting Regulations. The former are in effect now and apply to both radio and television stations; the latter come into effect on July 1, 1960, and will apply to television stations only. After July 1, the Radio Broadcasting Stations Regulations will apply to radio sound broadcasting stations only.

With the passage of the Broadcasting Act, the Radio Broadcasting Stations Regulations of the Board of Governors of the Canadian Broadcasting Corporation continued to apply. Following public hearings, and with some minor amendments, these regulations were adopted by the Board of Broadcast Governors. Public hearings on television regulations were necessitated by the adoption of the new policy, and the Radio (TV) Broadcasting Regulations were announced on November 15, 1959.

I need not remind you that the main feature of the television regulations was the introduction of a regulation governing Canadian content. It is, of course, too early to comment on the application and administration of this regulation as the initial minimum of 45 per cent does not come into effect until April 1, 1961. However, certain developments have encouraged the Board to believe that television stations will be operating at or above the required minimum by that date. First, the evidence of increased activity among firms engaged in the production of television program material; second, the representations made to the Board by applicants for television licenses; and, third, the interest in arrangements to serve the private stations with programs and to effect exchange of programs among them. The Board is satisfied that the Canadian content requirement is consistent with the purposes of the Act; is capable of realization on the part of the new stations which will be granted licenses; and is being aggressively pursued by the industry. In the meantime, the Board is making the arrangements necessary to the

administration of the regulations and will be making such checks of program content as may be necessary in advance of the effective date.

The Board introduced a new regulation dealing with the promotional activities of stations. Action by the Board was precipitated by the adoption by one station of particular promotions which the Board found to be offensive. The station did not share the Board's view; and the Board found itself without authority to press its point. The regulation which was approved was amended after consultation with and advice from the Canadian Association of Broadcasters. Its effect, as you know, is to enable the Board, after proper processes, to require that an objectionable promotion be withdrawn. The circumstances of this case illustrate some points of general interest.

The Board does not wish to have any more regulations than are essential to the carrying out of its responsibilities. On the other hand, the Board is reluctant to take action which is not required by regulations, and indeed, if there is no regulation, the Board lacks the necessary authority to take any action.

It is precisely in this kind of situation that self-regulation by the industry or consultation between the Board and the Broadcasters may make it possible to avoid the proliferation of mandatory regulations. We have been grateful for the cooperation the Board has received from the Association, and encouraged by the results of consultation between the Board and your national organization, and are gratified by the progress which is being made in devising an industry Code of Ethics.

From the administrative point of view, the Board has experienced its greatest difficulties in relation to the regulations governing advertising. In the initial Radio Broadcasting Stations Regulations, the Board liberalized the previous regulations governing advertising content by permitting the calculation to be made over a period of one hour. Subsequently, the Board discovered that Regulation 7(1) and (2) was not being uniformly interpreted by stations and that practices adding substantially to the aggregate content were being introduced or in effect. The Board discussed the problem with the Consultative Committee on Advertising which includes representatives of the CAAA, ACA, CAB and CBC, and later distributed to all stations a directive on the interpretation of regulation 7(1) and (2). Unfortunately, it has come to our attention that this directive is not being interpreted in the same way by all stations, and that some interpretations result in a volume of advertising content in excess of that anticipated by the Board, and the Committee. Once again, the circumstances of this case illustrate some general administrative problems. A directive interpreting a regulation does not have the force of a regulation; and the Board is without power to take action on an interpretation of a directive

which is not inconsistent with the regulation. The Board has come to the conclusion that, in order to get uniformity in the application of 7(1) and (2) it will be necessary to amend the regulation so as to give the wording of it greater precision. We propose to discuss a re-draft of the regulation with the Consultative Committee on Advertising.

In releasing the Radio (TV) Broadcasting Regulations in November, 1959, the Board announced that it would, in due course, hold public hearings on amendments to the Radio Broadcasting Stations Regulations so as to make them apply specifically to radio. The Board has found itself pre-occupied with television and applications for licenses and has had no opportunity to review the regulations as they affect radio stations. We understand that the Corporation may wish to present to the Board proposals for revision of their affiliation agreements with radio stations. This would lend some urgency to revision of the radio regulations if revision is to be made. Consequently, after the public hearings in June the Board will be giving its attention to radio regulations, and will doubtless be in consultation with its Committees, before announcing public hearings on these regulations, to be held probably in the early winter.

2. Extension of the Broadcasting System and Promotion of the Broadcasting Service.

Another major area of Board activity is recommending to the Minister of Transport on applications for new licenses and changes in facilities.

The Board is directed to ensure the continued existence and efficient operation of a national broadcasting system, consisting of public and private stations and networks of stations, directed to providing a broadcasting service which is varied and comprehensive, of a high standard, and basically Canadian in content and character. In meeting these responsibilities, the Board must recommend on applications for licenses to operate stations and applications for changes in facilities; and must approve, or disallow, applications for networks.

In the fiscal year completed, the Board held 7 public hearings on applications under Section 12 of the Broadcasting Act, which ran to a total of 29 days.

There were 36 applications for new AM licenses in 30 centres already receiving some service. Thirteen new licenses, in 13 centres, were recommended for approval — one in the Atlantic Provinces; 5 in Quebec; 3 in Ontario; 1 in the Prairie Provinces; and 3 in British Columbia.

Eight applications were deferred including 7 in centres in which applications for television licenses were being heard or were pending.

Fifteen applications were recommended for denial, but 2 of these conflicted with other successful applications. The effect was that 10 centres (out of 30) were denied the alternative service that an additional

“... to facilitate the orderly growth of the system...”

station would have provided. The reasons for recommending denial varied, but the principal reason was that, in the opinion of the Board, the granting of an additional license would prejudice the capacity of existing stations to provide a satisfactory standard of service.

The Board appreciates the difficulty of reaching a valid decision on this criterion, but interprets the Act to mean that it must weigh the effect of extension of service on the quality of service and must not endanger the administration of its regulations by indiscriminate licensing. It is equally clear that it is not the function of the Board to create or to protect vested interests without regard to the quality of service being provided.

In fringe service areas the Board received, and recommended for approval 2 AM satellites and 7 low power relay transmitters.

Four applications for new FM licenses were heard. One — an application which involved religious broadcasting — was recommended for denial. In recommending denial the Board took the opportunity to enunciate its policy with respect to “religious stations”.

The Board received 30 applications for increases in power of sound stations. Only two of these were denied; one was deferred.

A substantial number of requests for changes in facilities, other than increases in power, were received and all were approved.

The Board heard only 1 application for a permanent network, linking radio stations in the Atlantic Provinces. The application was approved subject to the creation of a formal network organization. Many applications for temporary hook-ups have been dealt with. These have been approved provided they did not

interfere with permanent network agreements.

In the television field, the Board dealt with a few applications for television stations to serve new areas. Two applications for Prince George were denied, on the grounds that the national network service was not available. Subsequently, arrangements having been made for network service by kine, the applicants appeared before the Board in May, and one of the applications was recommended for approval. An application from Antigonish was recommended for denial. A revised application is being heard in Halifax later this month.

Of three applications for service to the North Shore of New Brunswick, the Board recommended satellite service from Moncton. Other satellite operations were approved for New Glasgow, Nova Scotia, and Baldy Mountain, Manitoba; and a new station at Lloydminster was also approved. A proposal to serve Flin Flon and The Pas, Manitoba, failed because network service, on which the application depended, was not available.

The major development during the year was the opening up for hearing of applications for second television stations. The Board was consulted before the announcement of the change of policy was made by the Minister in June, 1959, and the Board indicated its support of the change. The Board then proceeded with all possible speed to make the arrangements necessary to the hearing of applications in eight of the major markets. By the end of March, 1960, applications for second television licenses had been heard in Winnipeg, Vancouver, Montreal and Toronto, and the issue of licenses in these centres had been recommended (two in Montreal). Sub-

sequently, as you know, the Board has recommended additional licenses in Edmonton and Calgary; and while meeting in Alberta, the Board issued a press release indicating its concern to expedite network service to the new stations should applications for such service be forthcoming and conditions necessary to the purposes of the Act could be met. On Monday, May 30, members of the Board met with representatives of the second stations for discussion of this matter.

On the basis of this record, it seems fair to say that, consistent with its responsibilities under the Act, the Board has demonstrated its concern to facilitate the orderly growth of the system and the development of the broadcasting service.

The applications for new investment in radio facilities reflect confidence in the future of this medium.

The Board has lent its support to developments in FM broadcasting, (Continued on next page)

Channel 3

BARRIE
now
DELIVERS
on the average in
prime evening time
the
SECOND
LARGEST
AUDIENCE
of any
ONTARIO
STATION

BBM March '60

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these
television stations

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

PEMBROKE

Is this the Market
You're NOT Selling?

“PLUG THE
COVERAGE GAP”

CHOV

is the ONLY MEDIUM
Covering All The
Upper Ottawa Valley

Check ✓ BBM
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CBC APPOINTMENTS



J. R. Malloy



W. Cooke



R. S. Joynt



W. Weston

John R. Malloy, 34, of Toronto, has been named sales director (English) of the Canadian Broadcasting Corporation, it was announced by Keith Morrow, director of the English networks and the Toronto area.

Mr. Malloy has been supervisor of television sales since October, 1956.

In his new position he will be responsible for the CBC's

three English sales departments — radio, television and export.

Managers of the three departments reporting to Mr. Malloy were also named: William Cooke, TV sales (English); Ronald S. Joynt, radio sales (English); and William Weston, export sales.

These appointments have been made in line with CBC's continuing plan of streamlining its policies and operations.

"The Board must scrupulously avoid pre-judging the applications . . ."

(Continued from page 25)

and to proposals for distribution of programs through network arrangements calculated to improve the general quality of programming. In relation to television, the Board has been a party to the expansion which is under way.

The Board is not unaware of the problems which the new stations will encounter or of the temporary disturbance which the sudden emergence of several new major enterprises may create in the industry. Concern to assist the new stations in meeting their program commitments has been evidenced; and the deferment of radio applications in the areas is designed to ease the problems of transition in the particular markets. The approval of satellites, and in the case of radio, of low power relay transmitters, is evidence of the Board's desire to see service extended in marginal situations. The insistence of the Board on the inclusion of national network service in new areas is, we believe, consistent with the intention and purposes of the Act; but the Board cannot require this service when the Corporation is not in a position to provide it.

3. Proceedings governing public hearings

Before leaving the subject of applications for licenses and extension of facilities, I wish to say a word or two about the proceedings governing the public hearings at which these applications are heard.

WANTED

Metro Toronto region Radio Station will require a good all round Newsman by late summer. Must be competent writer, reporter and newscaster. Send brief resume of experience and short news-tape with salary requirement.

Day shift and fringe benefits, five-and-a-half day week.

Box A507

Canadian Broadcaster
219 Bay St., Toronto, Ont.

EXPERIENCED RADIO MAN

for

NASSAU, BAHAMAS

Knowledge of programming, sales and administration necessary. Ideal spot for semi-retired TV or Radio program director or Assistant Manager. Salary \$5,800 yearly. (No income taxes). Also mature Chief Announcer required. Salary \$5,360 yearly. (No income taxes).

For appointment, write Box A504 including all background details.

Box A504

CANADIAN BROADCASTER
219 Bay Street, Toronto, Ontario.

The Board is generally satisfied with the procedures it has developed in the conduct of the public hearings; we think that applicants and other interested parties are given an adequate opportunity to present their views. It is, we believe, important that the public hearings be conducted in such a manner as to maintain the confidence of those who appear before the Board in the integrity of the proceedings; and to this end there are certain proper principles which must be consistently followed.

The Board must deal with, and must take to public hearings, all applications referred to it by the Minister of Transport and which have been determined to be technically acceptable.

The purpose of the public hearings is to enable the public to be informed. The Board has established the practice of releasing the briefs of applicants and others to the press after the case has been heard. The briefs contain the information which the applicants are required to submit on or attached to the application form presented to the Department of Transport. The form is devised so as to provide the information essential to the Department of Transport, under the Radio Act, and to the Board, under the Broadcasting Act. But applicants may give to the Board information, dealing particularly with the financial capacity of the applicants and with prospective appointments, which the Board is prepared to accept on a confidential basis. Without solicitation, the Board may receive other communications referring to the competitive situation in the market or to some aspect of the application. The Board cannot stop receipt of these communications and must use its judgment in the manner in which it deals with them. The Board may also institute such enquiries as it deems necessary to secure information which it considers relevant to the case at hand. Nevertheless, the public hearings are the most important part of the procedures by which the Board comes to a decision.

The essential conditions of the whole procedure are, first, that the application is not judged until all the evidence, including the evidence at the public hearing is in; and, second, that the decision is based upon the purposes prescribed in the Act.

Except as regards procedures, the Board cannot act as an advisor to applicants. In view of the time, effort and expense in which applicants are involved in preparing and presenting their applications, it is understandable that the Board is frequently approached for guidance in the preparation of presentations to the Board. Applicants frequently wish to know whether the time is appropriate to commence an application; how to present the case; are certain features of the application considered important by the Board; would the case be strengthened by this change or by that. It would be improper for the Board to offer this kind of advice, particularly in the case of contested applications. If the advice of the Board were accepted — which is likely to occur — and the particular application were successful, it could be said that the Board had been a party in determining the outcome; if the application were unsuccessful the Board might be accused of having misled the applicant. The best advice the Board can give to prospective applicants is that they set up their application and prepare their case so as to secure, as they see it, the optimum effect on the service to be provided; and to defend as vigorously as they can the features of their application which have been included with this objective.

The Board should refuse to hear any applications which are contrary to the Act or at variance with the regulations. Section 14 of the Act, which refers to "non-Canadian interests" is the only section which might render an application automatically ineligible. There is no regulation of the Board under which an application could be bound to fail.

A corollary to the principle that the Board should not bring to public hearings any applications offensive to the Act or the regulations is that there should be no other conditions which would render any application automatically ineligible, or would prove an over-riding consideration for or against an application. If the Board recognizes any such consideration, the Board should state its policy, in unequivocal terms, so that the position of the Board can be clearly understood by applicants and others. The Board has given this kind of guidance in two situations. The Board stated that it did not favor the establishment of religious stations; and after hearing certain applications the Board made clear that, in markets where second television stations were under consideration and might be recommended, the Board would not recommend on applications for sound stations until

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the new television stations were established.

The Board must scrupulously avoid pre-judging the applications which are to come before it at public hearings. To do otherwise would be to make a farce of the hearings. While it is, of course, impossible to provide proof, I can assure you that the Board has observed this principle. Board members must study the material in advance of the hearings; and the Board must discuss the applications and direct counsel. But, particularly in the case of conflicting applications, the Board must wait until all the evidence is in before coming to a decision.

As must be well-known, the Board meets immediately following the hearings, and comes to its decisions before the members disperse. I can assure you that, until the post-hearing meeting of the Board, the Chairman has never sought to determine the decision which would be reached by the Board in contested applications; and individual members of the Board do not attempt to discover how the Board will decide.

Finally, the decision must be based upon the effects in achieving the purposes of Act. These purposes are to provide a varied and comprehensive broadcasting service of a high standard that is basically Canadian in content and character. Any element in the application which may affect the service in these respects is significant; no other consideration is relevant. The Board's decisions must be judged by others on the service criteria established in the legislation, and on these criteria alone. Any other considerations are extraneous and irrelevant.

We do not pretend that the decision is always easy or that the weighing and balancing of the many immeasurable and intangible factors can be undertaken without the exercise of judgment. The difficulties are inherent in the nature of the problems of selection; and it is presumably exactly for this reason that the legislation prescribes that the Minister of Transport shall have the advice of the Board. If the elements in the problem were measurable, the Minister could get the answers from a computing machine. The Board cannot do more than to apply its collective judgment consistently in conformity with the principles I have outlined.

TV Billings Hit New High

TELEVISION'S NATIONAL commissionable billings for the fourth quarter of 1959 hit a new all-time record of \$15,414,383. In addition to this, there is a number of accounts placing their advertising direct, including a round \$500,000 for Lestoil, which are not included in the audit.

Karl Steeves, director of the Broadcast Advertising Bureau (TV), said that this figure is reported by Boyce, McCay, Duff & Co. in their quarterly audit.

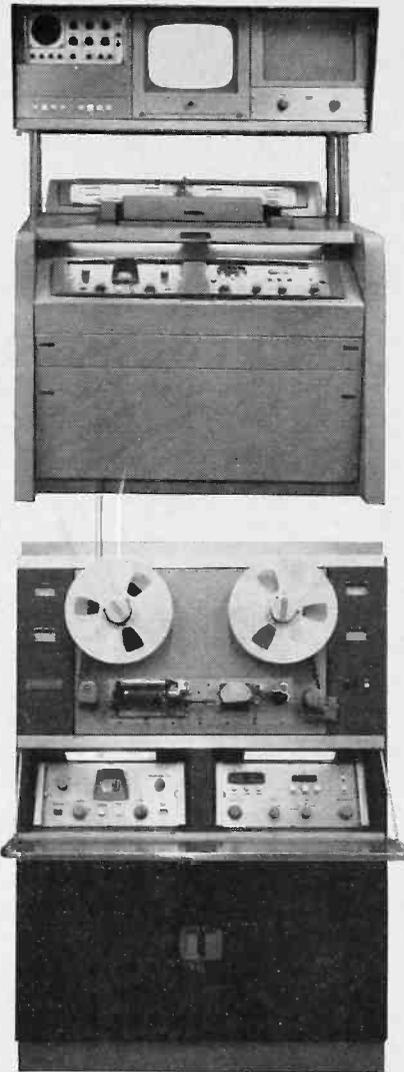
Compared to the fourth quarter of 1958, this, Steeves says, is an increase of 20.3%.

The total of TV billings for 1959 was \$48,324,479. The only comparison possible in this case is with DBS figures, as the Boyce, McCay, Duff audit was only instituted for the fourth quarter of 1958. The DBS total for 1958 was \$47,927,000.

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Progress report No.1 for June—First episode of a totally new TV series is on tape...written by Canadians, featuring Canadian actors, produced by our Canadian staff for CFTO-TV, Toronto's first privately-owned television station: *Call Emergency* is designed as a vehicle to sell your products to Canadians. This is another sign of CFTO fulfillment and progress.

Joel Aldred