



*Canadian*  
**BROADCASTER**

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TORONTO

July 7th, 1960

WE TOLD MURRAY BROWN that if his CFPL-TV won another Beaver Award, we would give him a saliva test. It did — its fourth — and so did we. Dr. Allan M. Pitt did the deed at London's Glen Allen Restaurant, when the Beaver was presented by Hon. John P. Robarts, Ontario Minister of Education. Promotion Manager Tom Daley assisted.

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# IMMEDIACY and CONTINUITY

One of the most graphic "plugs" for radio as an advertising medium is contained in a brief note that appears in most magazines. It asks people who are going to move to give anything up to six weeks' notice to avoid missing an issue.

Comparisons maybe odious but they are interesting too.

When a family changes its address by moving from one house to another, in nine cases out of ten, a radio — auto or portable — will keep that family entertained and informed while the journey is proceeding. Then one of the first things that will be done when the family enters its new home will be to plug in one of the radios in the first available socket.

Too much emphasis cannot be placed on radio's immediacy, which tells people what is happening while it is happening, and the continuity, which enables it to do so without interruption.

This is only one of the pluses an advertiser gets when he spends his advertising dollar in radio.



*Radio Division*

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

BBG Hearings

# FIVE OTTAWA APPLICANTS ARE HEARD

by DICK LEWIS

**F**IVE APPLICATIONS for a second English-language television license for Ottawa were heard by the Board of Broadcast Governors in session in that city June 23-7.

The applicants, in order of their first appearances, were:

**Ottawa Telecasters**, formed largely by Lawrence Freiman, Ottawa department store head; Ken Soble of Station CHCH-TV, Hamilton; Arthur Crawley of Crawley Films Ltd.; and the Southam Company Ltd.

**CFRA-TV Limited** — a company headed by Frank Ryan, who operates Radio Station CFRA, Ottawa, and who said that the TV station would be owned by its employees.

**Inter-City Broadcasting Corporation Ltd.** headed by Roger Séguin, Ottawa lawyer-businessman, and 27 Ottawa and district shareholders, none associated with existing communications media.

**Rideau Television Association**, headed by M. Grattan O'Leary, president of THE OTTAWA JOURNAL, and including Associated Television (ATV) of England and FP Publications Ltd.

**E. L. Bushnell Television Company Ltd.**, headed by Ernest Bushnell, former CBC vice-president and for many years its chief program director. Associated with Bushnell in this application were: Granada Television Network of England and NTA Telefilm (Canada) Limited, an affiliate of National Telefilm Associates Inc., New York.

## OTTAWA TELECASTERS

Ottawa Telecasters based their quest for the TV license on four main counts: recognized business and professional TV skill; financial strength; people of responsibility; and sensitivity and personality.

Freiman said Ken Soble would undertake the responsibility of acquiring and training TV personnel. William Jeynes, chief engineer of CHCH-TV, Hamilton would establish workshops in Ottawa, to train Ottawa and district people, without charge in TV engineering. Soble said that a series of workshops would be established to train applicants for jobs in other branches.

These other workshops would be organized under a film expert from Crawley Films; Charles Lynch, chief of the Southam news services; and three CHCH-TV officials — James Purvis, program manager; Joseph Carlo, music director; and William Elliott, TV production.

The group illustrated its program proposals with a 70-minute videotape selection of programs monitored in the hearing room on a closed circuit.

In common with the four other applicants, this group was applying for a license to operate on Channel 13. Proposals on station power, antenna height and broadcasting pattern have been made subject to international negotiation.

said that as the staff becomes more efficient, and as station revenue increases, programing would be expanded.

## CFRA-TV LTD.

Frank Ryan, who owns a 150-acre farm said that the station he is proposing would be unique in that it would have the whole farm for use in outdoor agricultural telecasting.

Campbell McDonald, CFRA news director, who would supervise TV news, said that the proposed station would have 33 news telecasts a week, taking up 8½ hours a week or nearly ten per cent of the weekly schedule.

## INTER-CITY BROADCASTING

Bi-lingual broadcasting was advocated by the third applicant.

Inter-City Broadcasting Corporation Ltd., a group comprised of 28 Ottawa and district shareholders, headed by Roger Séguin, Ottawa lawyer and businessman, proposed the operation of simultaneous bi-lingual TV. This would be achieved by broadcasting in French on a separate FM sound transmitter, while the picture and English sound were on the regular TV set. Those wishing to hear the French version would switch off the TV sound but not the picture, and bring in the language of their choice on the FM.

Don Hildebrand, formerly CKNX-TV, Wingham, explained that the applicant realized that it would be necessary to apply to the BBG for the FM transmitter, but explained that the extra FM receiver which viewers would need could be obtained very reasonably. He gave a film demonstration of the device.

Hildebrand pointed out that this would be a TV adaptation of the simultaneous translation techniques developed at the United Nations and used in the House of Commons. The device would only be used with certain types of programs.

Séguin told the Board that there would be an amount of \$2,150,000 available to the company.

Inter-City has 15,000 common shares authorized of which 9,400 have already been subscribed at \$10 each for a total of \$94,000. Of 20,000 preferred shares authorized, 5,640 have been subscribed, pro-rata with the common shares, at \$100 apiece, for \$564,000.

In addition to this total of \$658,000 common and preferred shares subscribed, shareholders have agreed to increase their holdings by 50%

(Continued on page 4)

## CJCH AND BUSHNELL SCORE

The Board of Broadcast Governors has recommended for approval the applications of CJCH-TV, Halifax and E. L. Bushnell Television Co. Ltd., Ottawa, for television licenses . . . CHOY, Pembroke got the nod for a TV station in that city over the CBC which applied for a satellite . . . the BBG recommended the sale of CKGN-TV to Northern Broadcasting Ltd. for approval . . . it also looked favorably upon the sale of CHNS-Radio, Halifax . . . Atlantic Television Co. Ltd. got a recommendation for a semi-satellite of a satellite of CJCB-TV Sydney, operating at Inverness N.S., for Antigonish . . . CHAU-TV, New Carlisle is recommended for a satellite at Mont Blanc, Quebec . . . Power boosts were recommended for approval for CFCR-TV, Kamloops; CKCO-TV, Kitchener; CJOR-Radio, Vancouver; CKFH-Radio, Toronto . . . Conditional recommendation was given to C. Stancykowski for a multilingual radio station in Montreal . . . Recommended for deferment were an application for an AM station at Grand Falls, Nfld., by Terra Nova Broadcasting Company; for satellites at Chicoutimi and Roberval by CKRS-TV, Jonquière; for a power boost to 10 Kw for CKCV, Quebec.

Soble said that as vice-president of the proposed station, he would spend 25% of his time in Ottawa, after it gets on the air. The station is intended to be an English-speaking station and, Freiman said, "any attempt to be a bi-lingual station would be wrong in principle."

As regards other interests in communications media, Soble told the Board he owned radio station CHML and has a 25% interest in CHCH-TV in the same city. Robert W. Southam, speaking for the Southam Company, said it has interests in eight daily newspapers and two radio stations and a minority interest in two television stations. Arthur A. Crawley, on behalf of Crawley Films Ltd., said he is the president of a company which is the sole owner of Crawley Films Ltd.

Commenting on the applicant's 67 hours a week programing, Frank Meighan, Q.C., BBG counsel, pointed out that this was considerably less than that proposed by the other four applicants. Soble replied that, in his experience, tune-ins by TV viewers are very low in the morning and early afternoon. However, the 67 hours might be increased later. He

Associated with Ryan in the CFRA-TV application were CFRA employees or directors Kenneth Binks, George Gowling, Edward Houston, Terry Kiely, Campbell McDonald, John Sproat and Spence Skelton.

Ryan said the proposed TV company would be financed by the sale of 10,000 shares of capital stock at \$1 a share, 575,000 in debentures taken up by the staff and a bank credit of \$525,000. Added to this would be deferred payments on equipment, raising the total available to CFRA-TV Ltd. to \$1,683,000.

In the rebuttals, Bruce McLeod, spokesman for the Inter-City group, questioned Frank Ryan's description of his set-up as being "employee-owned". While it was described in this way by Ryan, it was clear that control would remain with Ryan.

## CKTB—ST. CATHARINES

Programming to the Whole Family

soon to be

10,000 WATTS DAY

(5,000 — NIGHT)

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

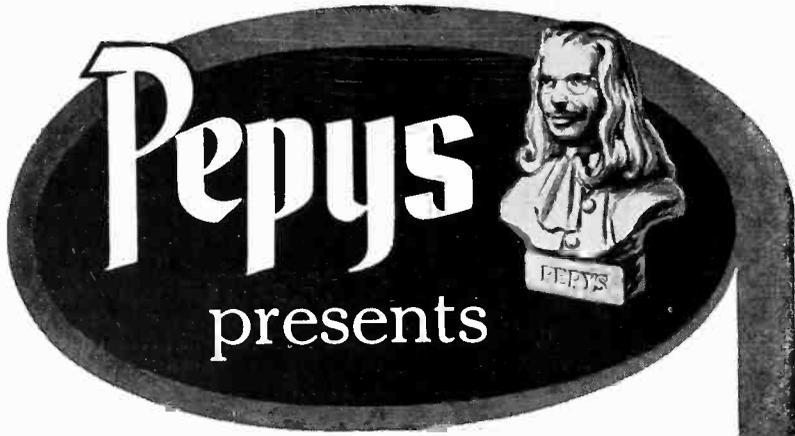
Representatives  
Paul Mulvihill  
Toronto - Montreal

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES

THE  
AWARD  
WINNING  
STATIONS

**CJON** Radio  
Television  
NEWFOUNDLAND



# HEGGIE Advertising

COMPANY, LIMITED



The four original founders who started this Agency in 1950, to specialize in Industrial accounts, are still together . . . . . but personnel now numbers 30, and the list of accounts serviced has grown to 82.

With the recent addition of a Consumer Division, all factors indicate consistent and sound progress. The principals attribute it to their unwavering policy of giving clients "the little more" in the way of service and counsel than might be looked for—in all areas of advertising and promotion. The Agency will continue to expand to meet the needs of its Clients.



## STOVIN-BYLES Limited

Radio and Television Station Representatives  
MONTREAL TORONTO WINNIPEG VANCOUVER

**RADIO**

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

**TELEVISION**

- |                                     |                            |
|-------------------------------------|----------------------------|
| KVOS-TV serving: Vancouver-Victoria | CKAM-TV, Campbellton       |
| CKOS-TV, Yorkton                    | CKCW-TV, Moncton           |
| C-JAY-TV, Winnipeg                  | CJON-TV, St. John's, Nfld. |
| CKTM-TV, Trois Rivieres             | CJOX-TV, Argenteia         |
| CJBR-TV, Rimouski                   | CJCN-TV, Central Nfld.     |
|                                     | ZBM-TV, Bermuda            |

# BBG Ottawa Hearings

(Continued from page 3)

produce a total subscribed capital of \$987,000.

Séguin said the percentage of share holdings range from one per cent to less than 15 per cent. No one person or small group would have control.

Bruce McLeod, former manager of CKGN-TV, North Bay, who would be general manager of the proposed station, said that the slogan "Live and Canadian" would dominate the weekly broadcasting schedule, averaging 86 hours. Local live studio and remote broadcasting would average 44 hours and 20 minutes a week with the station on the air from 12.15 p.m. to about 12.30 a.m. Weekly Canadian content would be more than 61 per cent from the start of operations.

**RIDEAU TV ASSOCIATION**

Discussion, opinion, debate and dissent would be the keynotes of the new Ottawa station if the favorable decision went to the Rideau Television Association, headed by M. Grattan O'Leary, president of THE OTTAWA JOURNAL.

Referring to it as "television with a touch of Hyde Park", O'Leary said that his group, comprised of 13 individual shareholders and the corporate interests of FP publications (which owns THE JOURNAL) and Associated Television (ATV) of London, England, would place heavy emphasis on information and news in depth.

With a half century history in the newspaper business, Grattan O'Leary had harsh things to say about the CBC's Press Conference which he described as: "the spectacle of a half-scared-to-death cabinet minister or party leader virtually put into the dock, and with three or four journalists seemingly turning themselves into inquisitors, their job apparently being to expose the victim's incompetence or ignorance."

O'Leary noted that his station's programing, totalling 92 3/4 hours a week, would include a few religious programs, but offered this comment: "Personally I am not much impressed by people who talk about what they call a 'religion of the air' — about some watered-down TV theology for the indifferent — or for people who think that religion should be made easy."

This area should be explored, he said, and made subject to consultation with leaders of the Protestant, Roman Catholic and Jewish faiths—"and this we shall do".

On the financial side, Rideau Television would be a private company with an authorized capitalization of \$2,500,000, consisting of 2,500,000 common shares and 2,500,000 six per cent non-cumulative preferred shares at \$1 each.

Gordon Henderson, Q.C., appearing for Rideau, told the Board that the corporate structure of the Association stresses three major factors. These, he said, were simplicity of structure; control vested in Ottawa individuals; and share participation by permanent station personnel.

Shares, he said, would be issued to the 13 individuals who own more than 51% of each class of stock; any sale of shares or any new issue would first be offered to individual shareholders, and only when they turned them down would they be

offered to the corporate shareholders. In addition to this, there would be 75,000 shares earmarked for issue as a bonus to senior station personnel one year after the start of broadcasting. These shares would be personally owned without restrictions on ownership.

**E. L. BUSHNELL, TV CO. LTD.**

Closely acquainted with almost everyone who packed the hearings room, the final applicant, Ernest Bushnell made the final presentation for the second English language TV license in Ottawa. Under the firm name and style of E. L. Bushnell Television Company Ltd., his presentation called for a company made up of 37 shareholders, including the Granada TV Network Ltd., of London, England, and NTA Telefilm (Canada) Ltd., an affiliate of National Television Associates Inc., New York.

In spite of the outside capital in the company, Bushnell told the Board that the corporate shareholders will not control the policies and day-to-day operation of the proposed Ottawa station.

"The control of our company will always remain firmly in the hands of Canadian citizens, and the authority under which it will operate will remain in Metropolitan Ottawa and Hull," he said.

Bushnell stated that at the outset there would be a minimum of ten hours a week of French programing.

Of the 87 hours at the start, 54.9 per cent would be live Canadian production; 37.6 per cent foreign films; and 7.5 per cent British films or Videotape. During peak viewing hours, from 7 to 11 p.m., weekly Canadian content would be 69.5 per cent.

On the subject of programs, Bushnell suggested that there was no place in the family livingroom for mayhem and murder. "Adventure, danger, presented realistically and believably — yes, and lots of it", he said.

"Maybe," he continued, "we shall have a hard time finding the kind of films we have in mind, but we will certainly try to make use of those that are exciting and stimulating but not deceptive and degrading."

Among likely sources of supply for programs on film, Bushnell mentioned various available material in the United Kingdom Information Office in Ottawa, as well as the various embassies, the Canadian Archives and the National Film Board.

School broadcasts would be provided if requested, he said, adding: "There is no lack of good products for educational programs, but I think there is a lot of hard work in devising the best method of putting them together."

The proposed station's newscasts would be handled by two strong personalities, capable of preparing their own material.

"To ensure that this personalized approach to news events, large and small, will establish an intimate rapport with the bi-ethnic viewers in Ottawa and Hull," he said, "one of our hosts will be a Canadian of English descent and his partner a Canadian of French extraction."

(See Halifax Story on Page 9)



Elections & Privileges Committee

BROADCAST BAN IS A NECESSARY DISCRIMINATION

by SAM ROSS

Ottawa Correspondent

THE COMMONS' Elections & Privileges Committee has recommended the ban against election campaigning 48 hours before opening of polls be continued. It has also proposed an outright ban on candidates in Canadian elections using radio or television facilities in the United States as part of their election campaigns.

The decisions were made after two stormy sessions which involved heated debate but no recommendations on the use of 30-second and one-minute political announcements; and limitation of radio and television use by candidates with the federal treasury paying at least part of the expense.

A brief from the Canadian Association of Broadcasters argued the 48-hour ban should be lifted because "there has been no useful purpose demonstrated" and "there is therefore no reason for the prohibition."

Committee discussion was short. All parties were agreed the regulation was a "discrimination, but a necessary discrimination" against radio and television, and had proved to be a good precaution against last-minute campaign charges where denial or rebuttal would be next to impossible.

J. W. Pickersgill (L. Bonavista-Twillingate) said the ban was an essential cooling off period, and R. A. Bell (PC Carleton) shared the same view, as well as adding it was a protection against last-minute charges.

NO US BROADCASTS

The committee moved swiftly onto the question of US stations near the Canadian border, over which it has no control, in an effort to maintain the 48-hour ban, but the 48-hour angle died quickly. Instead, the committee measured the use of US radio and television in campaigns and found it was not as extensive now as previously, and therefore decided complete elimination was best.

Amendments proposed for the Elections Act will ban anyone from buying time on a US radio or television station with or without the consent of the candidate or his party; and it will disqualify any candidate who buys time himself or approves such action by another party on his behalf.

Marcel Lambert (PC Edmonton West), Parliamentary Secretary to the Minister of National Revenue, said there were few Canadian areas not covered by Canadian radio stations. An exception was the

northwest corner of British Columbia where Alaska panhandle stations were used to cover Skeena constituency. Another mentioned was the use of stations in Northern Maine to cover some of the Nova Scotia and New Brunswick fringe areas.

Gaps in Canadian television coverage along the international border included southeast British Columbia; northwest British Columbia; a 30-mile strip across part of Manitoba and a 50-mile strip along southern Saskatchewan. Eastern areas included Fort Frances and Rainy River and the Woodstock to Grande Falls area in New Brunswick.

WOULD BAN SHORT SPOTS

Mr. Lambert reported on broadcasting regulations and Mr. Pickersgill suggested the Elections Act should ban advertising from political campaigns . . . the 30-second and one-minute announcements which he compared with soft drink sales campaigns that said nothing about political issues.

In that event, said Frank McGee (PC York Scarborough), maybe there ought to be control over the size of newspaper ads. Mr. Pickersgill said a big budget could satur-

ate radio and TV with small announcements, and Mr. McGee said he had to fight big newspaper campaigns which he couldn't afford, and that he also would be barred from radio if the short announcements were banned. "I don't like the sound of this at all," he added.

Mr. Lambert endorsed the point raised by Mr. McGee as "very real," particularly for independent candidates with limited resources. Mr. Bell said he used the announcements for "crisp, argumentative messages" and got more response from them than longer speeches. Mr. Bell said Mr. Pickersgill would put campaigning into a straight jacket.

Mr. Pickersgill said he referred to anonymous announcements that forced other "serious" candidates to compete on the same basis; and Mr. McGee emphasized he was concerned about a person with a limited budget getting his name before the electorate in a form he could afford.

Mr. Pickersgill said he'd be surprised if the broadcasting industry would be concerned about regulation at all, and Mr. Bell cut back with the statement that the broadcaster he dealt with had a very high regard for public service: "I



IN SASKATCHEWAN

CKBI HITS

THE BULLSEYE!

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



CKBI

10,000 WATTS  
900 KCS.

PRINCE ALBERT, SASKATCHEWAN

agree," said Mr. Pickersgill, but he still doubted whether the stations would object.

Mr. Pickersgill and Mr. McGee got into another exchange on well-heeled campaigns, and Mr. McGee suggested a check on expenditures in York-Scarborough so that Mr. Pickersgill would know "who was the well-heeled party."

**WOULD LIMIT TOTAL TIME**

Another tangle ensued on Mr. Pickersgill's proposal to limit the total time which might be used by parties on all stations during an election campaign. Mr. Bell said he fought against the government getting 50 percent of the network free time with the balance split among the opposition candidates. Mr. Pickersgill said he favored it when he was in government and he still favored the division now, in opposition.

The government, he said, should have half the time to defend itself against the attacks by opposition parties using the other half.

The final meeting discussed control of time in greater detail, both network and local, and a proposal that the taxpayers foot the bill for a total of 30 minutes on radio and 10 minutes on television for each and every candidate.

In making the suggestion, Mr. Pickersgill said network time should be sustaining and that the formula for division of time should be written into the Elections Act. Mr. Bell agreed network time should be sustaining but rejected writing the formula into the Elections Act as too rigid.

The control of time used by all candidates locally would help control party costs in elections and "I'm sure we are going to have to reduce costs," said Mr. Pickersgill. Then he explained his "pretty radical and pretty fair" time division proposal.

Under the plan, every candidate representing a party with a minimum of 20 percent of the vote in the previous general election would be entitled to 30 minutes on radio and 10 minutes on television, paid for by the federal treasury as part of election expenses.

Any other candidate with less than 20 percent of the vote in the previous election would be allowed to buy the same amount of time and would get a refund if he obtained 20 percent of the vote. Mr. Pickersgill felt this would eliminate "nuisance" candidates. A ban against any candidate buying addi-

tional time was not essential to his proposal but compatible with it just the same.

**WHY SHOULD THE PUBLIC PAY?**

Mr. Bell raised the question of why the federal treasury should pay for the radio and television time used by a candidate. If it were a sound principle, then the taxpayers ought to pay for the space used in newspapers and pamphlets, with an automatic limit on them also. Mr. Bell agreed the time may come when limitations would have to be made, but he felt Mr. Pickersgill's suggestion required a lot more mature thought.

Jean-Thomas Richard (L. Ottawa East) interjected the point that the principle has already been established through the state meeting the costs of free time network broadcasts. Mr. Pickersgill added that part of radio and television had always been free and this was merely an extension of the same principle. Mr. Pickersgill thought control was inevitable because heavy expenses had become "a real threat to the independence of candidates."

Mr. McGee said he did not agree with the philosophy of passing along costs to taxpayers when they became heavy. Mr. Lambert pointed out the differences in covering an urban and rural constituency made the Pickersgill plan impossible. Mr. Bell suggested the only effective limitations were good programming and the good taste of listeners.

Mr. Richard just about had the last word when he said there should be a fair trial for the BBG regulations, and that the new television entries should not be tied down any more than any other business.

**Finnerty Heads BCC of C**

**MAURICE P. FINNERTY**, president and managing director of CKOK, Penticton, and vice-president of Okanagan Television Company was recently elected president of the British Columbia Chamber of Commerce.

Prior to the war, and after the war he was in the insurance business. He spent six years as an officer in the Seaforth Highlanders during the war and saw service in England and Italy. He was elected to the legislative assembly in the coalition government of 1949-1952 and served as chairman of the legislative committee on municipal matters.

**In any seven day period,  
nationally, Television offers  
105 half hours  
with audiences\* greater than  
the circulation of the largest  
national magazine**

\* 1,000,000 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         |



**WARD CORNELL**

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

Another reason why . . .

Western Ontario is sold on



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

**BROADCAST ADVERTISING BUREAU**

*TV Division*

Suite 404

200 St. Clair Ave. West

Toronto 7

Phone WA. 2-3684

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

# IN HALIFAX

**LEADERSHIP WHERE IT COUNTS!**

**LISTENERSHIP WHEN YOU WANT IT!**

**Monday to Friday Cumulative Households  
6:00 A.M. to 6:00 P.M.**

**CHNS STATION B**

| Time        | CHNS   |         | STATION B |         |
|-------------|--------|---------|-----------|---------|
|             | ½ Hour | 3 Hours | ½ Hour    | 3 Hours |
| 6:00- 6:30  | 7800   |         | 7100      |         |
| 6:30- 7:00  | 13300  |         | 10700     |         |
| 7:00- 7:30  | 19700  | 33600   | 16300     | 30500   |
| 7:30- 8:00  | 24300  |         | 23900     |         |
| 8:00- 8:30  | 25700  |         | 25900     |         |
| 8:30- 9:00  | 23000  |         | 24100     |         |
| 9:00- 9:30  | 23100  |         | 23800     |         |
| 9:30-10:00  | 22100  |         | 24800     |         |
| 10:00-10:30 | 21000  | 37300   | 21300     | 32300   |
| 10:30-11:00 | 20500  |         | 20700     |         |
| 11:00-11:30 | 24500  |         | 22600     |         |
| 11:30-12:00 | 26900  |         | 21700     |         |
| 12:00-12:30 | 29800  |         | 23800     |         |
| 12:30- 1:00 | 28000  |         | 22600     |         |
| 1:00- 1:30  | 21300  | 36900   | 18400     | 28100   |
| 1:30- 2:00  | 13800  |         | 13400     |         |
| 2:00- 2:30  | 12000  |         | 10700     |         |
| 2:30- 3:00  | 11300  |         | 10200     |         |
| 3:00- 3:30  | 13900  |         | 8800      |         |
| 3:30- 4:00  | 16500  |         | 8400      |         |
| 4:00- 4:30  | 21200  | 27900   | 11000     | 19500   |
| 4:30- 5:00  | 20600  |         | 11400     |         |
| 5:00- 5:30  | 12500  |         | 10600     |         |
| 5:30- 6:00  | 11600  |         | 10400     |         |

## LEADERSHIP:

The Spring 1960 BBM Radio Station Report (covering Metropolitan Halifax and the outside counties) showed that CHNS reached 66,200 radio homes, and Station B reached only 51,800. This is a leadership for CHNS of 25% over Station B.

## LISTENERSHIP:

And the Elliott Haynes Daytime Programme Report for May 1960 shows that in Metropolitan Halifax, CHNS LED STATION B IN 17 OUT OF 18 half hour periods between 9 a.m. and 6 p.m. Monday thru Friday.

Facts and figures like these don't just happen — not when they are typical of a year in, year out story of listenership superiority . . . They are the result of CHNS making the most of the three "P's" of radio — Personnel, Programming, Promotion!

Let these CHN-a-S-sets go to work for you — and put more pep in your promotions with CHNS . . . the Voice and Choice of Halifax — and Nova Scotia!

# CHNS

**YOUR STEREOPHONIC STATION  
10,000 WATTS DAY & NIGHT**

Represented by ALL CANADA Toronto, Montreal and in the U. S. by WEED & CO.

Board of Broadcast Governors

**THEATRE AND RADIO MEN VIE FOR HALIFAX TV LICENSE**

**T**WO APPLICATIONS were heard by the Board of Broadcast Governors in Halifax last month for the license to establish a television station on channel 5 in competition with CBHT, the CBC's outlet on channel 3.

The applicants were Peter Herschorn, on behalf of a company to be incorporated and CJCH Ltd.

The group headed by Herschorn plans to form CHAL Television Ltd. Principles would be Mitchell Franklin, Herschorn's partner in Franklin and Herschorn Theatre Company Ltd.; Lloyd MacInnis, a freelance CBC television personality; William Piekarski, a broadcast technician; and Cameron Graham, a CBC program producer.

Appearing with them before the Board were legal counsel Gordon Cooper and George Robertson, and technical consultant George Mather.

CHAL-TV would broadcast with a video power of 53 kw. and an audio power of 25 kw., and with a directional antenna 711 feet above average terrain.

Franklin would be president of CHAL-TV, while Herschorn would be vice-president and secretary-treasurer. MacInnis would be a vice-president and general manager. Piekarski would be technical director, and Graham, program director.

Franklin said the theatre company, major shareholder in the proposed station, has suffered in competition from television and wants to relocate its capital resources in broadcasting. In 1954, the company's application for a TV license in Moncton was rejected by the old CBC Board of Governors. Franklin said four of the company's seven indoor theatres have since closed.

Authorized capital of the company would consist of 20,000 preferred shares and 20,000 common shares each at a par value of \$10, for a total of \$400,000.

A total of \$150,000 has been committed for purchase and the balance represents an available financial reserve to be issued when needed. The theatre company would hold 9,900 of the issued shares and Franklin and Herschorn 100 shares each, for a combined ownership of 67.4 per cent of the common stock.

MacInnis would hold 3,600 shares, Piekarski 1,000 and Graham 300. Reserved for the station's staff for issue later would be 1,000 common and 2,000 preferred shares.

Herschorn gave a breakdown of the proposed station's forecast revenue, with expenditure in brackets:

First year—\$696,000 (\$773,000); second—\$789,000 (\$789,000); third—\$928,000 (\$842,000); fourth—\$1,148,000 (\$993,000); fifth—\$1,341,000 (\$1,153,000).

CHAL-TV would broadcast 81 hours a week. This would include 40 hours—or 49.4 per cent of total time—in film and 37¼ hours or 46 per cent in live studio production.

Canadian content of the station programs would be 53.1 per cent a week. A level of 55 per cent would be reached in 1961.

The staff of the proposed station would be made up of 19 technical employees, 26 in programing, four in sales and nine in general administration—a total of 58.

**CJCH LTD.**

Finlay MacDonald, manager of CJCH-Radio, Halifax, was spokesman for CJCH Ltd., the second applicant of the TV license.

He said the station would operate with a video power of 47.6 kw. and an audio power of 23.7 kw., with a directional antenna 793 feet above average terrain.

MacDonald said that CJCH-TV would aim at capturing at least 40 per cent of the Halifax and area TV viewing audience in competition with CBHT. Advertising rates would be 85 per cent of those now charged by the CBC station.

The "C" or secondary signal contour of CJCH-TV would reach 330,000 people making a total population coverage of 465,000.

In considering financial and other requirements, MacDonald said it was decided to stay within the existing corporate device—CJCH Ltd.

It would merely be a case of the present company financing for television, setting up separate and competitive radio and TV divisions. Only affairs common to these two divisions would be ownership and "certain key integrated functions" such as a combined radio-TV news

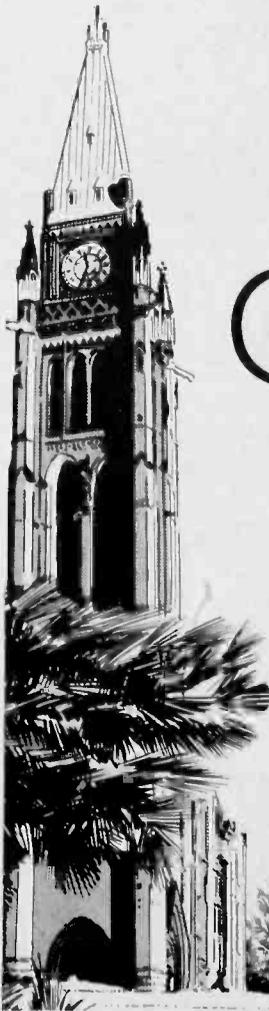
operation, administration, direction and management. MacDonald said some \$100,000 a year could be saved through this integration.

Of 72 hours a week proposed by CJCH-TV, 39 hours would consist of local live productions. Annual expenses for live talent would equal about 15 per cent of the total revenue. These outlays would rise from \$90,000 in the first year to \$115,000 in the third.

MacDonald described the CJCH presentation as a "double application"—one part seeking to establish the second TV station in Halifax, the other providing for the transfer of 400 shares to Canastel Broadcasting Corp. Ltd. of Toronto, the wholly-owned subsidiary of Associated Television (ATV) of England.

Under the corporate structure proposed, Canastel would own 22.45 per cent of the stock in CJCH Ltd. Major shareholder under the corporate revision would be 62-year-old Gerald E. Martin, a Halifax chartered accountant, with 44.96 per cent. MacDonald would hold 22.51 per cent. Other shareholders would include Harry M. Standish, William Jones and members of the CJCH staff.

The staff of the television operation of CJCH Ltd. would total 62. Of these, 45 would be in the charge of the television supervisor and the rest would be involved in the integrated radio-TV operation.



IN  
OTTAWA

**CBO**

delivers the  
quality audience!

An average of 93% of CBO's listeners are over 21. \*In a recent breakdown (from 8 a.m. till 12 noon), the cost per 1,000 adults worked out to only .45¢! One phone call gets you complete details.

\*Elliott Haynes—FALL 1959.

**CBC RADIO SALES**

**GEM SESSION**  
with  
**CHAT TEEVEE**

A filing cabinet is a place where papers are lost alphabetically.

Do it today. Tomorrow there may be a law against it.

Sadie Dudenhafer thinks a Laplander is a clumsy person in a crowded bus.

**CHAT TEEVEE** runs four late movies per week, and they're all sold out.

Said a psychotic lady named Ruthie,  
With a smile most alarmingly toothy,  
"Dear Hubby, I'm thinkin'  
You're Abraham Lincoln,  
And I'm feeling very Wilkes-Boothy."

She's the type of girl who makes men jump into rivers and climb mountains . . . she's a woman driver.

Sadie Dudenhafer thinks a pretzel is a drinking man's filter.

Ad: Young man wanted to learn advertising in an old-established advertising agency. Excellent opportunity for son of a national advertiser.

Goodyear of Canada will open a \$4,500,000.00 plant in Medicine Hat this September, with an eventual staff of 300.

The toughest problem some children face is learning good manners without seeing any.

**CHAT TEEVEE**  
*Medicine Hat's  
Best Advertising  
Buy*



# This is an historic photograph

It shows the world's first remote-control unit for operating a television transmitter without the use of wire lines. The equipment fills just half a rack in the studio of CHAB-TV, Moose Jaw, Sask., and controls the functions of the 6 KW television transmitter 15 miles away.

CHAB's chief engineer Merv Pickford has his finger on the dial that produces the control signals. The unit takes over from three engineers formerly isolated at

the transmitter for supervision and monitoring duties.

In increased efficiency and reduced operating costs, this RCA Victor installation will have paid for itself in the first six months of operation.

RCA Victor engineers in Montreal developed the unit especially for CHAB-TV. Why not ask if RCA Victor can help improve *your* operation? Contact the Technical Product Division, RCA Victor Co. Ltd., Montreal.



**The Most Trusted Name in Electronics**  
 RCA VICTOR COMPANY, LTD.

House of Commons

# OPPOSITION CRITICIZES TV LICENSE AWARDS

by SAM G. ROSS  
Ottawa Correspondent

REVENUE MINISTER George Nowlan won Commons' approval for appointment of the broadcasting committee but not before severe criticism on the award of television licenses in Edmonton and Toronto, and complaints that the committee appointment is too late for any good this year, aired by members in the Opposition:

Chief critics were J. W. Pickersgill (L. Bonavista-Twillingate) and Douglas Fisher (CCF Port Arthur). Mr. Pickersgill said the Edmonton television award to the CBC was an "unnecessary waste of taxpayers' money," especially when there were "all kinds of outlying places" in Newfoundland, Northern Manitoba and Northern Ontario without television coverage.

Mr. Pickersgill said it was hard to understand the "extraordinary decision" giving the television license to THE TORONTO TELEGRAM whose proprietor "went about months before the application was heard saying that there was no need of holding any hearing because he already had it." Mr. Pickersgill added that this was a phase that needed very careful investigation, as well as the whole policy underlying the situation.

Mr. Fisher called the award of the Toronto license to THE TELEGRAM "unfathomable." "I think it is generally agreed by people who follow newspapers," said Mr. Fisher, "that you have to go a long way and search extensively to find a metropolitan daily as bad in almost every way as THE TORONTO TELEGRAM. If the standards of THE TELEGRAM are going to be transferred to the television station, all I can say is God help the Toronto listeners and watchers. I hold no brief, and I do not think anyone in this party has, for THE TORONTO GLOBE AND MAIL, but better THE GLOBE AND MAIL a thousand times than THE TELEGRAM."

### MOCKERY OF PARLIAMENT

On other matters, Mr. Pickersgill said introduction of the motion on the 107th day of the session made "a mockery of parliament." Mr. Nowlan refused Mr. Pickersgill's request to withdraw the motion and Mr. Pickersgill then hoped the committee would examine broadcasting

legislation and not go on a "fishing expedition" as it did last year. "What we want," he said, "is a committee that will consider the principles on which the broadcasting legislation is based and on which broadcasting operates, and we want to consider them in a responsible and systematic manner."

nors," and he reeled off party activities of some of the members.

"The only serpent in that particular Eden is Dr. Eugene Forsey," said Mr. Fisher. "I have not heard a question around Ottawa that is more pertinent and relevant and has everyone asking 'what in the name of the Lord happened to Forsey'."

### Bassett Denies Charge

Full coverage was given to this story in "The Telegram," and the following day John Bassett, publisher of that paper and chairman of Baton Aldred Rogers Broadcasting Ltd. (CFTO-TV) was quoted as denying that he boasted about having a license for Toronto's private TV station before the Board of Broadcast Governors awarded it to a company controlled by him.

He said, in his own paper, and again to "The Broadcaster": "Mr. Pickersgill's statement is absolutely untrue. I haven't spoken to Mr. Pickersgill about anything important for the last ten years — just a few how-do-you-do's".

Mr. Pickersgill attacked the manner in which CBC is financed and he proposed a five-year budget that could not be altered so that CBC would have freedom in development. He expressed doubt about legality of R. L. Dunsmore of Montreal as chairman of the CBC Board of Governors and indicated his intention of raising this issue during committee sessions.

### CRITICIZED NEWS COVERAGE

Besides his reference to the Toronto license, Mr. Fisher criticized CBC programs and news coverage. He said the aftermath of last year's committee inquiry was "a terrible effect" on the CBC. "In my opinion," he added, "there is a gutlessness in the organization which is amazing and most regrettable." Mr. Fisher said much time could be spent in developing a new approach to broadcasting.

As an example, he said CBC had given extensive news coverage on Khrushchov and Castro and Nasser but "feels that where people like Stanfield, Hicks, Douglas and Thatcher are concerned, it will get into hot water if it gives them decent coverage."

When referring to the Toronto license, Mr. Fisher said he supposed direct influence was not necessary "when you look at the composition of the Board of Broadcast Govern-

Mr. Pickersgill interjected: "I have been asking that question for years."

"After this decision," said Mr. Fisher, "I have reached the stage where I can agree with the hon. member. What did happen to Forsey?"

"In any case," added Mr. Fisher, "if we look at the others, we see that we have a brother-in-law of the Minister of Transport, undoubtedly a fine man. We have Dr. Sabourin, who is known as a Conservative organizer in Montreal. We have Mr. Brown who I understand is a prominent Vancouver Conservative.

"We have Dr. Connell, a neighbor and close friend of the Prime Minister for many years. We have Mr. Duhamel, who again is a well-known Conservative. We have Mr. Duchemin, who is the publisher of a newspaper. I took the trouble to go and read it a little while ago, and I did discover that it seemed to take the Conservative line. Another member is a former leader of the Conservative association in Newfoundland, and another was secretary of the Conservative association of Prince Edward Island."

Mr. Fisher assailed the list of CBC vice-presidents as "these lovely vice-presidents." The CBC needed reorganization and it "sprouted vice-

presidents all over the place." He wanted to know if the CBC Board of Directors was consulted in connection with the new jobs "because I find it difficult to believe you streamline an organization by creating a whole bunch of vice-presidents."

Mr. Nowlan, in winding up the debate, referred to the "grapeshot and the variety of camouflage and innuendo" in the criticism and he denied the BBG members were party hacks. Mr. Nowlan described the members of the Board as intelligent men and women and that the government had chosen those best fitted for the appointments "rather than from the somewhat dilapidated remains of the once great party represented opposite."

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For full details consult the white pages of your telephone book, ask information, or write . . .  
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UN 6-2300  
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## Vancouver I.R.E. Ups To 160 Members

THE VANCOUVER Section of the Institute of Radio Engineers held its annual banquet and election of officers at the Skyline Hotel in Vancouver, last month. Guest speaker was Dr. Roland L. McFarlan, International I.R.E. president, who awarded certificates of appreciation to eight of the past chairmen of the section who were in attendance.

During the business session of the meeting, section committee reports were read and adopted. The membership committee reported a growth from 138 to 160 members. Elected officers for the 1960-61 term were: chairman, William H. Thompson; vice-chairman, Herbert A. Hoyles; secretary-treasurer, Peter A. Niblock.

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# CUTS & SPLICES



Bob Miller

## "Courier Du Bois"

EDWARD PRODUCTIONS LTD., Montreal, is preparing to shoot a 26-part series for the CBC. Called *Courier du Bois*, the half-hour show tells of the adventures of 18th century trackers and scouts.

On the commercial side, the company recently made two 60-second commercials for Kraft Foods, promoting a new contest; two spots for Building Products; a 15-second flash for Bosco; and two new flashes for Ex-Lax.

As they did last year, Edward's will again produce a series of eighteen commercials for Belvedere Cigarettes.

## Stratford Film Festival

AS AN ADDED attraction at this year's Stratford Film Festival, David Raskin and André Previn, both of whom have had great success in writing music scores for some of the top Hollywood-produced films, will express their views on the relationship of music to film.

Raskin will speak at the evening session of August 24 and Previn will appear the following evening. Each talk will be illustrated with excerpts from films which they have scored.

This year's Festival runs for two weeks starting August 22. There will be 25 feature films shown and three times that many short subjects. There will also be two special Saturday morning programs for children.

## RLP Makes Nine For Tide

ROBERT LAWRENCE Productions (Canada) Ltd., Toronto, is now working on a series of nine one-minute commercials for P & G's Tide. Agency is Benton & Bowles, New York.

The series features Joel Aldred and all are on film, except one videotape commercial, made in Hamilton last month.

RLP also has a crew at work in Quebec making a commercial for Kodak, through J. Walter Thompson, New York. Featuring Julia Meade, the film is for use on *The Ed Sullivan Show*.

## "Professor Calculus"

OMEGA PRODUCTIONS, Inc., Montreal, recently completed another 26 episodes of the French network puppet show, *Professor Calculus*, for the CBC. Originally titled *Pepinot*, 203 episodes of the series have been made for the CBC using Omega's technical facilities.

Pierre Harwood, vice-president and general manager of Omega, headed the crew which was in Spain recently filming a series of Dupont ski-wear commercials. Featured in the series was Anne Heggveit, Canada's world and Olympic ski champion. Among those who went on the trip were Reg Murdoch, Carmen Beaumont and Les Harting—all of Vickers and Benson, and Bob Mills of Dupont.

Following the completion of filming for a color production about the

Laurentians in winter, Henry Michaud, director of production, and Denis Mason, chief cameraman, spent several days with the Canadian International Paper Company in northern Quebec capturing the log drive on film. The footage will be included in a color picture tracing the growth of industry in Quebec. The Laurentian film will be completed as soon as the holiday season gets into full swing.

## Tales Of The Riverbank

THIRTEEN WEEKS of *Tales of the Riverbank*, made by Riverbank Productions Ltd., Toronto, have been purchased by the British Broadcasting Corporation. The series began its run on the BBC June 26.

Awarded a certificate of merit at last month's Canadian Film Awards, the series uses live animals to enact simple stories for children. Among the animals used are hamsters, rats, guinea pigs and frogs.

Filming is done in 16 mm and at double speed so as to minimize the jerky movements of the small animals.

Riverbank Productions is headed by Dave Ellison and Paul Sutherland. Ellison spent twelve years in production for the BBC, then came to Toronto where he worked as film editor for the CBC for four years. Sutherland was with CBC television since it began until two years ago, when Riverbank was formed.

Between episodes of the series, Riverbank makes a number of commercials. The company recently completed two of a series of four commercials for Pure Springs in Ottawa. One was a thirty-second film for Gini, a new soft drink imported from Italy. The second was a full-color, 35 mm film for Honey Orange. This commercial is for use in theatres. John Doherty & Co. Ltd., Ottawa, is agency for Pure Springs.

## "The Whole World Over"

WESTMINSTER Films Ltd., Toronto, are now making the first of four twenty-minute films for Canada Dry Ltd. Agency is MacLaren Advertising, Toronto.

Called *The Whole World Over*, the film is being shot in 16 mm, color and sound. It will be distributed to high schools.

The film tells the history of Canada Dry from its invention in 1902 by John J. McLaughlin up to the present. Roy Krost of Westminster wrote the film and will direct. Don Wilder is cameraman and Paul Morrison is editor.

## Savage Innocents

ONE OF THE entries in this year's Cannes Film Festival was *Savage Innocents*. The picture was shot in Greenland, directed by American movie veteran Nicholas Ray and starred Japanese actress Yoko Tani and Mexican-American actor Anthony Quinn as Eskimos. The film was submitted as a French-Italian production.

## Bits & Pieces

- Don Haldane, Westminster Films Ltd., Toronto, is now in Banff directing the final portions of Walt Disney's *Nomads of the North*. The film will be released some time next year.

- E. D. "Bud" Jones has been appointed general manager of Art-ray Ltd., Film Productions, Vancouver.

- In conjunction with the joint conventions of the Canadian and American Library Associations in Montreal last month, the National Film Board held a one-day film institute at its building in Saint Laurent. The 150 film librarians, distributors and producers heard addresses by NFB chairman Guy

### ANNOUNCEMENT

## TELEVISION DE QUEBEC (CANADA) LTEE



L. Leclerc

J. P. Riopel

G. Lovett

Mr. Jean A. Pouliot, P.Eng., General Manager, Télévision de Québec (Canada) Ltée, is pleased to confirm the three following appointments:

Mr. Louis Leclerc as Program Manager for CFCM-TV. Mr. Leclerc who was Production Manager, is a graduate of Laval University and has a Master's degree in Television and Cinema from Boston University.

Mr. J. P. Riopel as Publicity and Public Relations Manager for both CFCM-TV and CKMI-TV. Mr. Riopel has five years previous experience in Western Canadian Television and is a graduate of Queen's University.

Mr. George Lovett as Program Manager for CKMI-TV, effective immediately. Mr. Lovett was formerly Chief Announcer for CKMI-TV and has a lengthy background in show business.

Roberge; director of production Grant McLean and distribution director Len Chatwin.

- Canadian actor Lloyd Bochner has been signed to star as one of the two leads in the 20th Century-Fox hour-long television series, *Hong Kong*. He plays a captain in the Hong Kong police. Series revolves around his adventures with a U.S. correspondent, played by Rod Taylor. Twenty-six shows have been scheduled. The series debuts on the ABC-TV network in September.

- The Vancouver Film Festival runs twelve days at the Vogue Theatre starting July 11. Some fifty films of all types will be shown during the Festival, twenty of which will be given their North American premieres. Many of the films to be shown have already been seen at other major film festivals, including Cannes, Venice, London and Berlin.

- KVOS Canada Ltd. recently purchased \$15,000 worth of animation equipment. The station bought a Portman Animation Stand and an Acme Animation Camera.

## FILMLINE PROCESSOR

Model No. R15TC

16 mm Reversal & Neg.-Pos. Processor for TV Stations.

Easily installed and economical to operate. Has a foolproof overdrive system eliminating film breakage, scratches and static marks and has a complete temperature control system.

- Daylight Operating on ALL Emulsions.
- Speeds to 1200 feet per Hour.
- Variable Speed Drive
- All Tanks are Stainless Steel.
- 1200 ft. Daylight Magazine.
- All Metal Construction.
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- Forced Warm Air Drybox.
- All parts that come in contact with Solutions are Stainless Steel or Inert Materials.

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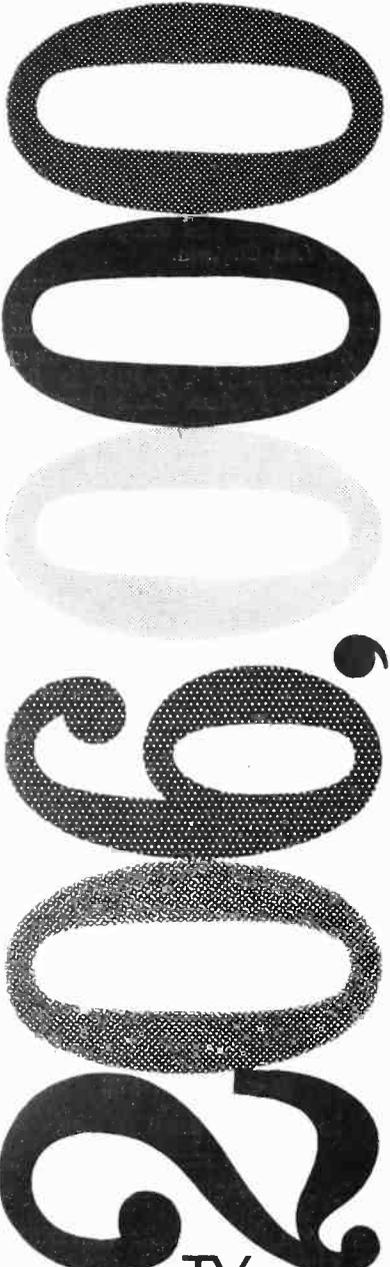
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There's smooth sailing year-round with Télévision de Québec delivering 260,000\* TV homes at low cost per thousand with a combined rate card.

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QUEBEC'S SELLING COMBINATION  
**CKMI-TV**  
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Reps: Jos. A. Hardy & Co. Ltd.  
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Weed Television Corp.



**OVER THE DESK**

thereby transforming it into Quebec territory. This would cement the already cordial relations which exist between the two provinces, and also give the R. Y. somewhere where they could sell the odd bash of liquor of a Sunday.

While Ian Grant was in Montreal, he was among those receiving the grand tour of the new offices of the F. H. Hayhurst Co. at 1420 Sherbrooke Street West. Incidentally moves are the order of the day for Hayhursts, their Toronto office having just transferred to 55 Eglinton Avenue E.

A couple of weeks ago, Victor Jory came to town, and Bob Miller was on deck. As the star of Philips Electronics' (Philishave) TV program, *Manhunt*, they—Jory and Bob—attended a cocktail party staged by Philips and Screen Gems. During the sales meeting which was climaxed with the party, he presented gold Philishavers to officials of the Drug Trading Company, whose last shipment included the millionth shaver to be sold in Canada.

It wasn't exactly a wing-ding, but your scribe went to Ottawa the week before last and sat through the final second TV license hearings of the BBG.

As is reported elsewhere in this issue, these hearings were not truly "final", because the Board is still willing to hear applications for TV licenses in other markets where TV is already on the air.

An idea of the terrific problem faced by Dr. Stewart and his—in spite of everything—merry men (and women too) came to me as I watched old war-horses in the radio business, such as Ernie Bushnell,

Ken Soble and Frank Ryan, do battle with one another and with newer luminaries such as Bruce McLeod and Don Hildebrand. Of course there were newcomers to the broadcasting field too, but try as I might, even the warmth and eloquence of Grattan O'Leary could not get my mind off the broadcasters I have been playing with and fighting with over the past eighteen years.

No, I don't envy the BBG its task at all. A board sounds so inanimate, yet the BBG is made up of such definitely human beings. There is Dr. Forsey with his Fowlerian insistence on "English as she ought to be spoke", and I know that for months to come I shall waken in the middle of the night with the deep voice and insistent finger of Dr. Emlyn Davies asking me—"What are you doing for the senior citizens?"

I suppose that when an umpire steps onto the field or a judge climbs onto his dais, he can be sure of only one thing—that there will be no complaints from whoever they favor in their decisions. (Shouldn't that be whomever, Dr. F?)

**CALLING MOVIE MAKERS**

**A**N INTERESTING application of the business of being useful is now offered by Vern Whitnall and his wife, Audrey, who have combined their abilities in Verdrey Pictures, 352 Glenlake Avenue, Toronto 9.

The business offers a service to movie makers, and includes editing, titling and generally tidying up film.

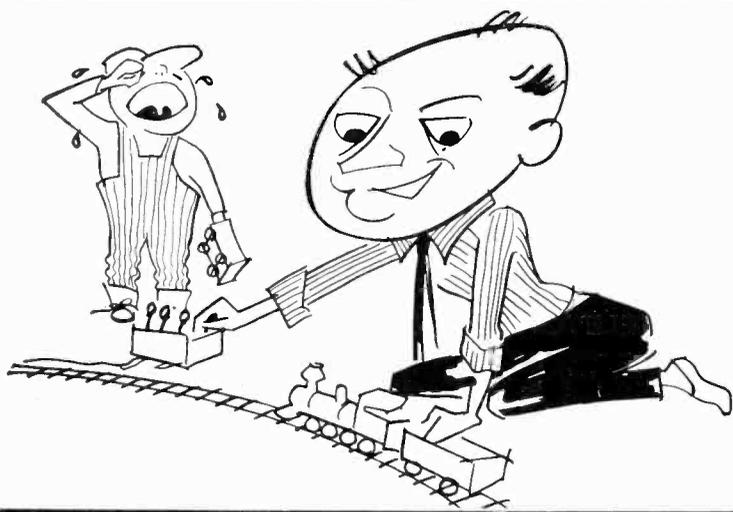
How many people shoot miles of movies on their vacations, and then leave the finished reels in a cupboard waiting for a wet Sunday next winter to start to work on them? A wet Sunday which never comes.

Before Vern, a recent visitor to the office, had finished explaining his mission, I had decided that this is the service I've been looking for. So I made a date with him to come over to the house and see what he suggests should be done with the miles of stuff I've taken around home and also in Bermuda, England, Puerto Rico, Haliburton, and other places where I have let my photographer's art (?) run high wide and handsome.

It is going to be rather a pity when my shot of the plane landing at San Juan airport no longer segues into some fine autumn scenes taken in Haliburton last fall, but all in all I think it will be for the good of the audience, who may have some idea of what they are looking at.

Of course Vern and Audrey's efforts do not end with amateurs. It is a new venture, but slowly but surely they are invading the TV stations and film studios. They are just finishing up a 100-foot reel showing what they do, and will rush out and show it to anyone interested at the drop of an exposure meter.

And now I'm off with my camera to the opening meeting of the harness races at Old Woodbine, so buzz me if you hear anything, won't you?

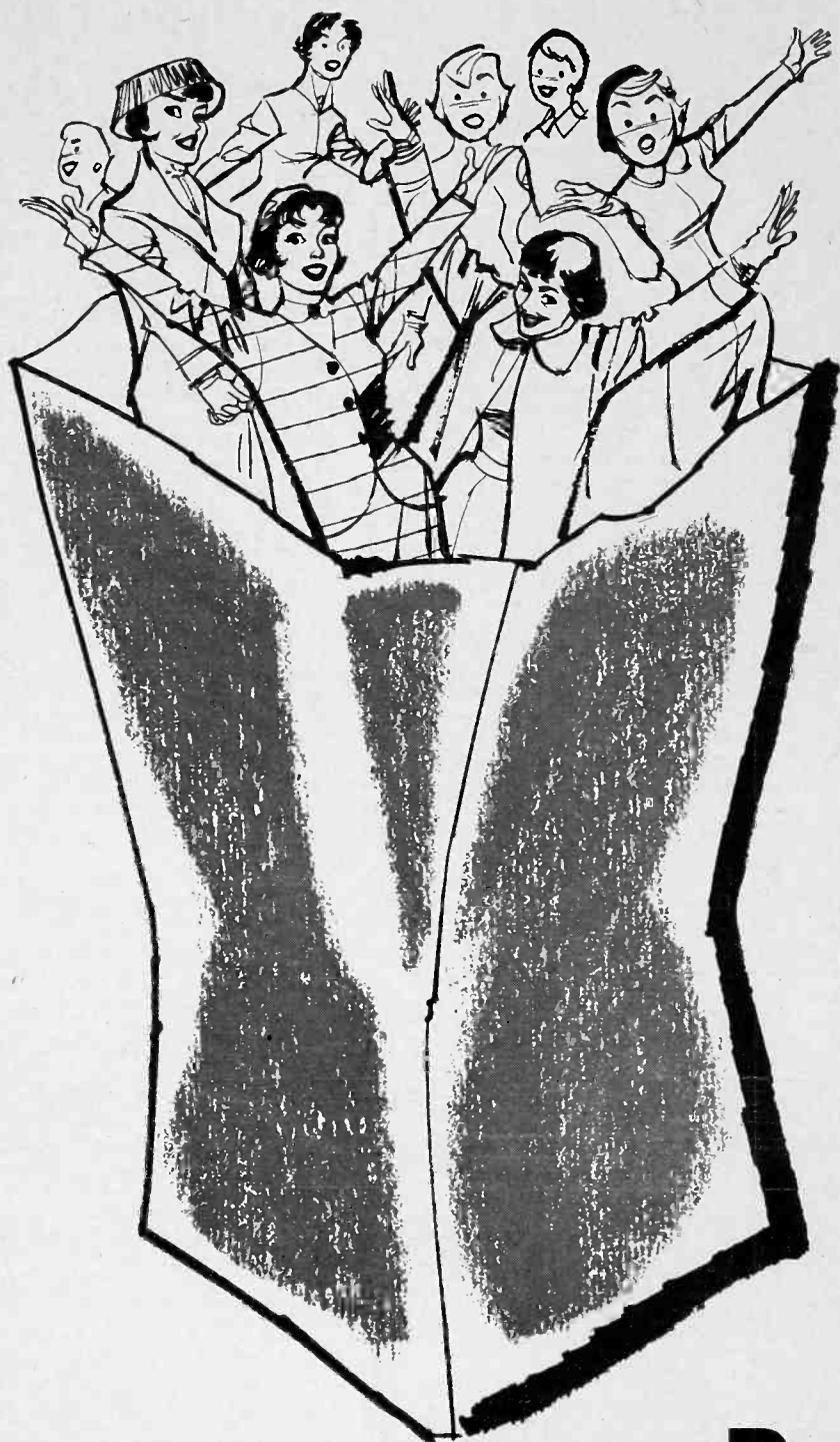


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WINDSOR  
has an adult audience!

Your advertising dollar on CBE gives you the highest percentage of adult audience in the area, plus a loyal Detroit audience that can be motivated to Buy Canadian! Investigate CBE! Compare! Buy! Enjoy!

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*Dick Lewis*



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**"WHEREVER YOU GO THERE'S RADIO"**



You're not seeing double!

You're not hearing double!

But you're selling double!

with power-packed

**CBL** and  
**CJBC!**

Now you can buy, at a combined rate, spots on both CBL and CJBC and reach double the audience (only 13% duplication) at a much lower cost. It's the perfect, economical way to sell *double* at a *single* rate in Metropolitan Toronto! Get the full story now.

**CBC RADIO SALES**

TORONTO

WA 5-3311—Ext. 2127

Board of Broadcast Governors

**THE DOOR IS OPEN FOR FURTHER APPS**

**H**AVING CONCLUDED its hearings on second TV stations in the eight major Canadian markets, the Board of Broadcast Governors is opening its doors to further applications for television licenses in areas which are already served.

After a short summer hiatus, the BBG will hold a meeting in Ottawa September 26, designed primarily to hear proposals concerning a private television network. It will consider license applications if any are forthcoming at this meeting.

It is nearly a year since the minister of revenue, Hon. George Nowlan, announced that the old single-channel television policy was being abandoned, and that the government, on BBG recommendations, would consider "additional television broadcasting stations in areas already provided with television service."

The BBG then moved to hear second-station applications in Winnipeg, Vancouver, Montreal, Toronto, Edmonton, Calgary, Halifax and Ottawa. But, from the BBG's point of view, the licensing of competing stations does not have to end there.

Two main factors will influence the recommendations of the Board for further stations: (1) the availability of television channels and (2) the economic ability of the market to support a new commercial station. At this writing, no further applications have been made to the Department of Transport.

While it is reasonable to assume that third television licenses will eventually be awarded in such cities as Winnipeg and Vancouver, where

channels are available, it is not thought to be likely that such applications would be considered by the BBG until the second stations in those cities—not yet on the air—are solidly established.

**Pye Wants Comm'l Radio**

**P**YE TELECOMMUNICATIONS Ltd. has suggested that Britain go in for commercial radio. The non-commercial BBC is now the only service available.

In an article in the SUNDAY TIMES, C. O. Stanley, chairman of the Pye group of companies, said that a plan will be released by the company this month listing wavelengths available for 100 stations which could be established for £20,000 each.

He said every town of 50,000 people or more in England, and 40,000 or better in Scotland, plus the universities, could have stations and "could live quite easily on local and national advertising."

John Brinkley, managing director of Pye and author of the plan, said that the local stations needed no more than 250 watts to reach an audience at a range of ten miles.

"The commercial significance of the thing," Brinkley said, "is to the local shopkeeper, who must benefit if listeners are told over a local radio station where they can buy particular goods. This must be an improvement on the present method of publicizing goods, where the listener sees advertisements for the product but is not told where he can buy them."

**A. C. NIELSEN COMPANY APPOINTMENT**



**P. D. Scanlan**

George W. Ralph, Vice President and Manager of the Broadcast Division of the A. C. Nielsen Company of Canada Limited, is pleased to announce the appointment of P. D. Scanlan as Account Executive. In addition to assisting clients in the use of Nielsen Broadcast Services, Mr. Scanlan's responsibilities will include the promotion and sale of Nielsen Broadcast Division Services. The appointment becomes effective July 15. Mr. Scanlan comes to Nielsen from the Toronto Head Office of the Northern Broadcasting group for which he has been Sales Promotion Director for the past three years. Previously, his duties with Northern Broadcasting included sales and station management positions at CJKL—Kirkland Lake, CHEX—Peterborough, and CKWS—Kingston.

**Europe's Largest Station**

**A**SSOCIATED Rediffusion opened its £1,000,000 Studio Five in London last month. The largest television studio in Europe, the main stage is 140 feet by 100 feet. Dressing rooms, offices and equipment areas take up another 20,000 square feet.

One of the features of the main stage is a sound-proof partition which enables the area to be used either as one or two smaller studios. Audiences of up to 500 people can be accommodated for certain productions and there are two screening rooms in each half of the studio.

When Associated Rediffusion went on the air in 1954, it purchased the 20th Century-Fox Film Studios at Wembley and later bought the adjacent property. Early this year, AR bought Wembley Stadium and Empire Pool.

CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE

*Elliott-Haynes*  
LIMITED

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

**GADGET IN TV SETS  
MAY DESTROY RADIO**

**T**HE BBG WAS TOLD in Ottawa last month that one small but essential gadget built into television sets threatens to destroy radio broadcasting in Canadian metropolitan areas.

George Chandler, president of radio station CJOR, Vancouver, identified the gadget as the TV set's horizontal oscillator and said that in some areas it is causing radio interference from two to ten times above the levels specified in international agreements. "This is going to lead to the destruction of amplitude modulated (standard AM) radio broadcast stations in some centres in Canada unless the situation is cleaned up," Chandler said, and the federal government should declare a policy in this respect. Listeners should not be encouraged to buy radios until the situation is corrected.

Bill Pearson, BBG counsel, said he understood it was mainly a problem to be solved by the manufacturers of TV receivers. The Board had no power to deal with these manufacturers.

"The Board has influence over opinion and must have influence over the governing bodies", Chandler replied.

Appearing before the BBG with an application to increase CJOR's power to 10,000 watts from 5,000, Chandler said this increase would reduce TV interference on Vancouver area radios to "bearable levels", but wouldn't eliminate it.

**VINYL LINO STANDS JUMBO'S TREAD**



**I**N A RECENT promotion for Keystone Interiors Limited, a wholesale interior furnishings company, radio station CKX, Brandon used three live elephants to prove the qualities of Sandran vinyl linoleum. Over 500 people came to the

corner of Sixth and Rosser Streets in Brandon to see the animals walk on fruits and vegetables placed on a square of Sandran and try to pound stains into it. A live broadcast was done by CKX personality John Gilbert.

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

*like The Bob & Ray quarter-hour Shows*

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

**CFCL-TV**

TIMMINS

PROVIDES  
THE MOST  
ECONOMICAL  
AND EFFECTIVE  
MEANS OF  
COVERING  
THE ENTIRE

**TIMMINS**

**KIRKLAND LAKE**

AND

**KAPUSKASING**

MARKETS

**Paul Mulvihill  
& Co. Ltd.**

TORONTO — MONTREAL

Representing these  
television stations

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



**MOST POWERFUL SATELLITE ON EARTH**

**THE ATLANTIC PROVINCES  
1st TV MARKET**

**CKCW-TV**

CHANNEL 2  
MONCTON, N. B.

**CKAM-TV**

CHANNEL 12  
CAMPBELLTON, N. B.

141,000 Watts Average Erp. With the highest tower.  
On the highest mountain in the Maritimes.  
2,800 feet above sea-level.

We cover a MAJOR MARKET in Canada  
AND DELIVER MORE OF THE MARITIMES  
THAN ANY OTHER STATION

We reach 605,451 people and 129,031 households  
Buying Income \$485,783,000.00  
Retail Sales \$391,265,000.00

YOU CANNOT REACH THE COMPLETE  
MARITIMES without CKCW-TV & CKAM-TV

**WE DON'T SELL TIME !  
WE SELL RESULTS**



FOR COVERAGE MAP & FULL DETAILS  
Consult our Representatives

STOVIN BYLES IN CANADA YOUNG CANADIAN IN U.S.A.

# STATION CALLS



Ron Martin

## CFRN-TV, EDMONTON



**T**HE SOD TURNING ceremonies for the Terminal Building of the Edmonton International Airport, which were washed out by a sudden rainstorm, became a live half hour telecast through ingenuity of Sid Lancaster, manager of CFRN-TV, Edmonton.

On the way to the site, an unexpected downpour turned the proposed airfield into a sea of mud. The dignitaries, who had other commitments, could not wait for the rain to stop and it appeared that the event would have to be re-scheduled or called off. Lancaster, however,

approached the Minister of Transport, the Hon. George Hees, with the suggestion that the whole party should move to the television studios of CFRN and do the ceremonies from there. Mr. Hees and the other members of the party were agreeable, so the procession moved back to Edmonton.

Lancaster placed a call to program director George Kidd and told him to make the necessary arrangements. The procession arrived at 4.30 p.m. and the program went on the air 15 minutes later. In the picture, Mr. Hees inserts a garden shovel into a bucket of soil surrounded with imitation grass, which was used in place of the actual sod. Looking on are (l to r) Sid Lancaster, H. J. Williamson, Edmonton Regional Director Air Services and Mayor Elmer E. Roper of Edmonton.

Other members of the party taking part in the ceremonies were J. Percy Page, Lieutenant Governor of Alberta; Grant McConachie, president, Canadian Pacific Airlines; Mayor Fred Jones of Leduc; and Dick Rice, president and general manager, Sunwapta Broadcasting Company.

## VANTEL BROADCASTING CO., APPOINTMENT



J. R. (Ray) Peters

Appointment of J. R. (Ray) Peters as Station Manager of CHAN-TV, Vancouver, is announced by Art Jones, President and General Manager of Vantel Broadcasting Co. Ltd. Effective August 1, 1960, Mr. Peters will join the staff of the newly licensed station and will personally direct the sales of CHAN-nel-8-TV.

Mr. Peters is currently Commercial Manager of CHCH-TV, Hamilton, Ontario, and has been actively participating in television in Montreal, Toronto and Hamilton for the past eight years.

## CKGM, MONTREAL

**D**R. JONAS SALK, inventor of the Salk Polio Vaccine, last month in a telephone interview, congratulated station CKGM, Montreal, for the campaign they are carrying on, urging Montrealers to obtain their polio shots.

In co-operation with the Quebec College of Physicians and Surgeons, the station has arranged with doctors to record special appeals asking citizens to obtain their shots and giving the location of various clinics. The appeals are aired ten times a day throughout the week.

## CKEY, TORONTO

**I**N CONJUNCTION with seven Chrysler-Plymouth dealers, station CKEY, Toronto, last month ran a four week bingo contest. Each day 15 bingo numbers were given out, two an hour for the first five hours starting at eight a.m. and one every hour after that. The first person to fill an entire card phoned the station and if correct, won a two week vacation for two at Bigwin Inn in Muskoka.

Cards were obtainable from any local dealer and four people had their holidays paid for during the contest.

## CKEK, CRANBROOK

**I**N AN EFFORT to attract vacationers to the east Kootenay area, station CKEK, Cranbrook, is broadcasting tourist information approximately every half hour during the day. This will consist of two to three minute periods of information on where to fish, types of fish to be caught, what to see, what to photograph and last year's hunting statistics.

Also, the Cranbrook Chamber of Commerce has planned a campaign for publicizing the fossil beds in the area and in the near future a brochure and maps will be made available to tourists.

## CFCM-CKMI-TV, QUEBEC

**T**HIRTEEN EPISODES of a series on water safety have been taped by CFCM-CKMI-TV, Quebec, for use on their weekly program *Dateline Quebec*. A pool was installed in the studio and lessons in rescue and swimming safety were given in co-operation with the YMCA.

## CJAD, MONTREAL



**A** MONTH-LONG search for CJAD, Montreal's new Hi Teen Queen was climaxed last month, when 35 of the city's prettiest teenagers assembled at a luncheon with the judges for the crowning ceremonies. The panel of judges included Mrs. Eve Trill of Morgan's, Mrs. Jennifer Lindsay of Eaton's, Doris Clark, CJAD's women's editor, Miss Gerry Brown, publicity director, Paul Johns of Simpson's, Paddy Springate, the station's first Teen Queen and Tony Temple of *THE MONTREAL STAR*.

Points were awarded for character, intelligence, school standing, deportment and appearance, air personality

and speech and motivation. The winner was Heather Gaynor of St. John Fisher High School in Valois.

She is seen in the picture as she is being crowned by retiring queen Judy Smythe of Macdonald High, and presented with roses, the title ribbon and a \$100 Canada Savings Bond. During the course of her reign, she will receive another \$500.

Heather is now official hostess of CJAD's Hi-Fi Club program and works with emcee Mike Stephens standing by in the picture, on the Saturday afternoon broadcasts. Her first official appearance was at Belmont Park, where the show moves for the summer months.

**FOR EVERY DAY  
TRAVEL or  
UNIQUE AND  
GLAMOROUS  
TRIPS call us**

**CLAIRE WALLACE  
TRAVEL BUREAU LTD.**

126-a Cumberland St.,  
Toronto, Ont.

(City parking opposite our door)  
WA. 5-4284

**CHUM, TORONTO**

**T**HE WINNER of a ten day vacation for two in Jamaica in the Valcream Vocabulary Contest, was Burton Warner of Scarborough, Ont. The contest was part of a four month campaign carried over CHUM, Toronto, and was supported with posters in drugstore windows throughout the city.

Using the letters of Valcream, Warner, along with three other finalists, made up 104 words and then won the first prize in a special tie-breaking quiz. He and his wife will be flown to Jamaica by TCA and will stay at the Marrakesh Beach Hotel during their stay. The account is handled by J. Walter Thompson.

**CJQC, QUEBEC**

**N**ETTOP CLEANERS is giving listeners to CJQC, Quebec, a chance to clean up some extra cash in their "Lucky House Number" contest. Six times a day a house number taken from the Quebec phone book is announced on the station and the resident of the house has three minutes to call up and identify himself.

The first person to pick up the jackpot consisting of \$69, plus an electric hair dryer and two LP's, was Mrs. W. A. Bailey. The jackpot starts out with \$5 and each time there is not a winner more money is added.

**JULY  
AND  
AUGUST  
ARE BIG  
BUYING MONTHS...**



**IN MONTREAL, BUYERS  
LISTEN TO CJAD**

- ★ In total retail sales, July and August are usually bigger than January, February, March.
- ★ In addition, of the radio sets sold in this Province last year, 10% were portables and 19% were car sets.
- ★ In summer, people go outside more — and radio goes wherever people go.
- ★ CJAD is the most listened to station by English families in greater Montreal with a BBM rating of 181,700 radio homes.
- ★ Over 50% of the passenger cars in the Province of Quebec have radios.

*Moral of the story; summer is a good time to sell your products . . . radio is a good summer selling medium . . . in Montreal, CJAD is the best-selling radio.*

**CJAD**

***SELLS while it plays!***



*Representatives:* RADIO TIME SALES, Montreal, Toronto;  
YOUNG CANADIAN LIMITED, New York, Chicago.

**CKOS  
TV**  
YORKTON  
SASKATCHEWAN

THE VOICE OF THE  
WEALTHY PRAIRIES

CANADIAN REPRESENTATIVE:-  
**STOVIN-BYLES  
LIMITED**  
TORONTO • MONTREAL  
WINNIPEG • VANCOUVER

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

## Young Adults . . .

## SPEAK THEIR MINDS ON RADIO PANEL

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The panel discussions were held each Wednesday evening from 6 to 7 p.m. in the Parish Hall of St. Jude's, in front of an audience made up of senior high school students.

The success of the series was due not only to CHWO's role in the planning and production of the series, but also to the co-operation given by members of other radio and television stations. Because CHWO

was not equipped to handle such a large panel, the CBC loaned the station nine microphones, an amplifier and a PA system for the entire month.

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## Trade Marks Must Support The Image

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Mr. Margulies cited the example of the U.S. Steel Corporation, which had retained the same mark since 1934. His company decided that the visual impression given off by the trade mark was wrong. It tended to create the idea that U.S. Steel was a collection of cold, rusting pieces of iron and dirty, smoky chimneys, rather than a progressive, well-run company. A cleaner, more modern mark was designed and thus the desired image was placed in the minds of the public.

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## CFPA

Port Arthur

DELIVERS RESULTS!

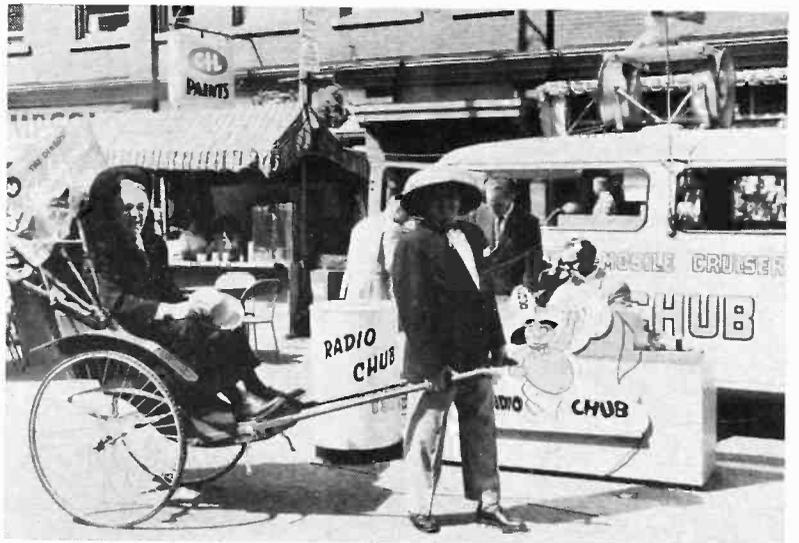
## Paul Mulvihill &amp; Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

CFJX, Antigonish  
CKBB, Barrie  
CFNB, Fredericton  
CJCH, Halifax  
CFOX, Montreal-Pointe Claire  
CFPA, Port Arthur  
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## Merchants Combine in Civic Wing-Ding



**A** MARDI GRAS atmosphere was created in downtown Nanaimo last month when local merchants, city officials and station CHUB cooperated to form a two block shopping mall on the main street. Native trees and flowers decorated the area and booths, sidewalk cafes, sandboxes and merry-go-rounds were set up in the centre of the streets. Guessing contests and free gifts added

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CHUB's mobile unit was broadcasting from the mall for each of the three days. Festivities were climaxed by a street dance on the last night. In the picture Mayor Pete Maffeo is opening the shopping mall, while alderman Haig Burns pulls him around in a rickshaw, provided by The Diners' Rendezvous, one of the city's Chinese Dining Lounges.

1000 watts **CFCO Chatham** 630 kcs.

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Write, wire or phone Arch Ferrie,  
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CHATHAM, Elgin 2-3000 P.O. Box 550

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

like The Bob &amp; Ray quarter-hour Shows

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

# LEWISITE

### BASE FACTS DEPT.

The cult of modern started with an earnest group of mis-worshippers who determined that from now on no stern should go unstoned.

—Stolen by Alec Pharo

• • •

### PRODUCT DEVELOPMENT

Why doesn't someone invent a pair of glasses which look like a hearing aid?

• • •

### IDLE HANDS

Now that the second TV license hearings are over, shouldn't we find some nice gentle situations for the BBC to investigate before Satan finds some real mischief for them to get into?

• • •

### AUDREY STUFF

Then there's the gal who was so dumb she couldn't understand why people called her "wanton", when all she ever wanted was a husband.

• • •

### QUALITATIVE ANALYSIS

Self-made men have a great deal to be proud of, provided they did make themselves with cheap labor.

• • •

### PAV MAIL

Dear Lewisite: Why don't you quit for the summer like the programs do, and run, as a summer replacement, a column of funny gags?

—Kindest Critic

• • •

### SUBTLE APPROACH

When the bank manager told a customer he knew nothing about the advertising business, the customer said, "You'd better start learning, brother, because you're in it."

• • •

### REFLECTIONS ON ELECTIONS

Nothing but politics.

• • •

### OPPORTUNITY DEPT.

Agency has opening for creative man to work on cigarette account. Will not be compelled to scratch his brand.



**responsability**

*fundertful*

**RADIO 63 CKRC**

\* **FOOD STORES RELY ON CKRC!**

Just ask our reps for the CKRC Food Facts and Figures

All Canada Radio and Television  
In U.S. Wood & Co.

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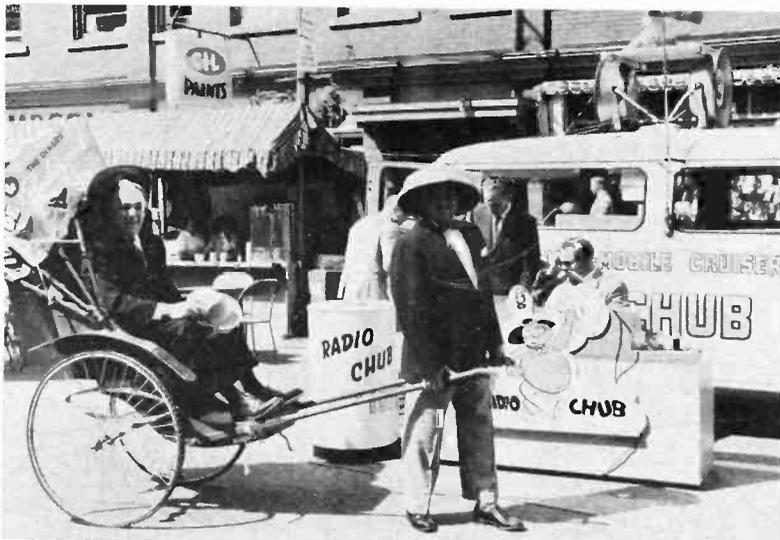
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Self-made men have a great deal to be proud of, provided they did make themselves with cheap labor.

• • •

### PA MAIL

Dear Lewisite: Why don't you quit for the summer like the programs do, and run, as a summer replacement, a column of funny gags?

—:Kindest Critic

• • •

### SUTLE APPROACH

When the bank manager told a customer he knew nothing about the advertising business, the customer said: "You'd better start learning, brother, because you're in it."

• • •

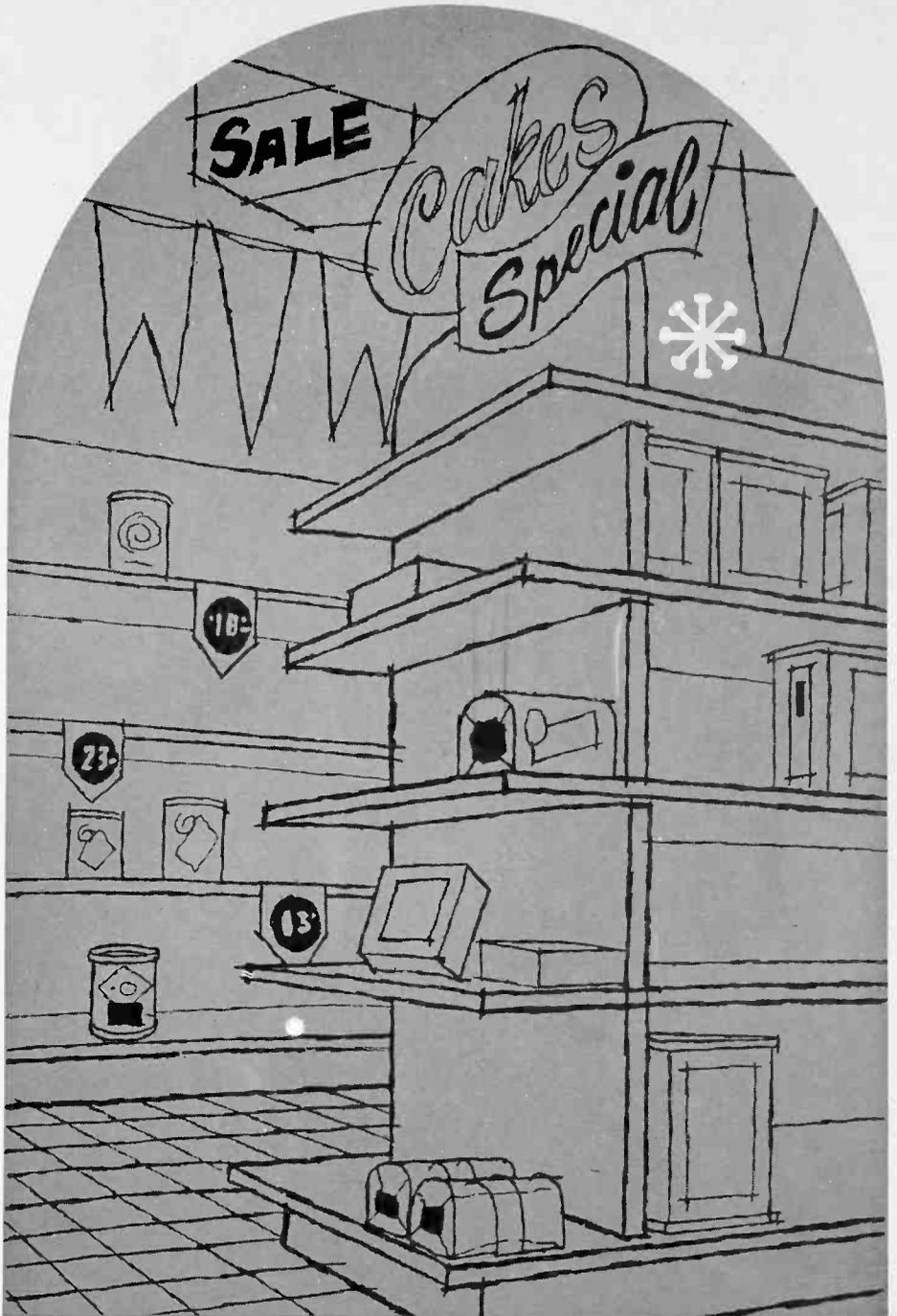
### RELECTIONS ON ELECTIONS

Nothing but politics.

• • •

### OPORTUNITY DEPT.

Agency has opening for creative man to work on cigarette account. Will not be compelled to switch his brand.

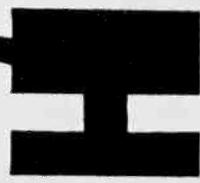


**responsability**

*fundertful*

**RADIO 63 CKRC**

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



Young Adults . . .

**SPEAK THEIR MINDS ON RADIO PANEL**

**D**URING MAY, CHWO-Radio, Oakville, presented a four-part series of information broadcasts entitled *Young Adults Speak Their Minds*.

The series was held in co-operation with the Men's Club of St. Jude's Anglican Church and members of the student councils of the areas two high schools — Oakville Trafalger and Thomas A. Blakelock.

The panel discussions were held each Wednesday evening from 6 to 7 p.m. in the Parish Hall of St. Jude's, in front of an audience made up of senior high school students.

The success of the series was due not only to CHWO's role in the planning and production of the series, but also to the co-operation given by members of other radio and television stations. Because CHWO

was not equipped to handle such a large panel, the CBC loaned the station nine microphones, an amplifier and a PA system for the entire month.

The first broadcast was aired May 5 and dealt with "Social Relations". Panel moderator was Jack Burghardt, production supervisor of CHCH-TV, Hamilton. The Rev. Pat Blagrave, Rector of St. Jude's Church, appeared on the panels of all four shows. Guest panelists for this program were: Judge Hugh Arrell of the Family Court in Hamilton; Ed Fitkin of the CBC; Dr. Riva Girstein, head of the Mental Health Institute; and Bob Scott and Dagmar Lagner, high school students.

"Personal Ideals" was the topic of the second program. Reid Forsee of the CBC was moderator. Panelists were: Lloyd Percival, director of Sports College; Pierre Berton, columnist for THE TORONTO STAR; Pat Patterson of the CBC; and students Donny Taynen and Jim Rose.

The third broadcast examined "Manners and the Social Graces". Moderator was Jack Dawson of CFRB. Panelists were: Wally Crouter, CFRB; singer Patti Lewis; and students Nancy Turnor and Pat Shafer.

The last program was moderated by Howard Caine and the topic was "Education". Panelists were Mrs. Dorothy Fleming, director of Beauty and Charm School; Hugh Walker, managing director of the O'Keefe Centre in Toronto; Sandy Best, MP for Halton County; and students Lynn Shaub and Rick Harris.

The tapes of all four shows will be made available by CHWO to any station wishing to carry the series during the summer.

**CBC Appointment**

**T**HE CBC HAS appointed William F. Cooke as manager of CBC-TV sales (English). In his new position, Cooke will be responsible for TV network and national selective TV sales, local (CBLT) sales and the sales service unit of the CBC's sales department.

Born in Toronto, Cooke joined the CBC in 1955. In January, 1957, he was named head of the CBLT sales section. A year later he was assigned to organize the corporation's national selective sales unit. In September, 1959, he was appointed supervisor of CBC-TV network sales, the position he held until his new appointment.

**Trade Marks Must Support The Image**

**M**ILLIONS OF advertising and research dollars are being wasted yearly by major industrial firms who are depending on out-moded or inadequate corporate trade marks to support their corporate image.

Walter P. Margulies, president of Lippincott & Margulies, a New York packaging firm which founded the idea of the corporate image a few years ago, told the Advertising & Sales Club of Toronto last month, that a recent survey by his company indicates that seven out of ten of the corporate symbols, currently used by the hundred largest industrial corporations in the U.S., fail on one or more of the four basic criteria for success — memorability, recognition, appropriateness, and uniqueness.

Mr. Margulies cited the example of the U.S. Steel Corporation, which had retained the same mark since 1934. His company decided that the visual impression given off by the trade mark was wrong. It tended to create the idea that U.S. Steel was a collection of cold, rusting pieces of iron and dirty, smoky chimneys, rather than a progressive, well-run company. A cleaner, more modern mark was designed and thus the desired image was placed in the minds of the public.

Turning to the consumer level, he explained that visual impact was

important, especially to the oil and gasoline corporations. The Phillips Petroleum Company, after a pilot survey, decided to change the color of their signs from black and red, which was difficult to see, to white and red. As a result, their gas sales went up. He said that colors can evoke strong emotional responses and symbolism can communicate intangible and abstract ideas such as dignity, progressiveness and quality.

Mr. Margulies added that many corporate symbols had been designed when there was very little competition. Now a company was faced with the prospect of competing with the over 1,500 sales messages the average consumer was exposed to each day. "It is becoming increasingly obvious", he said, "that all of your communications must be consistent, must tell the same story in a clear, concise, effective way."

He said that effective design can work for anyone who has a message to convey. However, he stressed that the look must be simple, integrated and appropriate. "The power of design to influence sales is one of the few remaining frontiers in the entire field of marketing.

"It is a force which, when used correctly, can create for your company not a corporate image — only you can do that — but a visual reflection of what you want that corporate image to be," he said.

**THE TABLES ARE TURNING**

CFPA, Port Arthur, put on a one hour program to promote the opening of the new B. F. Goodrich outlet. Now B. F. Goodrich sponsors "Community Page" Monday through Friday for the next 52 weeks, plus a heavy schedule of spots.

**CFPA**

Port Arthur

**DELIVERS RESULTS!**

**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

**Merchants Combine in Civic Wing-Ding**



**A** MARDI GRAS atmosphere was created in downtown Nanaimo last month when local merchants, city officials and station CHUB cooperated to form a two block shopping mall on the main street. Native trees and flowers decorated the area and booths, sidewalk cafes, sandboxes and merry-go-rounds were set up in the centre of the streets. Guessing contests and free gifts added

to the holiday spirit. CHUB's mobile unit was broadcasting from the mall for each of the three days. Festivities were climaxed by a street dance on the last night. In the picture Mayor Pete Maffeo is opening the shopping mall, while alderman Haig Burns pulls him around in a rickshaw, provided by The Diners' Rendezvous, one of the city's Chinese Dining Lounges.

1000 watts **CFCO Chatham** 630 kcs.

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

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

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

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

Write, wire or phone Arch Ferrie, National Commercial Manager, for availabilities.

CHATHAM, Elgin 2-3000 P.O. Box 550

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

like The Bob & Ray quarter-hour Shows

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



**BARE FACTS DEPT.**

The cult of nudism started with an earnest group of sun-worshippers who determined that from now on no stern should go untuned.

—Stolen by Alec Phare

. . .

**PRODUCT DEVELOPMENT**

Why doesn't someone invent a pair of glasses which look like a hearing aid?

. . .

**IDLE HANDS**

Now that the second TV license hearings are over, shouldn't we find some nice gentle situations for the BBG to investigate before Satan finds some real mischief for them to get into?

. . .

**AUDREY STUFF**

Then there's the gal who was so dumb she couldn't understand why people called her "wanton", when all she ever wanted was a husband.

. . .

**QUALITATIVE ANALYSIS**

Self-made men have a great deal to be proud of, provided they did make themselves with cheap labor.

. . .

**PAN MAIL**

Dear Lewisite: Why don't you quit for the summer like the programs do, and run, as a summer replacement, a column of funny gags?

—Kindest Critic

. . .

**SUBTLE APPROACH**

When the bank manager told a customer he knew nothing about the advertising business, the customer said: "You'd better start learning, brother, because you're in it."

. . .

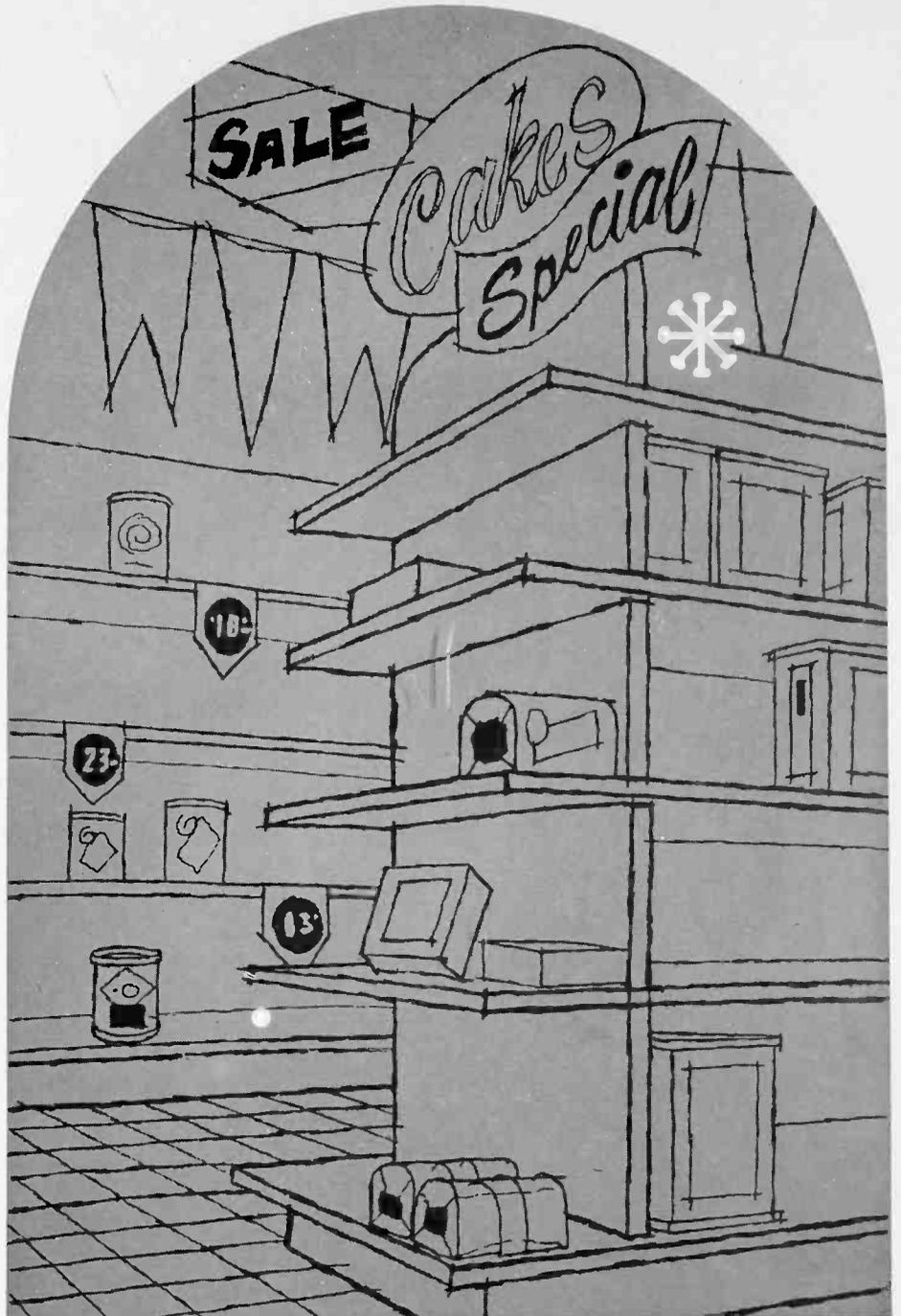
**REFLECTIONS ON ELECTIONS**

Nothing but politics.

. . .

**OPPORTUNITY DEPT.**

Agency has opening for creative man to work on cigarette account. Will not be compelled to switch his brand.



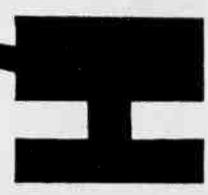
responsability

*Wonderful*

**RADIO 63 CKRC**

\* **FOOD STORES RELY ON CKRC!**

Just ask our reps for the CKRC food facts and figures:  
All Canada Radio and Television  
In U.S. Weed & Co.



United Kingdom

# TV MAY BRING WORLD REVIVAL OF RELIGIOUS THOUGHT

by LAWRENCE MASIDLOVER

TELEVISION is a medium of immediacy. At one precise time the Church can now reach millions of people — many of whom are not regular churchgoers.

Each week, on both channels, some 13,000,000 British viewers watch religious programs which are designed as an aid or introduction to the Christian faith and way of life.

But is this a good thing? The Church appears to think so.

"It is clear that a pictorial and dramatic presentation of Christian

truth is a thing to be desired."

These are the words of the Bishop of Manchester the Right Rev. W. D. L. Greer, DD. He is chairman of the Central Religious Advisory Committee, a body set up under the Television Act of 1954 to represent the "main streams" of religious thought in British television.

The Committee has 25 members and meets twice yearly in Broadcasting House, London. It advises both the British Broadcasting Corporation and the Independent Television Authority on religious broadcasting.

But when it first entered the field of television, the Church had quite literally to become a part of show business. It had not only to develop personalities but compete with the entertainer and the salesman — and learn how to draw ideas from both.

Many prominent churchmen in Britain have had to face the camera — a piercing eye that can magnify or minimize every detail.

No longer could they approach broadcasting in the same vein as preaching a sermon from a pulpit.

A far different approach was required. The slightest fault could mean loss of faith and communication. Only the highest degree of concentration could overcome the difficulties of such a defining medium.

But the vast following which has been painstakingly built-up for reli-

gious programs on television today shows that the Church is moving towards success.

Many other factors govern the presentation of religious programs.

## POSSIBILITIES AND DANGERS

The Bishop of Manchester told me: "Actions and pictures strike home to men's consciences in a way in which abstract works do not — and yet ostentations, display and artificiality are clearly alien to the Christian way of life and it is not easy to avoid these things on television. "I believe that in the new medium we are presented with a means of communication fraught with great possibilities and still greater dangers.

"Everything will depend upon the sincerity, integrity and religious insight of those responsible for television programs.

"I would add that Christian faith involves both commitment and action. These imply membership in a church.

"Television and broadcasting can therefore never be more than an aid or introduction to the Christian faith and way of life."

No longer are religious presentations on British television regarded as pioneer programs. They are now "part-and-parcel" of serious television and considered as important as drama, variety and sporting programs.

## OTHER GREAT RELIGIONS

"In time we hope to present programs concerned with other religious faiths and feel it our duty to show the relationship between Christianity and the other great religions of the world," says Michael Redington.

Redington, who is producer in

charge of religious programs for Associated Television Limited, spoke for both British TV networks when he told me: "We must be just and fair and present all viewpoints."

"The voice of the agnostic must be heard and considered along with that of the firmest believer. All types of Christian worship must be shown with reverence and humility.

"The camera may eavesdrop on prayer and praise, thereby communicating the meaning, presence and knowledge of a church service. This we believe to be the firmest and only way to bring religion to an undecided audience.

"We have found that a religious program can make more demands on the depth and perception of the performer, writer and producer than any other type of program."

But these Demands that Redington talks about may not be fully understood by the majority of British Churchmen.

## ONLY DIETRICH OR OLIVIER

Unequipped as they are for the medium, they are asked to appear before the cameras — sometimes for as long as 25 minutes — and hold the attention of millions.

Only the mysticism of Dietrich or the magic of Olivier could keep every viewer fully engrossed on the subject for so long.

The Church may be forced to use an ever increasing number of laymen to put over theological ideas on television in the future. But for the present average "amateur" religious broadcaster in Britain is proving that the Church can be accepted as part of modern-day life by using a modern medium — Television.

Not since the Middle Ages, with its morality plays performed in the market place of every town and village, has the Church been in such close contact with the people. Perhaps television will be a power for the resurgence of religious thought throughout the world. This remains to be seen.

Mr. Masidlover is chief reporter of "Television Today", which is incorporated into "The Stage". The masthead of this section describes is as "The paper everyone in TV reads".

## 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  
Call ✓ STOVIN-BYLES

# Daytime is Paytime!

From 12:00 noon 'till 1:00 p.m.

Monday through Friday

Channel 3 delivers an average of

**21,600 TV Homes**

for only

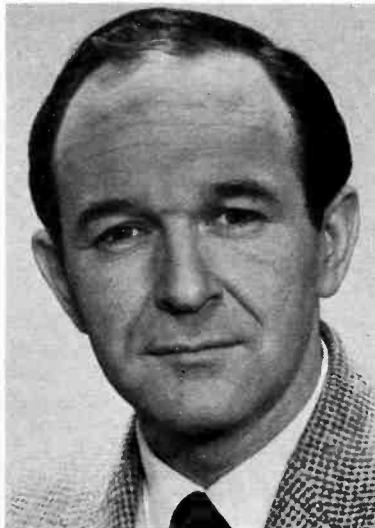
**\$1.54 per 1,000**

per commercial minute

Daytime, and Nighttime too, it pays to use the most effective and economical medium north of Toronto.

**CKVR-TV CHANNEL 3**  
BARRIE

## CKNX APPOINTMENT



Bruce St. George

Mr. W. T. Cruickshank, president of Radio Station CKNX Ltd., Wingham, Ont. recently announced the appointment of Bruce St. George, as Director of Operations, Radio and Television. Mr. St. George, a broadcaster for the past 18 years, is well known to Western Ontario television audiences as host of the daily FOCUS program.

Police Constable John Drummond of Saskatoon says:



"You don't have to be a detective to find out where the best music is. 1420 marks the spot! I particularly like CKOM's music on a homey-cide!"

**OBTAIN  
"EXPERIENCE  
IN DEPTH"  
WITH THE  
MARCONI MARK IV  
TELEVISION CAMERA**

A proven **STAR** performer

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



★ Over 500 Marconi Image Orthicon Cameras have been sold throughout the world.

★ Over 100 Marconi Image Orthicon Cameras have been sold in Canada — 36 are equipped with 4½" I.O. tubes.

★ Associated Company, English Electric, pioneered the 4½" Image Orthicon.

**THE MARK IV IMAGE ORTHICON CAMERA FEATURES:**

**EXTREME STABILITY:**

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

**FIRST CLASS PICTURE QUALITY:**

The 4½" Image Orthicon tube gives a picture quality substantially better than any other type or size.

**LIGHT AND COMPACT:**

By reducing and simplifying its electronics, the camera's weight has been held below 100 lbs. and its size made correspondingly small.



**CANADIAN MARCONI COMPANY**

Broadcast & TV Station Equipment Department— Commercial Products Division

Sales Offices from Coast to Coast

2442 Trenton Ave.,  
RE. 8-9441, Ext. 212,  
MONTREAL 16

830 Bayview Ave.,  
Tel. HU. 1-5221,  
TORONTO

1710 -3rd Street, N.E.,  
Tel. CR. 7-7571,  
CALGARY

3594 Main St.,  
Tel. TR. 6-4174,  
VANCOUVER

572 Barrington St.,  
Tel. 3-1325,  
HALIFAX

20 Barnes Road,  
Tel. 2881,  
ST. JOHN'S, NFLD.

## Community Club Awards

### CLUBS GET CASH AND SPONSORS SELL

AFTER five years of operation in the United States, Community Club Awards, a radio promotion to aid stations, sponsors and the womens' clubs, came to Canada last fall. Seven stations joined in the initial campaign. These were: CFCF Montreal; CKRC, Winnipeg; CJVI, Victoria; CKWX, Vancouver; CKCK, Regina; CKOC, Hamilton and CJSP, Leamington. Of these seven stations, five have already set the dates for another campaign this fall.

CCA is open to civic, religious, fraternal and welfare organizations, already chartered, and those certified by the station. CCA is a competition between clubs of the community, to see which club can accumulate the most "proofs-of-purchase" of products advertised on CCA stations. A list of all these products is avail-

able in a "buyers' guide", which is distributed to the women of the participating clubs. At the end of a specified period, usually thirteen weeks, the clubs compiling the greatest number of proofs-of-purchase, win prize money put up by the station.

In addition, during every second week of the period, prizes are given on a per capita basis, that is dollar volume for the week, divided by the number of club members. In the other weeks, awards are made on the basis of weekly dollar volume turned in by the club. Thus, both small clubs and large ones have an equal opportunity to win money. The final grand prizes are decided by the same system.

Through surveys and tally sheets which are kept by the stations, a sponsor can readily see just how well his product is selling through his use of the CCA as a promotional campaign.

A total of \$42,000 has been donated to the communities involved in the first cycle of the promotion.

#### FOR SALE

One only Walcan Tower. This Tower is tubular, triangular and 225 feet high. Has horizontal cross sections and total weight is approximately 5,000 pounds. Guy wires are ready made.

For further information contact:

JACK HENDERSON,  
RADIO STATION CKDM,  
POST OFFICE BOX 1510,  
DAUPHIN, MAN.

## RADIO EIREANN

(The statutory authority for television and sound broadcasting in Ireland.)

invites applications  
for the position of

## DIRECTOR GENERAL

of television and sound broadcasting. The Director General will be directly responsible to the Authority for all aspects of operation of the services. Essential qualifications include experience of administration and organization in television, preferably with knowledge of programming and production. Sound broadcasting and commercial experience desirable. Salary commensurate with qualifications and experience. The appointment will be on a contract basis. Applications to:

Administration Officer  
Radio Eireann  
General Post Office  
DUBLIN, IRELAND

#### AVAILABLE

16 years experience in all phases of broadcasting, 10 years sales promotion, sales & sales manager, Aptitude for merchandising, market analysis & public relations. Currently Sales Manager, successful operation, salary and commission last year, \$10,800.00. Desire to relocate in position offering advancement. Excellent references on referral. Resume and photograph available on reply in confidence to

Box A508  
Canadian Broadcaster  
219 Bay St., Toronto, Ont.

#### FOR SALE

Second hand gas electric power plan + 36 KW, 230 Volt, three phase Hercules engine 75 HP direct drive steel skid-mounted, dual starter. Fuel tank and controls all mounted. \$1200. Weight 2600 lbs.

Radio Station CKRC,  
300 Carlton Street,  
WINNIPEG, Manitoba

## CBC-Radio

### Report Progress On T-Can Highway

LAST WEEK, three CBC staffers set out on a 4,869-mile journey from St. John's to Victoria along the entire Trans-Canada Highway. Purpose of the trip is to give listeners a first-hand account of the progress being made on the country-wide project.

Commentators Ron Hunka and Doug Brophy and technician Ken Frost are reporting their trip on *Trans-Canada by Car*, a series of 23 ten-minute programs on the CBC's Trans-Canada Network.

The report is heard each week-night at 6.15 p.m. EDT. The series began June 28 and will conclude July 28, when the crew will be in Victoria. Sponsoring this special series is General Motors.

The highway was started in 1950 and so far has cost nearly \$900,000,000. It is expected to be finished within the next three years. Quebec is the only province not yet taking part in the highway project.

At the end of last May, 3,154 miles of the planned 4,491-mile route were paved, including 2,373 miles to Trans-Canada Highway standard. The remaining 1,337 miles are under contract and most of this total is graded, ready for paving.

Hunka and Brophy talk to engineers and workmen along the sections still being constructed. They record the different sounds of gigantic machines being used to blast

through the mountains and tear up obstructing trees.

They also include in their broadcasts descriptions of the accommodations along the route and historic and beauty spots.

The trip is being made with the full co-operation of each provincial department of public works. In the rough spots which still exist — in Newfoundland, Northern Ontario and British Columbia — they will be accompanied by the supervising engineers of the highways division of the department of public works in those provinces.

Besides their own personal gear, the three have 300 pounds of electronic equipment in the Chevrolet in which they are making the trip.

Each broadcast is made from a different city and covers the distance the three travel during the day, an average of 170 miles.

Hunka, Brophy and Frost were all members of the CBC crew which kept Canadians informed throughout the Royal Tour last year.

Hunka is regional supervisor of outside broadcasts and special events for the CBC's Prairie division. Brophy holds a similar position in Newfoundland.

Frost is a technician for outside broadcasts in Ontario and he is responsible for the technical aspects of the trip.

### STATIONS ARE CITED FOR SAFETY SERVICE

IN RECOGNITION of their help in promoting safety consciousness, the Ontario Safety League last month presented awards to 24 radio stations, six television stations, the CBC radio and television networks and eight daily newspapers.

Radio stations given awards were

CFCH, North Bay, CFOR, Orillia, CFPA, Port Arthur, CFPL, London, CFRS, Simcoe, CHLO, St. Thomas, CHML, Hamilton, CHUM, Toronto, CHWO, Oakville, CJBQ, Belleville, CJRL, Kenora, CKBB, Barrie, CKCR, Kitchener, CKCY, Sault Ste. Marie, CKEY, Toronto, CKMP, Midland, CKLY, Lindsay, CKFH, Toronto, CKOX, Woodstock, CKPC, Brantford, CKSL, London, CKSO, Sudbury, CKTB, St. Catharines and CKWS, Kingston.

Television stations were CFPL-TV, London, CJIC-TV, Sault Ste. Marie, CKGN-TV, North Bay, CHCH-TV, Hamilton, CKCO-TV, Kitchener and CKSO-TV, Sudbury.

#### FOR SALE

Automatic electric PAX Central office Telephone Exchange. Eighteen dial desk sets and two combination wall and desk sets. Can accommodate 22. Complete with power supply. \$1000.

Radio Station CKRC,  
300 Carlton Street,  
WINNIPEG, Manitoba

### BONDED IS COMING TO CANADA

Leading U.S. film servicing company requires Manager with film background for planned Toronto office. Salary open.

BONDED TV FILM SERVICES INC. (NEW YORK)  
Box A509, Canadian Broadcaster • 219 Bay Street, Toronto, Ont.

## Top-Flight TV-FILM SALESMAN

### REQUIRED IMMEDIATELY

Our client is desirous of adding to his sales staff an experienced TV-Film salesman, whose duties will be mainly to call on the agency field.

Reply in writing only please — giving as much information as possible in your first letter to

### AR-JAY ADVERTISING AGENCY LTD.

108 ISABELLA STREET, Suite #114 • TORONTO, ONT.

#### RADIO NEWSMAN

Experienced in gathering, writing and broadcasting news, is open for employment now. Age 49, married, no family. Will go anywhere. Moderate salary to start. References.

Don Clark,  
137 Eastbourne Ave.,  
Toronto, Ont.  
Phone HU. 9-6543

#### CKSO-TV

### REQUIRES

Studio set designer and commercial display man. Must be able to design and construct TV sets. Write with full details and samples of work to:

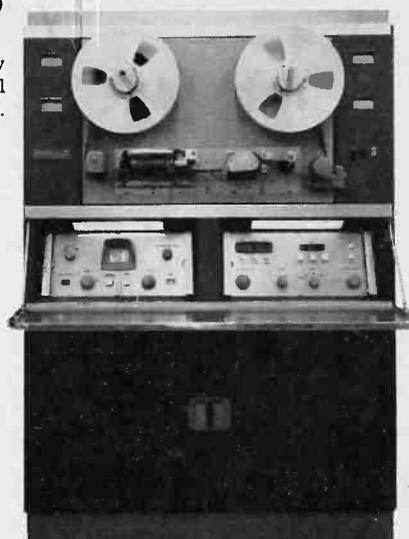
RALPH CONNER  
CKSO-TV, SUDBURY, ONT.  
Canada's first privately owned  
Television Station

CONSOLE model VR-1000C  
with monitor bridge provides complete  
system monitoring.



## FROM AMPEX... IN A CHOICE OF TWO MODELS

COMPACT model VR-1001A occupies only  
11 square feet of floor space, is well  
suited to mobile application.



# A NEW VIDEOTAPE\* TELEVISION RECORDER

The years-ahead Ampex features

of the new *Videotape* Television Recorder are now available in two models: the advanced, VR-1000C console . . . and the new, VR-1001A compact model for installations where space is at a premium. Both of these new Ampex recorders—completely compatible with the more than 600 VTR's throughout the world-wide Ampex tape system—combine basic refinements from previous models with major innovations that anticipate future needs, future standards.

The new Ampex Modulator-Demodulator assures greater accuracy and control in both black/white and color. The picture is the sharpest, brightest in television today, with measurably greater definition and clarity. The optional *Inter-Sync\** Television Signal Synchronizer “locks” the recorder to all input signal sources, prevents “roll over” when switching between sources. It also permits electronic editing and creates the opportunity for unlimited special effects in production.

The new Processing Amplifier and the optional Delay Equalizer are advanced features that assure superior playback of all tapes, even those of unknown recording accuracy. The *Interswitch\** modification permits the recorder to record b/w programming to any of the world's four line standards.

From Ampex—the international leader in magnetic tape technology—these two new models of the *Videotape* Television Recorder offer the ultimate in performance—convenience—reliability—and quality. There is no higher standard anywhere.

For complete detailed information write:

AMPEX OF CANADA LTD.: 1458 Kipling Avenue, North; Rexdale, Ontario



\*TM Ampex Corp.

# CFF TFO TV

## PROGRESS REPORT No. 1 FOR JULY

Construction of Channel 9 facilities is progressing rapidly. Crews are working sixteen hours per day.

Installation of the RCA 50KW transmitter should be completed by the end of this month.

RCA Victor is our prime supplier in cooperation with McCurdy sound engineering and Strand Electric.

North America's most modern television station, serving over 2,800,000 people within the

A and B coverage areas, will commence service on January 1st, 1961.

*Joel Aldred*