HIGH SCHOOL STUDENT Ma Hegan, emcee of CJLH-TV Le Bridge's teen show "Bop Talk", chats with some visitors in the gallery. The program runs each Saturday afternoon during the school year and is produced by Andy Durina. Story is on page 4.

- GROUND RULES FOR TV NETS
- WILL THERE BE ANOTHER ROYAL COMMISSION?
- TV STATIONS AND THEIR SATELLITES
Merry Christmas

Wishing won’t make it so, but none the less we do wish you a very merry Christmas and a bright and prosperous New Year.

Maybe this sounds a bit unseasonable, with the thermometer shimmering in the 80’s and 90’s, but it is our coy way of proffering a topical suggestion.

Like most advertising media, radio has its "preferred positions," which invariably go to the first customer.

On all of our 161 member radio stations, prize spots for the coming Fall and Winter campaigns are being picked up by wide-awake advertisers and their agencies. So we thought we'd just tie up this fact with the hope that you too are securing yourself the merry Christmas we wish you, by planning your radio campaigns for the 1960-1 season now.

Radio Division

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

BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Broadcasters — l'Association Canadienne des Radiodiffuseurs.
Board of Broadcast Governors

PROPOSES RULES FOR TV NETWORKS

The Board of Broadcast Governors has proposed that at least one of the newly licensed second television stations must hold voting stock, but not control, in any private television network set up in Canada. This requirement is among twelve ground rules proposed by the BBG to govern the establishment and operation of a private network serving new independent stations, those not within the reach of the CBC.

At a public hearing in Ottawa, September 1 and 2, the BBG will hear oral representations on these proposed rules. At the October 15 meeting, the BBG will submit a written statement to the Board recommending licenses subject to the condition here set forth. On the other hand, the Broadcasting Act allows the Board to permit television stations to operate as part of a network other than a network of the Corporation. The Board does not have and will not seek authority to require stations to affiliate with or to prevent stations from disaffiliating from a private network.

The BBG's twelve ground rules, proposed for television networks, are as follows:

1. A company seeking the approval to operate a television network must provide the Board with proof of its ability to obtain microwave connection with affiliated stations and must give assurance of a minimum amount of time of actual microwave connection to carry live or taped programs.

2. Subject to the minimum time of actual microwave connection, a network shall have the right to distribute programs by any appropriate means.

3. Approval of a television network may be given for an initial period of not less than five years, after which approval may be extended for periods of not more than five years.

4. It now appears to the Board that a private television network should include a provision that (a) at least six "second" television stations should hold voting stock in the company; but the stock held by all stations may not exceed 49% of the voting stock authorized or issued; (b) it is provided that one-half of the directors of the company are to be elected by the six or more basic stations holding stock in the company.

5. No transfer of shares in a network company may be effected without approval by the Board.

6. A network must provide for the distribution of programs produced in the studios, or by the remote facilities, of its basic member stations and of such other affiliated stations as it may choose to include under this condition.

7. In order to operate as part of a network, there must be an affiliation agreement between a station and the network company. Affiliation agreements between networks and stations are subject to approval by the Board.

8. No television station may be affiliated with more than one Canadian network, but the affiliation agreement between a network and a station may not prevent the station from securing particular programs or series of programs from another network in Canada. This condition does not apply to temporary networks that may be approved by the Board under Section 13 (4) of the Broadcasting Act.

9. A network shall offer all programs produced by it or contracted for it to affiliated stations; but if an affiliate does not take a program within 30 days, the program may then be offered to any other station in area or in any other area.

10. The agreement between a network and its affiliate may provide for reserved time periods, but the affiliate may have only first option on any additional programs offered to it by the network.

11. No network may have any exclusive contract to take programs only from one program supplier or from a single network.

12. A network must observe those regulations of the Board which apply to stations, final responsibility for the programs and program policy of the network rests upon the network company.

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"

Location: "Beautiful" Saskatoon

Time: July 1960

Population: Approximately 90,000

Leading Radio Station: CFQC

5000 Watts from the 690 Spot

for more details

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

CJGX

VORONTO SASKATCHEWAN
Board of Broadcast Governors

AYE FOR PETERBOROUGH - DELAY P. G.

The Board of Broadcast Governors has recommended for approval the transfer of shares in CKPT, Peterborough, to Watergrove Investments Ltd., owned by Ralph Snelgrove, president of CKVR-TV and CKKB, Barrie, and Allan Watts, president of CHUM, Toronto.

The original application, which was heard at the BBG's public hearing in Edmonton last May, was withdrawn and an alternative one involving a larger local participation, submitted later, was recommended. The Board did not feel that it was necessary to take up the second application at a public hearing.

Under the new deal, CKPT will be operated by Watergrove Investments Ltd. Snelgrove is president of this company and Waters is vice-president. Appointment of a resident manager will be announced later.

DELAYED FOR FURTHER STUDY

Because of agitations being made by Aurora TV, the unsuccessful applicant for a TV license in Prince George, B.C., the Board of Broadcast Governors has asked the minister to delay action on its recommendation that the license should go to CFPGC, Prince George, for further study.

The BBG feels that the statements made by Aurora are "not consistent with the information the Board has received." However, it wishes, before further action is taken, "to establish the necessary facts by a study on the ground."

William Wilson, technical advisor to the BBG, has gone to Northern British Columbia to make the necessary study. He is also investigating the situation in the Peace River area, an undertaking to which the Board committed itself last January.

Cover Story

TEENERS SING DANCE AND YAK ON TV

Winding up another successful season is CFLR-TV, Lethbridge's teen show, Bop & Talk. Although dancing is the mainstay of the program, many other features of teen activity are dealt with. These include interviews with school athletes and personalities, exchange of ideas about school customs and styles, vocational guidance guests, panel discussions, sports demonstrations, teen talent and musical groups.

The show is organized by a group of young people from the collegiate crowd who meet weekly with producer Andy Durina to exchange ideas for the coming Saturday show.

The studio opens its doors at three o'clock, one hour before the start of the show, to give the teenagers a chance to get acquainted. The program is handled by an emcee and two or three co-hosts, who conduct the interviews, read the school news and do the music trends and the Hit Parade.

Emcee duties were handled this year by Mary Hegon of Lethbridge High School. Because of her enthusiasm and success on the show, she was given an award by the Junior Chamber of Commerce for "the teenager who had achieved the most in her chosen endeavors."

Regulars on the program are "The Eldorados", a teen combo who play the type of music the younger set enjoys.

Cite Toronto Stations

SPECIAL CERTIFICATES of appreciation were given to representatives of Toronto radio stations at a recent meeting of the Kiwanis Club of West Toronto. Tribute was paid to the role of the radio station in community service and their particular support of Kiwanis activities. Murray Brown of CFPL and CFTL-TV, London, president of the Canadian Association of Broadcasters, was guest speaker.

The certificates cite the stations for their continued adherence to the highest principles of programing, for active defense of freedom of speech and for the role that the stations play not only in helping Kiwanis and other organizations, but in individual community service undertaken by the stations themselves.
Have Push-Buttons Replaced People?

Something has been happening to the face of the world of business. It is something which affects almost every business, but something which we don’t seem able to see because we are so close to it.

To give it a name, we would call it “push-button-itis”. To define it a little further, we would say that it is an alarming tendency to eliminate individuals and people in favor of things and devices.

Outward and visible signs of this trend range from the automation of the old grocery store into the modern super-market, to the juke box and other mechanical means of reproducing music.

It may be difficult to envisage the dangers which attend these seemingly harmless and highly practical developments. Yet, some day, somewhere, someone may push a particular button which will write the history of the world’s problems in a matter of seconds.

What is really happening to our methods of doing business? Our entertainment and enjoyment? Our minds?

From time immemorial, our lives have revolved around our contacts with people.

Most of us treasure early memories of ourselves at our original homes. It is not the bricks and mortar we remember. Rather we cherish pictures of ourselves with our families in front of an open fire or gathered around the piano.

Household business was conducted with our friends and neighbors, the corner grocer, the druggist and the family doctor.

But now we are in the push-button age. People who used to be the whole essence of our existence have sunk into insignificance, to the point where we wonder whether if some day somebody pushes the button and wipes out all human existence, the wheels and the motors, which have replaced men and women in the working of the world, won’t continue on their mechanized way as though nothing had happened.

Exaggeration you say? Of course it is. But sometimes overstatement is required to pound home a point.

Modern business has developed into a scramble for money. There is no crime in this. But a mechanical computer has become more important than the accountant who keeps the books. Electric typewriters are more vital, because they are electric, than the words they print. Books of the masters are still read, but in potted or digested versions. Sales are promoted and made through psychology rather than human contact.

To carry it still further, mechanization of a sort has even entered the field of employer-employee relations, and instead of a spirit of mutual co-operation, reward for merit and loyal service, wages and salaries are “negotiated” by highly organized, if not actually mechanized, trade unions, often operating from a point far removed from the area, and sometimes even without the knowledge of those most affected.

This sort of “mechanization” is here to stay. There is no chance of retarding the clock to the “old days”. Neither is it desirable that this should be done.

Somehow or other though, we find ourselves clinging to the idea that men and women are still the main forces in the world, and it is highly desirable that we apply the same inventive genius to the continued development of human relations, at least in tune with the artificial and mechanical devices which are playing a growing part in our lives.
INCREASING calls for a Royal Commission inquiry into the Canadian Broadcasting Corporation were heard in the Commons’ consideration of CBC estimates totalling $71,000,000.

Coupled with the calls, and in separate comments from members came criticism of the CBC Board of Directors, allegations of politics and graft, and demands for service to sparsely-populated areas before duplication of services in the moresettled urban districts. Also in the debate came a suggestion from one cabinet minister to have general direction of CBC, the National Film Board and other cultural organizations under government control as opposed to the present system of parliamentary control.

First to mention the Royal Commission was Jean-Noel Tremblay (PC Roberval) a professor at Laval University. After criticizing CBC for failure to supply details of its budgetary operations, Mr. Tremblay declared there should be a Royal Commission to study CBC finances; to stop unwarranted expense; to examine salaries and security and stability of employment; to define duties and functions of CBC employees; to ensure objectivity in news reporting; to review principles which should underly CBC programs; to bring about policies more consistent with the CBC’s original task; and to eliminate all political interference and patronage.

Remi Paul (PC Berthier-Maskinonge-Delaunay) declared a Royal Commission should report on production of certain programs presented on the French network, and also to “rid us at long last of the presence of the same panelists on programs of the French radio and television network”. Mr. Paul specifically mentioned costs of programs with foreign performers “who are unfortunately not worth the overrated reputation which precedes them.”

Georges Valade (PC St. Mary) said he joined the requests for a Royal Commission because parliament is asked to vote $71,000,000 to the CBC “without being told what the money will be used for.”

CUIQUES AND EXPENSES

Paul Leo Johnson (PC Chambly-Rouville) in another reference to inquiries into the CBC declared:

“Let there be an inquiry about some people who are supposed to get double pay from the CBC.

“Let there be an investigation into extravagance, like that expense of $1,000 not very long ago to bring a singer from Europe to Montreal who could have been asked to delay her departure.

“Let there be an inquiry on those small cliques, on family complex, and on all the pals, the boy friends, the girl friends, the mistresses. Let there be an inquiry on the cost of stage sets. What is the cost going to be of this or that TV dramatic presentation or of some other program referred to as a ‘continuity.’

“Let there be an inquiry on travelling expenses, not only for local performers . . . but also the travelling expenses of foreign performers.”

One other comment on a Royal Commission came from Alexis Caron (L. Hull). In view of many questions raised by various members, Mr. Caron thought it would be the Prime Minister to name a Royal Commission to replace the proposed inquiry by the Commons’ Committee. He felt a Royal Commission would do a “complete and serious inquiry” and would not be as political in nature as a Commons’ Committee.

Mr. Tremblay proposed a single minister to direct activities of CBC, the National Film Board and other cultural organizations. He felt the minister should have an English-speaking deputy and a French-speaking deputy, and he felt the principle of two deputies should be extended to all departments.

Mr. Tremblay was strongly critical of CBC refusal to supply information. “I find it abnormal and contrary to the principles of responsible government,” said Mr. Tremblay. “The CBC should not be afraid to give the government a more detailed account of its administration. Nor do I accept, by reason of the same principles, that the CBC should be a private reserve where unfortunately too often favoritism and political patronage reign supreme.”

QUEM SHOULDBE CHAIRMAN

J. W. Pickersgill (L. Bonavista-Twillingate) assailed the government on changes within the Board of Directors of the CBC being made by the Board itself contrary to legislative authority. These were the days in June and July of 1959 when President Alphonse Ouimet and the then vice-president, Ernest Bushnell, were absent due to illness.

Mr. Pickersgill pointed out that Robert L. Dunmore was elected chairman of the Board on June 24 and that—answering a question by Mr. Pickersgill on July 10 in the Commons—Revenue Minister Nor- lan had not given this information. He also pointed out that no public announcement was made until August 17.

Mr. Pickersgill added: “The whole of this information was kept completely secret from parliament. Indeed, so secret that when the (Broadcasting) Committee made its report to parliament, it recommended that the president should be relieved of his duties as chairman of the board and a separate chairman appointed.” Mr. Pick- ersgill emphasized the Committee was recommending something which had already been done but not disclosed to parliament.

Mr. Pickersgill said it was a “shocking sense of irresponsibility” that the government would consider the routine when it was actually beyond the authority of the Board to take the action it did.

FIVE YEAR BUDGET

In general statements, Mr. Pickersgill declared every Royal Commission and every Parliamentary Committee since 1935, until very recent times, had urged CBC financial independence. He added that Canada had to have a public broadcasting body “not because we believe in public ownership rather than private ownership, but because we believe that Canada should be and should remain a separate country, and this was the only way that it seemed practical to do it in this field.”

Mr. Pickersgill said parliament should amend the Broadcasting Act and provide an operating budget of at least five years on a formula which the government cannot change, and which can only be changed by parliament after debate in parliament. “I am not referring to very small expenditures, but any considerable capital projects should be decided upon by the government so that, for a considerable period ahead, the minister of finance can see where this is going to lead him.”

If this had been policy, then there would not have been the “fear” of the CBC applying to the BBG for a television license in Edmonton. Mr. Pickersgill added: “Either the government has told the CBC beforehand that there will be enough money for the Edmonton station, in which case it is very hard to imagine that the BBG is going to take a different view; or the government has not, in which case to grant them a license and then have them turned down by the treasury board and the government would be a farce.”

Only the government could make such an “effective decision,” said Mr. Pickersgill because it is just a question of whether a particular piece of real estate in the city of Edmonton should be owned by the CBC or by some private applicant if, indeed, there is need for a second station in Edmonton.”

SPARSELY-POPULATED AREAS

Douglas Fisher (CCF Port Arthur) criticized the award of a TV license to the CBC at Edmonton because he felt sparsely-populated areas should be served before there is duplication.

(Continued on next page)
Executive Appointments

CFCF-TV

Key appointments in CFCF-Television have been announced by R. E. Misener, manager of the Broadcast Division of Canadian Marconi Company. Mr. Misener will be general manager of the new station with Vin Dittmer as business manager, J. G. Douglas as chief engineer, John Logan will be controller, S. B. Hayward, program manager; Jim Boyd, operations manager; P. A. Tweedie, promotion manager; and Bob Johnston, sales manager.

PARLIAMENT AND CBC

(Continued from page 6)

Electors of officers and directors for the Canadian Advertising Research Foundation took place last month in Toronto at the Foundation's annual meeting.

R. E. Merry, Lever Bros. Ltd., was elected chairman; vice-chairman is T. W. Kober, Vickers & Benson Ltd.; secretary-treasurer is B. E. Legate, Associated Canadian Advertisers.


CARF is a non-profit organization founded in 1949 and is jointly sponsored by the ACA and the CAAA for the purpose of promoting greater effectiveness in advertising and marketing through relatively impartial and objective research.

With its organizational structure, CARF maintains control over the nature of the research; the cost; its conduct; the presentation of the findings; the misuse or misinterpretation of the findings. It thus assures users of research a fully objective, unbiased and reliable result.

Merry, who is entering his second year as CARF chairman, said: "As all fields of business endeavor become more competitive, the need for unbiased factual knowledge of markets and media becomes more acute in order for advertisers and agencies to invest corporate advertising dollars to bring the highest possible return."

In urban centres. A lot of areas were without adequate radio or TV service; a lot were even without dependable radio service, and Mr. Fisher felt these should come first.

Critical of CBC programming, Mr. Fisher said they gave the impression "not that Canadians are more of the folksy or honey kind you see on Doris Day's program, but rather that they may be more like Lister Sinclair or Nathan Cohen."

Then he added:

"With all due respect to these gentlemen, they are hardly typical of the kind of Canadians and the interest of Canadians in areas distant from these metropolitan sophisticates."

Mr. Fisher suggested that CBC do a job "for this Canadian nationalism" that exists; that its public service programs be more gutsy and that their producers take a look at U.S. public service programs and then pay more attention to Canadian issues than international issues.

Canada's relations with the U.S. was an example. As Mr. Fisher remarked, "they do not have to be in areas such as divorce to get the kind of controversy that Canadians really want to hear about."

EXTEND CBC SERVICES

Several speakers urged extension of CBC services into outlying areas and Robert Simpson (PC Churchhill) said people are leaving the northern areas of Manitoba because television is not available there. Harry McQuillan (PC Comex-Alberni) hoped that CBC "will take the advice that has been offered by previous speakers and first endeavor to bring television to those areas where it means so much."

Several speakers linked good words and criticism in the way L. J. Pigeon (PC Joliette-L'Assomption-Montreal) linked them. He was convinced the CBC helped foster national unity in Canada and he urged the corporation to continue expanding the French network, but he was critical of CBC refusal to supply information about financing and specific expenditures. The lack of details from the CBC was a standard complaint from most speakers.

Political exchanges were many. An example was the shout: "There are no more conservatives" that brought Mr. Valade to reply "you will be surprised. There are many more than you think, and you will lose your deposit at the next election."

Later there was the comment that: "Our friends in the opposition seem to relish the situation. It is indeed, very funny, that there should be political patronage in the CBC but they are the ones who introduced it ever since the CBC was first established in this country."

And in the defence of the CBC and the need for a Royal Commission came this statement from Mr. Johnson: "We must find a way to start an investigation before the people rebel and decide that the CBC is too costly and should be scrapped."

Through it all, however, and in between the criticisms, came proposals for extended service chiefly into the outlying areas.

E-M-I

Model 2-8

BATTERY OPERATED PORTABLE MAGNETIC TAPE RECORDER

WRITE TODAY:

Caldwell Equipment Co. Ltd.

447 Jarvis St., Toronto

P. A. Tweedie

BOB JOHNSTON

R. E. MISENER

VIN DITTMER

J. C. DOUGLAS

S. B. HAYWARD

JOHN LOGAN

JIM BOYD
AM TRANSMITTERS
The Type 317B transmitter is a standard AM broadcast transmitter with a power output of 50,000 watts. High level screen modulation of the 5 KW RF driver stage makes possible excellent performance. The 50 KW amplifier is a high efficiency linear stage using the "Weldon Grounded Grid" circuit. The advantages realized in this circuit are many, including high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustment.

VIDEO RECORDING SYSTEM
The GPL Video Recorder is a complete high quality TV recording system which produces standard 24-frame-per-second motion picture film with excellent picture resolution and correct grey scale. The system is designed for 625-line 60-fields-per-second FCC standard TV. The input signal is standard 0.5 to 3 volt white positive composite video. This is equivalent to better than 1000 lines resolution in television terms. A non-linear amplifier having an effective "gamma" of 0.5, is included in the system and may be used at will to provide the correct grey scale rendition.

VIDICON FILM CHAIN
The GPL Vidicon Film Chain is specifically designed to replace your iconoscope camera with a minimum rearrangement of your present facilities. Optical system provides throw distances approximating those used with the iconoscope camera. Thus the Vidicon Film Camera can be easily substituted for an iconoscope. This installation can be accomplished over night. All your present projectors, master monitors, utility monitors and standard racks can be used.
AM-FM-TV BROADCAST EQUIPMENT

500 WATT VHF-TV TRANSMITTER (Low Band and High Band)

The 500 watt transmitter is the basic unit in the Standard Electronics VHF television transmitter product line. The visual portion of the transmitter is designed to deliver a standard AM signal of 500 watts peak power, when a standard composite video signal is fed to the visual transmitter input. Together with the aural portion, the equipment comprises a complete 500 watt television transmitter, the output of which after duplexing, may be fed into a suitable television antenna. This transmitter can be used, without modification, as the driver for a 10 KW, 25 KW or 50 KW transmitter by means of Standard Electronics' "Add A Unit" feature.

VERSATILE FM TRANSMITTERS

Standard Electronics has a new range of equipment for singles, FM/FM stereo, and other multiplex operations. Features include built-in "Patchover" system, provision for multiplexing as standard equipment, Serrasoid modulator for inherent stability, and compact accessibility that saves as much as 45% of space.

TRANSISTORIZED PORTABLE AUDIO CONSOLE R5460B

An AC or battery operated, all transistor, single channel console, type program mixing unit designed expressly for the amplification, control and monitoring of program material originating at microphone level in remote broadcast operations.

SPEECH INPUT CONSOLE R5430A

An audio console having two main program channels which are capable of simultaneous operation on separate programs without interfering with one another.

NORTHERN ELECTRIC COMPANY LIMITED
A FIGHTING reply and hot deni-
tals of political payoffs in televi-
sion licenses was made by Revenue
Minister George Nowlan in his
handling of criticisms of CBC acti-
vities and the work of the Board of
Broadcast Governors.

He drew on the records of the
BBG hearings and the rumors and the
gossip he hotly denied "there was certainly no understand-
ing whatever" in the television
awards; and just as strongly he
emphasized the Canadian control in
all licenses recommended.

Mr. Nowlan first wrapped up
criticisms against the CBC and then
moved into the operations of the
BBG. His first statement on the
CBC was that the CBC is not for sale.
Such proposals had come from men
in all parties but "we believed in
the CBC. We support the corpora-
tion and as long as this government
is in power — and I hope as long
as any government is in power — that
policy will be maintained. If any
government attempted to destroy
the principle of the CBC," he said,"it
would be beamed out of office so
rapidly that they would never know
what struck them."

Mr. Nowlan said he was only the
"reporter" for the CBC to parlia-
ment and, like others, he too had
criticism. Some wanted more detail
on finances, and he pointed out
others felt too much detail was pro-
vided. Others wanted more informa-
tion from the CBC and here again
there was dispute.

Mr. Nowlan said he was satisfied
that the CBC Board of Directors had
the legal authority to elect a mem-
ber of its board, Robert Dunsmore,
as its chairman. There might be
ambiguity in the act insofar as
division of powers is concerned
between the chairman and other
officers of the CBC, but it was legal.

Mr. Nowlan said he thought there
might be some theoretical support
of the contention that the CBC be
charged to the over longer periods,
such as five years. He did not,
however, believe it was possible to
apply to it. It might have been all
right in the Victorian era when
factors were constant, but not now
when the world moved faster and
costs kept rising. He thought it
would be a "very unfortunate
arrangement to fetter the corpo-
ration."

DEFENDS CBC INDEPENDENCE

The independence of the CBC
against outside interference was
defended by the minister. He
pointed out he had no power over
CBC operations nor should such
power be given to any minister.
Such policy of non-interference
could be embarrassing at times, said
Mr. Nowlan, but it was essential to
the operation of the CBC. If a
minister interfered, then it
would be evidence of political con-
trol and he was sure no member
wished it.

When it came to charges of waste,
extravagance and payoffs within the
corporation, including kickbacks,
Mr. Nowlan said anyone with such
evidence should submit it to the
CBC. If the members didn't want
to deal with the CBC officials, they
could supply the names and infor-
mation to Mr. Dunsmore and Mr.
Dunsmore would have a complete
investigation made. He hoped some
matters already referred to the CBC
would produce an improved "cli-
mate."

PRESSURE AND PROPAGANDA

Later, when estimates of the
Board of Broadcast Governors were
before the house, Mr. Nowlan talked
back to critics of CBC decisions.
In a specific reference to some of
the doubts expressed by Douglas
Fisher (CCF Port Arthur)
Mr. Nowlan said: "Not one word
has been said this afternoon by him
or by anyone else except what was
based on rumors, and 90 per cent
of the rumors are false."

A specific instance was the
"foreign control" of the Bushnell TV
application in Ottawa. Mr. Nowlan
said there was a voting trust and it
was organized to keep control in
Ottawa. As for ownership, Mr. Now-
lan said he was advised that Gran-
sada and N.T.A. Telefilm together
owned 24.9 per cent of the voting
shares and that the other 75.1 per
cent were owned by Canadians.

"In connection with this Ottawa
company, as with all other com-
panies, we have been approved by
the board, there has not been more
than 25 per cent of the shares
owned by people outside of Canada,
"can there be under the act," said
Mr. Nowlan.

Later, Mr. Nowlan declared there
is all sorts of political pressure and
propaganda being issued to try
to get the government to alter the
recommendations of the BBG in re-
lation to the Ottawa and Halifax
recommendations but he indicated
no action would be taken.

Mr. Nowlan comprised the hear-
ings into TV licenses in Ed-
monton and Pembroke, Ont. Said he:

"True, Edmonton is a big oyster
and Pembroke is a relatively small
one. The BBG refused the applica-
tion for the CBC for Pembroke and
granited it to a private firm; but it
did approve of the CBC application
for Edmonton. I must say that I
was the most surprised man in the
world when that happened, but
there was certainly no understand-
ing whatsoever about it in any way,
shape or form."

POLITICAL AWARDS

To allegations of political awards in
BBC recommendations, Mr. Now-
lan had this answer:

"I have suggestions of politi-
cal rewards this afternoon, political
rewards in connection with Halifax,
Toronto and Ottawa. If there are any
political rewards which can be
recognized, if this board is an
organization which considers politics
all, I cannot conceive of any
applicant who might be more out-
side all of the applicants in Ed-
monton in view of their records of
service and cooperation with the
Conservative party throughout the
years. So if there is any merit in the
argument about politics entering into
this thing, then that argument that
argument is shot pretty badly
by the board's decision that the
Edmonton application should be
granted to the CBC."

Mr. Nowlan also denied that there
was any arrangement between the
government and the CBC with regard
to the Ottawa application.

Mr. Nowlan also referred to char-
ges of a political payoff in the award
of the Toronto TV license to TTX
Television. There were some rumors
that "someone had said he had it in
the bag," Mr. Nowlan said that
statement had been denied. "Anyone
that suggests that those television
licenses were in the bag is using pure
rump and simple propaganda and
such statements are completely without
foundation in any way, shape or form."

Mr. Nowlan also referred to "snide
little remarks" with respect to Hal-
fax and about whether E. L. Bush-
nell of Ottawa was the same E. L.
Bushnell mentioned in the Pem-
broke application. There were rumors
that Finlay MacDonald in the Halifax
application was the same Finlay
MacDonald who chaired the Con-
servative party breakfast at the
annual meeting last winter. He sug-
gested the inquiries were purely
harassment.

Opposition speakers, however, still
tackled Mr. Nowlan and, in the case
of Edmonton, Mr. Pickersgill re-
marked "I must say that I come from
Missouri." Mr. Pickersgill added he
would apologize to Mr. Nowlan if,
two years from now, he can show
that the CBC Edmonton station is making money.

Mr. Barry
Pearson of
Saskatoon
says:

"I attend Nutana Colle-
giate and consequently
chum around with a lot
of kids. They all agree
OCKM-Radio is really
Pearson's the entertain-
ment barrier."

FOR SALE

Broadcasting Station CKOC has the following used equip-
ment for sale. Complete infor-
mation by writing to P.O. Box
880 Hamilton, or telephoning
Liberty 5-5885
1 Promaster 10-A
Turntables $ 50.00 ea.
4 Hi-Fi Dynaco Speakers
Type T-146 $ 10.00 ea.
2 Cabinet Type $ 10.00 ea.
1 C.G.E. Console
Type BC-1A $500.00
1 12-102-HB
Consolette $100.00
Above prices uncrated at
CKOC Studios, 73 Garfield
Avenue South, Brant
On.
REACH OUT FOR WESTERN BUSINESS
THE LATEST B.B.M. (SPRING '60) GIVES CKY 158,800 HOUSEHOLDS

This Survey and other Rating services prove conclusively that CKY has the largest number of listeners of any Radio Station in Western Canada.

This listening audience has been achieved by a combination of CKY's 50,000 WATT Coverage, and the 'GOLDEN SOUND' of listenable Music, interesting Programming and top-flight Air-personalities.

National Advertisers require the largest possible number of impressions at the lowest cost-per-thousand for maximum Sales-results.

Join the trend to CKY, and share in these Sales-advantages enjoyed by CKY Advertisers.
Vancouver Film Festival

THE VANCOUVER International Film Festival was officially opened this month by Leonard Brockington, president of Odeon Theatres of Canada.

More than 100 films from 28 countries are entered in the Festival, competing for awards in the short theatrical, documentary, children's and amateur categories. Some twenty feature films from as many countries are being given their North American premiere during the Festival, which began July 11 and runs through July 23.

A panel of three judges viewed the films during the Festival and awards, in form of plaques and certificates of merit, were presented to winning films on July 21.

Charles Topshee, Canada's representative on the film jury, is executive director of the Canadian Film Institute and is this country's film representative on Unesco.

English film critic Dively Powell is the only woman on the panel of judges. She has been film critic for THE SUNDAY TIMES since 1959. Miss Powell was among the earliest members of the Independent Television Authority establishing commercial television in Great Britain.

George C. Stoney, active in documentary film making in medicine, education and communication in the US, is known internationally for his advanced techniques in the documentary field.

Bits & Pieces

- Four hour-and-a-half film series have been purchased by CHCT-TV, Calgary, from ITC of Canada Ltd. They are: Susie, The Gage Storm Show, The Halls of Ivy, and Ramar of the Jungle.
- Crawley Films' newest, A Simple Detail, points out the hazard of not being insured when unexpected hospital expense arises.

CFRB APPOINTMENT

Mr. W. C. Thornton Cran, President of Rogers Radio Broadcasting Company Limited, is pleased to announce the appointment of Mr. William Baker to the position of Operations Director. Mr. Baker, who has been a CBS staff member for over 30 years will be in charge of the production and all operations concerned with CFB's remote broadcasts... encompassing news, sports, and the many special features that CFB broadcasts every week. He is a member of the Quarter Century Club of the Canadian Association of Broadcasters.

Mr. W. C. Thornton Cran, President of Rogers Radio Broadcasting Company Limited, is pleased to announce the appointment of Mr. Jack Dawson to the position of Program Director. Mr. Dawson, who has been a well-known member of the CFB announcing staff for 21 years, brings a wealth of programming knowledge to his new position. His day-to-day responsibilities mean, unfortunately, that he will no longer be able to join the daily audience who have come to know him so well during his six years as host of CFB's "Road and Home Show".

Cuts & Splices

NEW AUTOMATIC STANCLIFFE-HOFFMAN S-7 MAGNETIC FILM RECORDING/DUBBING SYSTEM

A completely transistorized automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write or call for particulars.

WA: 2-2100
Caldwell A Equipment Co. Ltd.
447 Jarvis St.
Toronto

Chetwynd Films Childbirth

CHETWYND FILMS Ltd., Toronto, is now completing a 25-minute technical film for the Winthrop Laboratories, a division of Sterling Drug Inc. of New York. Called The Use Of Epidural Anaesthesia, the film concerns the use of a spinal anaesthesia, Carbocaine, in childbirth, which frees the mother from pain — both during labor and the actual birth.

Chetwynd, president of the film company, had his crew on call for ten days while waiting for the birth to occur. Three cameramen—Chetwynd, Don Virgo and Leslie George — were involved in filming the birth.

Medical supervisor of the production was Dr. Roderick Gordon of the University of Toronto. The film was shot in 16 mm color with sound. Art Chetwynd directed.

The picture was made in cooperation with the Toronto General Hospital and the Department of Anaesthesia of the University of Toronto, which supplied the patients and doctors.

Because of its subject matter and technical treatment, the film will be seen only by doctors. The vice-president of Winthrop Laboratories, Dr. Martin Lassersohn, MD, hopes to have the film shown to every English-speaking doctor in the world and every doctor in North and South America. For this purpose, French and Spanish versions of the picture will be made also.

Several other productions are now being worked on or were recently completed by Chetwynd Films.

A series of three travel films on the Maritime provinces were made for Canadian National Railways. Each is ten minutes long, in color with sound. They are intended for use either as one-half hour production or three individual films. Pat Patterson of Pat Patterson Productions Ltd., wrote an original

music score for the series. Bert Niosi conducted.

About the second or third week of August, Bob Barclay of Chetwynd's will head up a crew which will shoot a film for the Canadian Cancer Society in the Canadian Rockies. Barclay wrote the script and will direct.

One of the company's long-term projects is a progress film on Toronto's as-yet-unbuilt York University. This project, supervised by Art Chetwynd, will take from three to five years to complete.

On August 9, the CBC will telecast a one-hour film about Canadian folk songs. Filmed by Chetwynd crew in the Maritimes, the show features Dr. Helen Creighton, one of the foremost authorities on folk songs. Called Land of Old Songs, it was directed by Bob Barclay.

Art Chetwynd is now down in the Barbados completing research on a production to be made for the Barbados Tourist Board. While there, the company will also shoot a series of short films for the CBC and Trans-Canada Air Lines.

The company has started filming the workout sessions of the Toronto Argonauts Football Club and has finished the groundwork for its annual production on the Grey Cup Festival.
In MONTRÉAL, the greatest sound this summer is the all new sound of CF60.

Naturally, we're excited about it and judging by the enthusiastic reaction, so are the people of Montreal!

CFCF MARCONI RADIO
Vancouver Film Festival

The Vancouver International Film Festival was officially opened this month by Leonard Brockington, president of Odeon Theatres of Canada. More than 28 countries are entered in the Festival, competing for awards in the short theatrical, documentary, children's and amateur categories. Some twenty feature films from as many countries are being given their premieres.

The use of showmanship in presenting political candidates on television is not undesirable from the voter's standpoint providing the direction is confined to performance and not to policy or ideas.

This was one of the conclusions in a special survey, conducted for Westinghouse Electric Corporation, to examine the effects of television on American politics. Twenty-eight political scientists, representing colleges and universities in 23 states, took part in the survey.

Howard S. Kaltenborn, vice president and assistant to the president of Westinghouse, said: “We know from the viewership figures the great impact and appeal of television coverage. This survey was an effort also to assess the informational and educational value of such programming.”

Among the conclusions of those interviewed were that:

- Television has increased voter interest.
- Voters are now more critical of candidates' appearance and performance.

WINNIPEG CALLING

Stewart MacPherson was recently appointed program director of CJAY-TV, Winnipeg. His name is familiar to many Canadians who served in the UK during the war, where he served both as a correspondent and as a hockey broadcaster on the BBC. Born in Winnipeg, he went to Britain in the thirties.

After the war, he wrote a newspaper column, appeared on radio and TV programs and directed variety shows. His broadcasting activities include the coverage of two Royal tours and the job of master of ceremonies of two top-rated British programs, Twenty Questions and Ignorance is Bliss.

In 1950 he returned to North America as a news analyst on CBS. Since then he has returned to England on many occasions to take part in special assignments.

MacPherson has been associated with Winnipeg Enterprises Corporation since 1955, first as promotion manager then as general manager. He is presently in England taping a series of 26 programs for British TV.

TALL STORY

In conjunction with the film Tall Story, premiered in Toronto last month, The Telegram and station CKY asked the public to mail in the tallest story they could dream up. The best ones were read daily over the air and published in the paper.

Bill Powell of Scarborough, Ont., was the winner of a Renault Dauphine automobile for his tall tale on being hung with his paws.

The story went like this: “It’s a simple way of catching fish. First, one carries in the stove wood, another puts up a tarp as a windbreak and the third polishes the spittoon.

Then, we cut a hole in the ice and toss bits of chewing tobacco in the water. Finally, we put the spittoon on the edge of the hole. Soon the fish are chewing like mad and then they find they have no place to spit the tobacco. They spot the shiny spittoon, rise out of the water and then we club them with the stove wood."

However, one doesn't see people using this method much these days — chewing tobacco has gone out of fashion.

The 700 entries were judged by Vicki Paige of CKY and Wes Hicks of The Telegram. In an effort to keep the highways of Ontario clear, CKY, Toronto is distributing 100,000 litter bags to be hung on the dashboards of cars. The bags were distributed to Toronto homes, all Canadian radio stations, gasoline stations, advertisers and advertising agencies, newspaper and radio columnists and Canadian and US trade journals. (Now, rather than throwing news releases in the waste paper basket, members of the newspaper fraternity can have the distinction of throwing the waste paper in the news releases!)

PEOPLE ARE TALKING

People are talking about the new mug of your scribe which again heads this column. Comments vary from “godliness” to “where's the mess on the desk?” and “I like it”. What'll we do now?

The story behind the picture was that Bobby Gimby brought his daughter's Polaroid round to the house one Sunday afternoon. Ian Grant got hold of it, and it went off in his hand with the above result.

Now you tell me what I should do with it?

What else?

Toronto is enjoying (?) the traditional July-August humidity, which makes it a specially pleasant, come five bolls of clothing, to his me out to the Old Woodbine where the Harness races are in full swing.

They've remodeled the old clubhouse, or rather built a new one on the site of the old, and, if it now looks more like a warehouse than a clubhouse, it still offers my inner man more of such amenities as sandwiches and cold drinks. Also, to add to my pleasure, I managed to take them for fifty bucks last Saturday, which, if you forget the times each horse I bet ran in the can, is a fair margin of profit.

The harness races, or the trots as we call them hereabouts, are a relic of bygone days which I hope will prove profitable enough to allow them to remain in the act. I am doing all I can, in a spirit of public service, to help them attain this end.

So, if I'm not going to miss the first half of the daily double, I must bring this enthralling installment to a close. So, buzz me if you hear anything, won't you?

Dick Lewis

NEW AUTOMATIC STANCIL-HOFFMAN MODEL S-7 MAGNETIC FILM RECORDING/DUBBING SYSTEM

A completely transistorized automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write or call for particulars.

3 out of 4 water skiers listen to REGINA radio

Representatives ALL CANADA RADIO & T.V. LTD.
In English Metropolitan Montreal.

** And in 18 of these 26 periods, CKGM has as many or more households than the combined totals of the next two English language stations.

SEE
Stephens & Towndrow in Toronto
Forjoe & Co. in the U.S.A.
Television

CFTO-TV INCLUDES COLOR IN $3 MILLION EQUIPMENT DEAL

CHANNEL NINE, CFTO-TV, Toronto, has signed a contract with RCA Victor Canada Ltd. for equipment and installation amounting to almost three million dollars. Principals involved in the signing were Joel Aldred, president of Baton Aldred Rogers Broadcasting Limited and John Houlding, president of RCA Victor Canada Limited.

The agreement is described as being the biggest single television installation contract ever made at one time in North America.

Discussing the progress of the new station, Aldred said that it will definitely be on the air by January 1, 1961. Despite the wet spring, the construction of the studio and transmitter buildings is a week ahead of schedule.

There has been one major change in the company's plans since they appeared before the BBG with their application last March. CFTO-TV intends to start telecasting in color. This, of course, is subject to BBG approval which they hope to receive when they appear before the Board in September.

Aldred said they will have at least one color equipped studio and two of the station's four videotape recorders will be color. Should they receive the BBG's blessing to start in color, 15% of their live programming and 10% of their film programming will be in color.

He stated that preliminary work indicates that because of the large modern facilities CFTO-TV will have, they will be able to produce color videotaped commercials for use on American stations.

However, there was no hint as to which one it would be.

Aldred said he was confident that, because of the studio and equipment design, they will be able to produce color programs and commercials for approximately the same price as monochrome.

An important part of CFTO-TV's operation in which they have particular pride is the mobile unit currently being built by Brantford Coach & Body. It is a semi-trailer containing three camera chains and one videotape recorder. The VTR can be converted to color and with one of the cameras removed the other two can be replaced with color machines within a week. It was indicated by Aldred that a second mobile unit will be built, completely equipped with color.

CFTO-TV will also be the first complete installation in Canada to be equipped with RCA Victor's new TK12 54½ inch cameras.

On the sales end of things, the station currently has firm commitments on 35% of the available time. There is every indication that this figure will climb to 50% by Labor Day, which, as Aldred pointed out, is well beyond their expectations outlined to the BBG.

Sales representatives in New York, Winnipeg and Vancouver will be appointed by the end of July.

Aldred stated that Montreal will be the base for most of the sales, and that they expect to have a sales rep or establish their own sales office also be made by the end of this month.

In the meantime Al Bruner, CFTO-TV sales manager, is coordinating a sales department consisting of three national and four local and regional salesmen. This department is expected to be fully operative by August 1.

No Political Influence

A BIT OF background on the appointment of Dr. Andrew Stewart as chairman of the Board of Broadcast Governors has been provided by Reverend Dr. George Nowlan as a result of allegations of political payoffs in granting television licences.

When Dr. Stewart was first nominated as chairman of the board, a friend of Mr. Nowlan's told him he could not get him to accept the appointment; but, if Dr. Stewart accepted, "you will have got the best man in Canada.

Mr. Nowlan said he talked to Dr. Stewart on the phone and then Dr. Stewart came to Ottawa.

Said Dr. Stewart: "I have only one question. May I run this thing as I see fit with the assistance of my colleagues, or is there to be any political control whatever?"

Mr. Nowlan said he assured Dr. Stewart there would be no political influence used on the board in any way "at least to the best of my knowledge and belief, there has not been any used from the day the board first sat until today, nor will there ever be as long as I, at least am the minister who reports to parliament for the BBG."

HOPE GARBER

Western Ontario homemakers rely on her "AT HOME" show for news of interest to women. A homemaker and mother herself, Hope has her confidence.

Another reason why . . .

HOPE GARBER

Western Ontario homemakers rely on her "AT HOME" show for news of interest to women. A homemaker and mother herself, Hope has her confidence.

Another reason why . . .

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these television stations

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

Western Ontario is said on Canada—All Canada Television U.S.A.—Wreed & Co.
THANKS...

... to the host of friends who gave us their help, their advice and their friendship before and during our application for the Ottawa television license.

It was the confidence in us of these staunch friends which won the BBG's blessing.

Now it is our responsibility to them, as well as to the people of the Ottawa-Hull community, to justify this confidence.

This we shall do.

PRESIDENT

BUSHNELL BROADCASTING ASSOCIATES, LIMITED

130 Slater Street
Ottawa - Ontario
HARRY DEKKER, general manager of station CJNB, North Battleford, stated recently on his Double-Decker Breakfast Club show, that he would go on refugee rations for one week if listeners would donate $200 to the local campaign for World Refugee Year. Within five days, the amount was surpassed and Dekker then began his diet of black coffee, cheese, bread, thin soup and rice.

He then stated that if the fund received $300, he would give up cigars for one week and that if it reached $400, he would push the mayor down North Battleford's main street in a wheelbarrow. As a result of his statements, Dekker was forced to abstain from the stogies and in the picture, he pushes six foot three inch, 240 pound Mayor Roy Dean in a motor-propelled construction wheelbarrow to the accompaniment of drum and trumpet. Dekker was accused of welcoming on his commitment, but he claimed that the refugee rations and cigar abstinence had left him in a weak physical state.

Donations for the fund continued to come in and at last count, the total money raised was $1,300.

EDMONTON RADIO

A BENEFIT BASEBALL night was staged in Edmonton last month, to assist in putting the building fund of the Good Samaritan Hospital over the top. The CFRN-TV Swansupas played the radio team composed of CHED and CJCA players in a two inning hit-and-error filled match. The Swansupas team is now laying claim to the "Northern Alberta and North West Territories Broadcasting Softball Championship".

Following this match, the Edmonton Eskimo football team played the Edmonton Flyers hockey club in a regular seven inning softball game.

CKR, WINNIPEG

In CONJUNCTION with Alcoholics Anonymous Week, station CKR, Winnipeg, did a series of broadcasts on the AA movement in Winnipeg and the surrounding area. Ev Dutton, public affairs director of the station, contacted the city's inter-group committee, which serves the seven AA groups. With the help of the committee, Dutton lined up four AA members to talk about their own experiences, providing that complete anonymity was maintained.

Talks and interviews were taped, following extensive discussions by Dutton, with AA members and other organizations working on the alcohol problem. Bulletins were mailed out to all AA groups in the province and the majority of them arranged to have radios or loudspeakers set up in their clubrooms during the broadcasts. During AA Week, four programs on the subject were aired.

"While it is hard to assess the value of such projects," Dutton said, "the AA groups tell us that number of inquiries and calls for help increased considerably after each interview or talk.

CHEK, CRANBROOK

STATION CHEK. Cranbrook has formed a staff parachute club which will appear at all regattas and fairs in the East Kootenay area. Peter Goswell, sales manager, an ex-army parachutist, will train the CHEK club before they make their first attempt at an actual jump.

CJAT, TRAIL

JOSEPH P. KOBLUK has been appointed manager of station CJAT, Trail. He has been with CJAT since 1942, starting out as an announcer and moving through the positions of production manager and sales manager. He is active in the Chamber of Commerce, Rotary Club, the Trail Arts Council and the Knights of Columbus.

John Loader, manager of CJAT since 1949, has devoted his time to other business interests and political activity as a Progressive Conservative candidate for the Provincial Legislature.

CKDA, VICTORIA

The "SWIFTSURE CLASSIC", a west coast sail boat race, was recently covered by station CKDA, Victoria. A remote FM radio transmitter was installed aboard a tug boat and announcers Phil Barter and Doug Taylor were on the air twice each hour with five minute reports on the positions of the various boats.
WELL-KNOWN WRESTLERS "Whipper" Billy Watson and Pat Flanagan, last month challenged CHUM. Toronto announcers Al Bolska and John Spragge to a golf match. The contest took place during the "Annual Archie Campbell Memorial Golf Day," sponsored by the Toronto Riverdale Branch of the Kiwanis, and was held at the Cedar Brae Golf and Country Club. Archie Campbell was a former trainer of the Toronto Maple Leaf hockey club. All proceeds from the day went to underprivileged children.

CHUM publicized the match as a grudge duel between Bolska and the "Whip," since Watson had defeated Bolska last year in a wrestling match for the Crippled Children. John Spragge produced the best score, but Bolska, Watson and Flanagan concentrated more on amusing the gallery than on the game. In the picture, John Spragge lines up on Bolska's head while Watson (left) and Flanagan cheerfully hold him in position.

The backstage workings of CHUM were presented last month on CBLT, Toronto's live half-hour program, On The Scene. For radio listeners, CHUM did a simulcast of the show. Hosts Joyce Davidson and Alan Millar talked news coverage with Bill Dryle, policy and image with station manager Allan Waters and public service with Phil Stone. Millar discussed music and programming with program director Allan Slaght and showed CHUM's latest equipment, along with explanations of its basic operation.

In a lighter vein, CHUM personalities Larry and Garry did a take off on On The Scene. Later, Millar read his promotion announcement for On The Scene, as it would be done on the CBC, and for contrast CHUM demonstrated how they would produce the same announcement.

Pierre Berton, columnist for The Toronto Daily Star was also interviewed and gave one of his CHUM Capsule Comments.

The show was written by Norman Klenman.

CKGM, MONTREAL

ONE THOUSAND MONTREAL youngsters were treated to a special showing of The Mark of Zorro last month, by CKGM, Montreal. To get a free ticket, the children were asked to write to the station and send along the top of a bag of Humpty Dumpty Potato Chips. After the show, the youngsters received Humpty Dumpty and CKGM balloons and a bag of Humpty Dumpty Potato Chips. 2000 children wrote in for the 1000 available tickets.

CHEX, PETERBOROUGH

EQUIPMENT FOR A weather station was installed late last month at the CHEX-Radio-Television centre in Peterborough. The special instruments included a maximum thermometer, a minimum thermometer, a dry bulb thermometer and a rain gauge. A continuous graph for recording rainfall will be installed later.

Previously, the Peterborough and Kawartha Lakes region used the forecast issued for the Trenton area. Now in addition to regular observations, reports will be prepared twice daily, at 8 a.m. and 8 p.m. by members of the news department, for the information of the Maltan Weather Office in Toronto.

CKBW, BRIDGEWATER

EACH YEAR STATION CKBW of Bridgewater awards a ten dollar prize to the student in each high school in the area who is judged by his teachers as the best public speaker of the graduating class. The award does not necessarily go to an honor student or the best debater but is based on stage presence, personality, good diction and speech delivery.

4th Quarter

1958 $12,813,000
1959 $15,414,000

UP 20.3%

1st Quarter

1959 $11,217,000
1960 $14,484,000

UP 29.1%

TELEVISION IS NOW FIRST-TOPS-HIGHEST

IN NATIONAL BILLINGS

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404 200 St. Clair Ave. West
Phone WA: 2-3684

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

G. N. MACKENZIE LIMITED HAS THE SHOWS

like The Jim Ameche Show

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

NEED INCREASED AD-REVENUE FOR MORE PROGRAMS AND WIDER COVERAGE

During the recent Commons debate on the CBC estimates for next year there was considerable discussion on the question of CBC coverage and programming.

Speaking for the West, the PC member for Comox-Alberni, Vancouver Island, Harry McQuillan, asked for more CBC radio and television coverage to offset what he called "indiscrimination by foreign propagandists."

Many areas now with little or no CBC coverage get their broadcasts from American stations, he said. Radio programs seem to have deteriorated to such an extent that many are hardly worth listening to.

There was little television on the west coast of the island and he requested a thorough CBC survey. Port Alberni has a population of 20,000, he said. McQuillan also said that some northern residents wondered whether a United States communications cable with television facilities, which runs to Alaska, could be tapped.

Speaking for the other extreme of the country, Herman M. Batten, Liberal for Humber-St. George's, asked for improved radio and television services in Newfoundland.

He said he was making his third complaint about interference with the signal from CBY, Corner Brook. Prior to Confederation in 1949 the signal from CBY, then a private station, could be heard 100 miles south and 200 miles north of Corner Brook, he said. The station broadcasts weather and other information important to fishermen.

However, the signal from the station, now operated by the CBC, could only be heard within a 50 mile radius of Corner Brook. The course he said is interference from Radio Station CKEC at New Glasgow, N.S.

Mr. Batten also urged that changes be made to television stations at Corner Brook, Harmon Field and Stephenville, to enable them to cover wider areas.

Commenting on CBC programming was former news broadcaster and PC member for Halifax, Robert McCleave, who said that the publicly owned Corporation carries too many broadcasts about issues in the United States, Europe and other countries.

He hoped the CBC would soon come up with a more acceptable formula for its documentaries and would take advantage of a great pool of talent available in Canada for such broadcasts.

It "gripped" him to see so many commentators on the television program Viewpoint originating from New York, with American professors doing the talking.

The choice of commentators was a problem. Progressive Conservative MPs from Quebec have complained that too many commentators on the French language services gave the view of the Liberal party.

All political views should be carried on the CBC broadcasts. The Corporation should see that all sides of a question were presented and not just one.

McCleave said the CBC must fight harder for a bigger share of the advertising dollar. Unless this were done, CBC requirements next year would be considerably in excess of the $71,000,000 to be voted this year.

CHCH-TV APPOINTMENT

Mr. K. D. Seble, President of CHCH-TV in Hamilton, is pleased to announce the appointment of Harold G. Burley to the position of Commercial Manager. Mr. Burley succeeds J. R. Peters, recently appointed Station Manager of CHAN-TV, Vancouver. Mr. Burley assumed the position July 15th.

RCA Names Two Representatives

RCA Victor Company Ltd., recently announced two appointments.

Bill West has been appointed technical representative, special accounts, for the marketing division. After graduating from Queen's University in Kingston with a BSc. in engineering, he served three years in the Canadian Navy, reaching the rank of lieutenant.

He joined RCA in 1958 and in his new position will be responsible for the sale of all technical products to non-defence government departments and other special accounts. West will be located in Montreal.

Jack Shalinsky has been appointed technical field sales representative.

CFTO-TV APPOINTMENTS

Al Bruner, Sales Manager, CFTO-TV, Toronto, announces with pride the following appointments: Ted Delaney as Retail Sales Manager. Mr. Delaney is a specialist in retail broadcast sales, and joins CFTO-TV bringing to his new position a wealth of experience gained as sales manager of radio and television stations in Barrie, and more recently, as Toronto representative for station CHCH-TF. Fred Ellis as National Sales Representative. Well versed in television station and advertising agency operations, and in the selection and selling of time, Mr. Ellis comes to CFTO-TV direct from Radio & Television Sales, Inc. Neil McDonald as National Sales Representative. Broad and diversified experience in the field of radio and television accompanies Mr. McDonald, who comes to CFTO-TV from Leo Burnett. Bernie Le Maitre as National Sales Representative. Widely known as an NHL referee and sportscaster, Mr. Le Maitre is equally respected for his comprehensive background in the area of national and local television sales. He comes to CFTO-TV from a major Buffalo television station.

Canada

Page Twenty

Canadian Broadcaster

Fourth Edition

July 21st, 1960
DEPT. OF HISTORY
After watching the telecast of the Democratic convention, I have been wondering whether Great Britain ever got around to ratifying the Declaration of Independence.

NEXT DEVELOPMENT
Sir: I should like to commend the BBG ruling on Canadian content for TV programs, but suggest that English sub-titles would help too.

HELP FOR HUSBANDS
If your wife insists on being a back-seat driver, let her run the outboard motor while you do all the fishing.

CLOSED CIRCUIT DEPT.
We have been trying to run down the rumor that the CBC is about to become a daily.

FIGHTING WORDS
Dear Nathan Cohen: After reading your newspaper column for a considerable time, I am now fully aware of the things you do not like.

SILK PURSE DEPT.
A studio make-up man is someone who has to make a good work of art out of a bad work of nature.

LAST STRAW
It was bad enough that the salesman used to pull the wool over his prospects' eyes, until they found out that the wool was half cotton.

AUDREY STUFF
Then there's the gal who was so dumb, she thought a last resort had something to do with taking your holidays in October.

HELP WANTED
Station has opening for experienced commercial announcer. Age immaterial so long as he is the right shape to fit in the booth.

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

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

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

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

**with**

**CHAT TEEVEE**

Medicine Hat's Best Advertising Buy!

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**Canadian TV Stations and their Satellites**

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<td>CJON TV</td>
<td>6</td>
<td>St. John's, Nfld.</td>
<td>English</td>
<td>Private (B)</td>
<td>21.04 Kw 11 Kw</td>
<td>Yes</td>
<td>Sept '55</td>
</tr>
<tr>
<td>CJOY TV</td>
<td>10</td>
<td>Argentia, Nfld.</td>
<td>English</td>
<td>Private (B)</td>
<td>200 W 106 W</td>
<td>Yes</td>
<td>May '57</td>
</tr>
<tr>
<td>CJCN TV</td>
<td>4</td>
<td>Grand Falls, Nfld.</td>
<td>English</td>
<td>Private (B)</td>
<td>148.8 W 74 W</td>
<td>Yes</td>
<td>Mar '60</td>
</tr>
<tr>
<td>CFSN</td>
<td>8</td>
<td>Stephenville, Nfld.</td>
<td>English</td>
<td>CBC</td>
<td>490 W 245 W</td>
<td>No</td>
<td>Feb '57</td>
</tr>
<tr>
<td>CFCY TV</td>
<td>13</td>
<td>Charlottetown, P.E.I.</td>
<td>English</td>
<td>Private (B)</td>
<td>79 W 39.5 W</td>
<td>Yes</td>
<td>July '56</td>
</tr>
<tr>
<td>CFCY TV-1</td>
<td>7</td>
<td>New Glasgow, N.S.</td>
<td>English</td>
<td>Private (B)</td>
<td>209 W 104 W</td>
<td>Yes</td>
<td>Jun '60</td>
</tr>
<tr>
<td>CBHT</td>
<td>3</td>
<td>Halifax, N.S.</td>
<td>English</td>
<td>CBC</td>
<td>100 W 60 W</td>
<td>No</td>
<td>Dec '54</td>
</tr>
<tr>
<td>CBHT-1</td>
<td>12</td>
<td>Liverpool, N.S.</td>
<td>English</td>
<td>CBC</td>
<td>412 W 248 W</td>
<td>No</td>
<td>Nov '58</td>
</tr>
<tr>
<td>CBHT-2</td>
<td>8</td>
<td>Shelburne, N.S.</td>
<td>English</td>
<td>CBC</td>
<td>412 W 248 W</td>
<td>No</td>
<td>Nov '58</td>
</tr>
<tr>
<td>CBHT-3</td>
<td>11</td>
<td>Yarmouth, N.S.</td>
<td>English</td>
<td>CBC</td>
<td>108 W 50 W</td>
<td>No</td>
<td>Oct '54</td>
</tr>
<tr>
<td>CJCB TV</td>
<td>4</td>
<td>Sydney, N.S.</td>
<td>English</td>
<td>Private (B)</td>
<td>6 W 32 W</td>
<td>No</td>
<td>Nov '59</td>
</tr>
<tr>
<td>CFC-TV-1</td>
<td>5</td>
<td>Inverness, N.S.</td>
<td>English</td>
<td>Private (B)</td>
<td>100 W 54 W</td>
<td>No</td>
<td>Dec '59</td>
</tr>
<tr>
<td>CBATT</td>
<td>11</td>
<td>Moncton, N.B.</td>
<td>French</td>
<td>Private (B)</td>
<td>25 W 20 W</td>
<td>Yes</td>
<td>Jul '60</td>
</tr>
<tr>
<td>CKCW TV</td>
<td>12</td>
<td>Campbellton, N.B.</td>
<td>English</td>
<td>Private (B)</td>
<td>141 W 77 W</td>
<td>Yes</td>
<td>June '56</td>
</tr>
<tr>
<td>CHSJ TV</td>
<td>4</td>
<td>Saint John, N.B.</td>
<td>English</td>
<td>Private (B)</td>
<td>100 W 50 W</td>
<td>Yes</td>
<td>Mar '54</td>
</tr>
</tbody>
</table>

---

**JUERNEE DELINQUENCY can be prevented with a pat on the back...provided it is administered hard enough, low enough, and often enough.**

*When a man starts throwing dirt, you can be sure he's losing ground.*

*Sign in a bar: "Your wife can only get so mad...why not stay a while longer?".*

---

**J. A. Wilson Lighting and Supply Co. Toronto recently opened its first Western plant in Medicine Hat, and will eventually hire 150 people.**

*Susie Dudenhefer knows a fellow who is so conceited that every time he has a birthday he sends congratulations to his mother.*

---

**It takes real personality to command attention while reading the minutes of the last meeting.**

*We know of one Montreal musician who worked like fury last week on an arrangement...and then his wife didn't go out of town, after all!**

---

**Medicine Hat has a half dozen major brick, ceramic and glass firms producing everything from delicate table ornaments to brick, sewer pipe and whiskey bottles.**

---

**CHAT TEEVEE**

Medicine Hat's Best Advertising Buy!
<table>
<thead>
<tr>
<th>STATION</th>
<th>CHANNEL</th>
<th>LOCATION</th>
<th>LANGUAGE AFFILIATION</th>
<th>VIDEO POWER</th>
<th>AUDIO POWER</th>
<th>C.A.B. MEMBER DATE</th>
<th>AIR DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CJLC-TV</td>
<td>2</td>
<td>Calgary, Alta.</td>
<td>English Private (S)</td>
<td>100 Kw</td>
<td>50 Kw</td>
<td>Yes Oct '54</td>
<td></td>
</tr>
<tr>
<td>CJLH-TV</td>
<td>7</td>
<td>Edmonston, Alta.</td>
<td>English Private (S)</td>
<td>100 Kw</td>
<td>50 Kw</td>
<td>Yes Oct '54</td>
<td></td>
</tr>
<tr>
<td>CHSA-TV</td>
<td>2</td>
<td>Lloydminster, Alta.</td>
<td>English Private (S)</td>
<td>142 Kw</td>
<td>24 Kw</td>
<td>Yes Sept '54</td>
<td></td>
</tr>
<tr>
<td>CHAT-TV</td>
<td>6</td>
<td>Medicine Hat, Alta.</td>
<td>English Private (S)</td>
<td>6 Kw</td>
<td>3 Kw</td>
<td>Yes Sept '54</td>
<td></td>
</tr>
<tr>
<td>CHCA-TV</td>
<td>6</td>
<td>Red Deer, Alta.</td>
<td>English Private (S)</td>
<td>13 Kw</td>
<td>6.5 Kw</td>
<td>No Nov '57</td>
<td></td>
</tr>
<tr>
<td>CKPG-TV</td>
<td>3</td>
<td>Prince George, B.C.</td>
<td>English Private (S)</td>
<td>210 Kw</td>
<td>114 W</td>
<td>June 1960</td>
<td></td>
</tr>
<tr>
<td>CBUT</td>
<td>2</td>
<td>Vancouver, B.C.</td>
<td>English CBC</td>
<td>47.6 Kw</td>
<td>25.4 Kw</td>
<td>No Dec '53</td>
<td></td>
</tr>
<tr>
<td>CBUT-1</td>
<td>2</td>
<td>Courtenay, B.C.</td>
<td>English CBC</td>
<td>.625 Kw</td>
<td>.375 Kw</td>
<td>No 1961</td>
<td></td>
</tr>
<tr>
<td>CBUT-1</td>
<td></td>
<td></td>
<td>English Private (S)</td>
<td>600 Kw</td>
<td>450 Kw</td>
<td>No 1961</td>
<td></td>
</tr>
<tr>
<td>CBUAT-1</td>
<td>9</td>
<td>Nelson, B.C.</td>
<td>English Private (S)</td>
<td>580 Kw</td>
<td>360 Kw</td>
<td>No 1961</td>
<td></td>
</tr>
<tr>
<td>CBUAT</td>
<td>8</td>
<td>Vancouver, B.C.</td>
<td>English Private (S)</td>
<td>180 Kw</td>
<td>90 Kw</td>
<td>Yes Dec '56</td>
<td></td>
</tr>
<tr>
<td>CBEK-TV</td>
<td>6</td>
<td>Victoria, B.C.</td>
<td>English Private (B)</td>
<td>100 Kw</td>
<td>50 Kw</td>
<td>Yes Dec '56</td>
<td></td>
</tr>
<tr>
<td>KVOS-TV</td>
<td>12</td>
<td>Bellingham-Vancouver</td>
<td>English Private (S)</td>
<td>224 Kw</td>
<td>112 Kw</td>
<td>June '53</td>
<td></td>
</tr>
</tbody>
</table>

**ALBERTA**

<table>
<thead>
<tr>
<th>STATION</th>
<th>CHANNEL</th>
<th>LOCATION</th>
<th>LANGUAGE AFFILIATION</th>
<th>VIDEO POWER</th>
<th>AUDIO POWER</th>
<th>C.A.B. MEMBER DATE</th>
<th>AIR DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHCT-TV</td>
<td>2</td>
<td>Calgary, Alta.</td>
<td>English Private (B)</td>
<td>100 Kw</td>
<td>50 Kw</td>
<td>Yes Oct '54</td>
<td></td>
</tr>
<tr>
<td>CJFR-TV</td>
<td>5</td>
<td>Swift Current, Sask.</td>
<td>English Private (S)</td>
<td>133 Kw</td>
<td>66.5 Kw</td>
<td>Yes Dec '57</td>
<td></td>
</tr>
<tr>
<td>CKOS-TV</td>
<td>3</td>
<td>Yorkton, Sask.</td>
<td>English Private (S)</td>
<td>5 Kw</td>
<td>2.5 Kw</td>
<td>Yes June '58</td>
<td></td>
</tr>
<tr>
<td>CKOS-TV-1</td>
<td>?</td>
<td>Baldy Mountain, Man.</td>
<td>English Private (S)</td>
<td>9.5 Kw</td>
<td>4.75 Kw</td>
<td>Yes June '60</td>
<td></td>
</tr>
</tbody>
</table>

**BRITISH COLUMBIA**

<table>
<thead>
<tr>
<th>STATION</th>
<th>CHANNEL</th>
<th>LOCATION</th>
<th>LANGUAGE AFFILIATION</th>
<th>VIDEO POWER</th>
<th>AUDIO POWER</th>
<th>C.A.B. MEMBER DATE</th>
<th>AIR DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CJDC-TV</td>
<td>5</td>
<td>Dawson Creek, B.C.</td>
<td>English Private (S)</td>
<td>212 Kw</td>
<td>106 Kw</td>
<td>Yes Feb '59</td>
<td></td>
</tr>
<tr>
<td>CFCR-TV</td>
<td>4</td>
<td>Kamloops, B.C.</td>
<td>English Private (S)</td>
<td>75 Kw</td>
<td>35 Kw</td>
<td>Yes April '57</td>
<td></td>
</tr>
<tr>
<td>CHBC-TV</td>
<td>2</td>
<td>Kelowna, B.C.</td>
<td>English Private (S)</td>
<td>3.7 Kw</td>
<td>1.6 Kw</td>
<td>Yes Sept '57</td>
<td></td>
</tr>
<tr>
<td>CHBC-TV-1</td>
<td>13</td>
<td>Penticton, B.C.</td>
<td>English Private (S)</td>
<td>.54 Kw</td>
<td>.27 Kw</td>
<td>Yes Sept '57</td>
<td></td>
</tr>
<tr>
<td>CHBC-TV-2</td>
<td>7</td>
<td>Vernon, B.C.</td>
<td>English Private (S)</td>
<td>.62 Kw</td>
<td>.31 Kw</td>
<td>Yes Sept '57</td>
<td></td>
</tr>
<tr>
<td>CHBC-TV-3</td>
<td>8</td>
<td>Oliver, B.C.</td>
<td>English Private (S)</td>
<td>.22 Kw</td>
<td>.11 Kw</td>
<td>Yes Mar '60</td>
<td></td>
</tr>
<tr>
<td>CFBX-T</td>
<td>72</td>
<td>Prince George, B.C.</td>
<td>English Private (S)</td>
<td>.23 Kw</td>
<td>.019 Kw</td>
<td>Yes May '59</td>
<td></td>
</tr>
<tr>
<td>CKPG-TV</td>
<td>3</td>
<td>Prince George, B.C.</td>
<td>English Private (S)</td>
<td>210 Kw</td>
<td>114 W</td>
<td>June 1961</td>
<td></td>
</tr>
<tr>
<td>CBUT</td>
<td>2</td>
<td>Vancouver, B.C.</td>
<td>English CBC</td>
<td>47.6 Kw</td>
<td>25.4 Kw</td>
<td>No Dec '53</td>
<td></td>
</tr>
<tr>
<td>CBUT-1</td>
<td>7</td>
<td>Courtenay, B.C.</td>
<td>English CBC</td>
<td>.625 Kw</td>
<td>.375 Kw</td>
<td>No 1961</td>
<td></td>
</tr>
<tr>
<td>CBUAT</td>
<td>9</td>
<td>Nelson, B.C.</td>
<td>English CBC</td>
<td>.164 Kw</td>
<td>.062 Kw</td>
<td>No 1961</td>
<td></td>
</tr>
<tr>
<td>CBUAT-1</td>
<td></td>
<td></td>
<td>English私有 (S)</td>
<td>.580 Kw</td>
<td>.280 Kw</td>
<td>No 1961</td>
<td></td>
</tr>
<tr>
<td>CHAN-TV</td>
<td>8</td>
<td>Vancouver, B.C.</td>
<td>English Private (S)</td>
<td>180 Kw</td>
<td>90 Kw</td>
<td>Yes Dec '56</td>
<td></td>
</tr>
<tr>
<td>CBEK-TV</td>
<td>6</td>
<td>Victoria, B.C.</td>
<td>English Private (B)</td>
<td>100 Kw</td>
<td>50 Kw</td>
<td>Yes Dec '56</td>
<td></td>
</tr>
<tr>
<td>KVOS-TV</td>
<td>12</td>
<td>Bellingham-Vancouver</td>
<td>English Private (S)</td>
<td>224 Kw</td>
<td>112 Kw</td>
<td>June '53</td>
<td></td>
</tr>
</tbody>
</table>

Stations listed in italics are satellites of the parent station which precedes them
(B) Basic stations of the CBC network
(S) Supplementary stations of the CBC network

---

**THE ATLANTIC PROVINCES**

**1st TV MARKET**

**CKCW-TV**

Channel 2

Moncton, N.B.

141,000 Watts Average Erp. With the highest tower. On the highest mountain in the Maritimes.

- 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 $391,063,000.00
- 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.
SIGHT & SOUND

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

LEVER BROTHERS Limited has announced the appointment of Cockfield, Brown & Co. Ltd., Montreal, to represent them in the selection, purchase, placement and supervision of all French language television programs. The appointment, according to Ray Collett, advertising director, becomes effective as of the termination date of present contracts administered by the other Lever agencies.

The move is designed to provide a central contact point and a unified source of liaison with the CBC and the independent French language television stations.

Cockfield Brown's new duties will involve, in addition to the negotiation of time and line requirements, a continuing evaluation of the character, size and suitability of Lever Brothers Limited's television properties and the development of new program ideas. The combined operation will be under the direction of R. W. Harwood, radio and television director, Cockfield, Brown, Montreal.

Collet said the new arrangement should not be interpreted as a reflection on the services of the other agencies involved. The appointment has been made in view of the growing complexity of the television situation in Quebec both as to time and properties, and in the light of experience and facilities of Cockfield, Brown's Montreal office.

WILLIAM R. ORR Limited has moved into new offices at 240 Eglinton Avenue East, Room 305, Toronto 12. The new telephone number is HTdson 5-9067.

ELTON M. PLANT Advertising, Windsor, is moving into larger offices July 28, in the newly opened Toronto-Dominion Bank Building. The new move ties in with the affiliation agreement signed recently with Walsh Advertising Company Limited, Toronto for the exchange of mutual services in their respective cities.

NORTHERN BROADCASTING LTD. APPOINTMENT

K. R. Thomson takes pleasure in announcing the appointment of Donald R. Lawrie as Director of Broadcasting Operations for Northern Broadcasting Limited and associate companies. Mr. Lawrie was formerly Assistant Director of Broadcasting Operations and prior to that was Manager of CHEX Television in Peterborough from the time of its opening in March 1955. Previous to that he was Manager of CHEX-Radio and CJKL Radio Kirkland Lake.

The appointment is also announced of Mr. D. C. (Bud) Tucker as Assistant Director of Broadcasting Operations. Mr. Tucker is well known in broadcasting circles, both as a broadcast consultant and sales executive. Prior to joining Northern Broadcasting Limited, he was Manager, Technical Products Marketing, RCA Victor Company Limited, Toronto.

Northern Broadcasting Limited and associate companies, Frontenac Broadcasting Company Limited, and Kawartha Broadcasting Company Limited, operate radio stations CKGB Timmins, CJKL Kirkland Lake, CPCH North Bay, CHEX Peterborough and CKWS Kingston, and television stations CHER-TV Peterborough and CKWSTV Kingston. In addition, the Board of Broadcast Governors recently approved the transfer of ownership of CKGN-TV North Bay, to the "Northern" group.

WILDROOT, A PRODUCT of Colgate-Palmolive, is planning a small 13 week television campaign starting in early August. It will run on a number of stations from coast to coast. The agency is Foster Advertising.

JOHN C. ROBERTSON, formerly president of Nation Wide Inter-viewing Corp. Ltd., has formed a new research company - Associated Marketing Services Ltd.

The new company with offices in Montreal and Toronto, will be equipped to carry out a wide range of custom research services.

In order to meet the continuing demand for more detailed market and rating information from advertisers, the new company will offer the following research services for broadcasters: market and comparative media analysis studies; audience composition research; program and advertising recall surveys; and other services for station planning and promotional purposes.

Toronto offices are located at 3425 Dundas Street West. Telephone number is ROger 2-7339. In Montreal, Mrs. Mary Gratiax, a vice-president in charge of the national interviewing staff, will manage the office at 3486 Park Avenue.

BILL TIERNEY, formerly with National Broadcast Sales, has joined Radio & Television Sales Inc. He replaces Fred Ellis who has joined the sales staff of CFTO-TV, Toronto.

Another new face at Andy McDermott's office is Ted Brock, a graduate of Ryerson, who is working on general sales.

KARL STEEVES of the Broadcast Advertising Bureau, television division, has reported that the gross commissionable national billings in television for the first quarter of 1960 established a new high for that period - $1,484,680.

This was a 29% increase over the corresponding quarter in 1959 and Steeves says that at this rate the TV industry could produce its first sixty million dollar year nationally.

Mike Hind-Smith has been appointed manager of CBLT, Toronto. His appointment to this newly created position will mean a relocation for Hind-Smith, from the key station of the CBC TV network.

He says that the station intends to pay particular attention to local pro-

G. N. MACKENZIE LIMITED HAS THE SHOWS

like The Jim Ameche Show

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

July 21st, 1960

Ian Grant
The letter from CKLW, reproduced here, speaks for itself. Our photograph shows the writer, Mr. Stewart Clark, CKLW Director of Engineering, holding up one of the #5762 tubes for Mr. J. E. Campeau, President of the station. In the background is the station’s T125BH transmitter.

Technical Products Department
RCA Victor Company Limited
Montreal 30, Canada

Dear Sirs:

It is with much pleasure we submit the following data on the tube life obtained in our RCA AM and TV transmitters.

The T125BH television transmitter produces an average tube life of 11,000 hours for 5166’s and 14,000 hours for 5762’s. The total annual cost for all tubes used in this transmitter averages $2200.00.

Our 500W AM transmitter, an RCA 50W1, installed in 1949 is still operating on three of the four original high power tubes. These 5671’s have clocked 85,000 hours and show no signs of failing emission. The total tube replacement cost for this transmitter is about $1500.00 per year, a figure we believe to be a record low for 50W.

Yours very truly,

[Signature]
Stewart Clark
Director of Engineering

800 KC 50,000 WATTS
CHANNEL 9 325,000 WATTS

The Most Trusted Name in Electronics
RCA VICTOR COMPANY, LTD.
BBC Claims Largest and Best Factory

THE BBC's GIANT new Television Centre in West London began operating June 29 after ten years of construction and preparation at a cost of £10,000,000.

The largest, best equipped and most carefully planned factory in the world," as Gerald Beadle, director of BBC-TV Broadcasting, calls the new studio, occupies a thirteen-acre site at Shepherds Bush in West London and consists of a circular main block covering three-and-a-half acres for studios, engineering areas, artists' facilities, administrative offices, a scenery block which includes a variety of stores and workshops, and a restaurant block where 750 people can be served at one sitting.

The studios at the Centre are the first the BBC has, which were designed and built expressly for the production of television programs; all other BBC studios are adaptations of existing buildings.

There will be seven studios when the Centre is completed, and space is available on the site for more. The first studio to go into operation is one of three with a floor area of 6,000 square feet. Formerly, the BBC's largest studio occupied 6,000 square feet.

The largest studio will have a floor area of nearly 11,000 square feet and a pit into which part of the floor can be lowered, and which can be filled with water to make aquatic programs. It is estimated that four studios will be in full operation in a year's time.

Artists' accommodations include thirty-six star dressing rooms, and eighty dressing rooms which range from rooms for four to crowded rooms for twenty-five. More than 600 performers can be accommodated.

About 1,500 hours of electronic program material for television will be produced at the Centre each year. This is about half the amount of material at present screened by the BBC, which has studios capable of major productions in five principal British cities.

Other BBC facilities include a separate TV news studio, mobile units operating all over Britain, and film studios which handle material equal to 140 full-length feature films a year.

William E. Chevrier

The Canadian Broadcasting Corporation has announced the appointment of William E. Chevrier as Supervisor, National Selective Sales, Montreal. He will be primarily responsible for selective sales of all CBC French-language television stations. Mr. Chevrier has been associated with various aspects of Canadian broadcasting for many years, and immediately prior to rejoining the Corporation in 1958, was responsible for sales in the Province of Quebec for Canadian Tabacofina Ltd.

CIBC APPOINTMENT

EDUCATION RANKS HIGH ON KVOS-TV

SINCE ITS INCEPTION in 1958, KVOS-TV, Bellingham has engaged in a number of educational and public service activities. On Project 12, a program aired every Saturday, a panel of senior high school students from British Columbia and western Washington interviews a foreign university student, a member of a foreign consulate or a visitor from another country. During the three years that the program has been running, over 10,000 high school seniors have participated in the activities of Project 12. This year KVOS will send two students, David Wahl and Andy Daniluyw, to foreign countries of their own choice.

Every weekday morning the station shows thirty minutes of prepared lectures from the University of Washington, covering such subjects as basic grammar, physics, a history of England, home furnishings, philosophy and medieval literature. In addition, the program Spoken Russian, a TV classroom for people interested in learning the Russian language, is shown for thirty minutes three times a week.

KVOS is currently offering to raise $4,000 to improve the annual summer school at Western Washington College of Education. This money will be used to bring a "big name" lecturer to the campus. If the project is successful, the University of British Columbia will be invited to join in next year. The station will donate $50,000 worth of air time toward this project.

NEWSCASTER WANTED

Toronto's top station needs hustling newscaster for expanding department. Must air and prepare. Should know sports. Evening shift — six to midnight.

Apply with letter and tape: Allan Slaight, Program Director, Radio Station CHUM, Toronto, Ontario.

Mina Ghattas, a 26 year old student from Beirut, Lebanon was subsidized for two years at Western Washington College in Bellingham by KVOS. Mina obtained his Master of Arts degree and is returning to Beirut this fall to head the radio-visual department at American University, one of the foremost English speaking schools in the Far East.

On the international level, KVOS hopes to send a Canadian or American student to the USSR and in exchange, bring a Russian college student to either the University of British Columbia or Western Washington College for a full scholastic year. The student would be chosen by a public contest. A similar contest to exchange visits for one month between working men of the two areas is also being worked on, but is being delayed by the US State Department.

For the past three years, Western Washington College of Education in co-operation with KVOS, has presented a full-time three week Education-Workshop for teachers interested in a thorough study and exploration of the television medium. The workshop deals with educational TV programing and production as well as classroom utilization. The announcements, engineering and the programing department of the station all work with those participating in the workshop.

On the elementary school level, a half-hour program integrated with the curricula of schools in Bellingham and Whatcom County, is aired Monday through Friday. For the two years the show has been on KVOS such courses as art, Spanish, atomic energy, primary science, elementary reading, painting, fractions, reading science and geography have been shown.

$50.00 REWARD

for information leading to my accepting a position as station manager, now July 1, 1960. Eleven years experience all phases, five years present position sales manager (Ontario Kilowatt Station); prefer substantial control and profit-sharing.

Write or wire: Box A510 Canadian Broadcaster, 219 Bay Street, Toronto, Ontario.

SCHWERIN TEST DATES

CANADA

JULY 1960 TO DECEMBER 1960

JULY — as required
AUGUST — as required
SEPTEMBER 12, 13, 14
OCTOBER 17, 18, 19
NOVEMBER 14, 15, 16
DECEMBER 6, 7, 8

NOTE: For information regarding French Television Commercial Testing, contact:
L. O. Thompson, Schwerin System, EM 46372.

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Should have strong experience in production of commercials and programs (live, tape or film) with either agency or station background.

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PROGRESS REPORT NO. 2 FOR JULY—telling the CFTO story as it unfolds, is a colourful story because it’s a big story.

At this writing, our Sales Manager Al Bruner, has been introducing our Toronto National Sales Representatives to the trade; Fred Ellis, Neil MacDonald and Bernie Le Maitre bring a wealth of agency, station and client knowledge to our organization. They are the nucleus of a team geared to work with agencies and clients to achieve the maximum sales potential that is TO-TV. Covering the Regional sales front and headed by Ted Delaney are Robert Baum, John Bromley, Bob Clinton and Eric Jackson. The balance of our sales organization in Canada and the United States will be finalized soon.

With Len McCollas Commercial Co-ordinator and with Market and Audience Research under the guidance of Dr. Bill Byram, we will work with you and sell for you with knowledge and good sense.

Our merchandising and promotion plans are progressing—a vital part of our CFTO marketing concept.