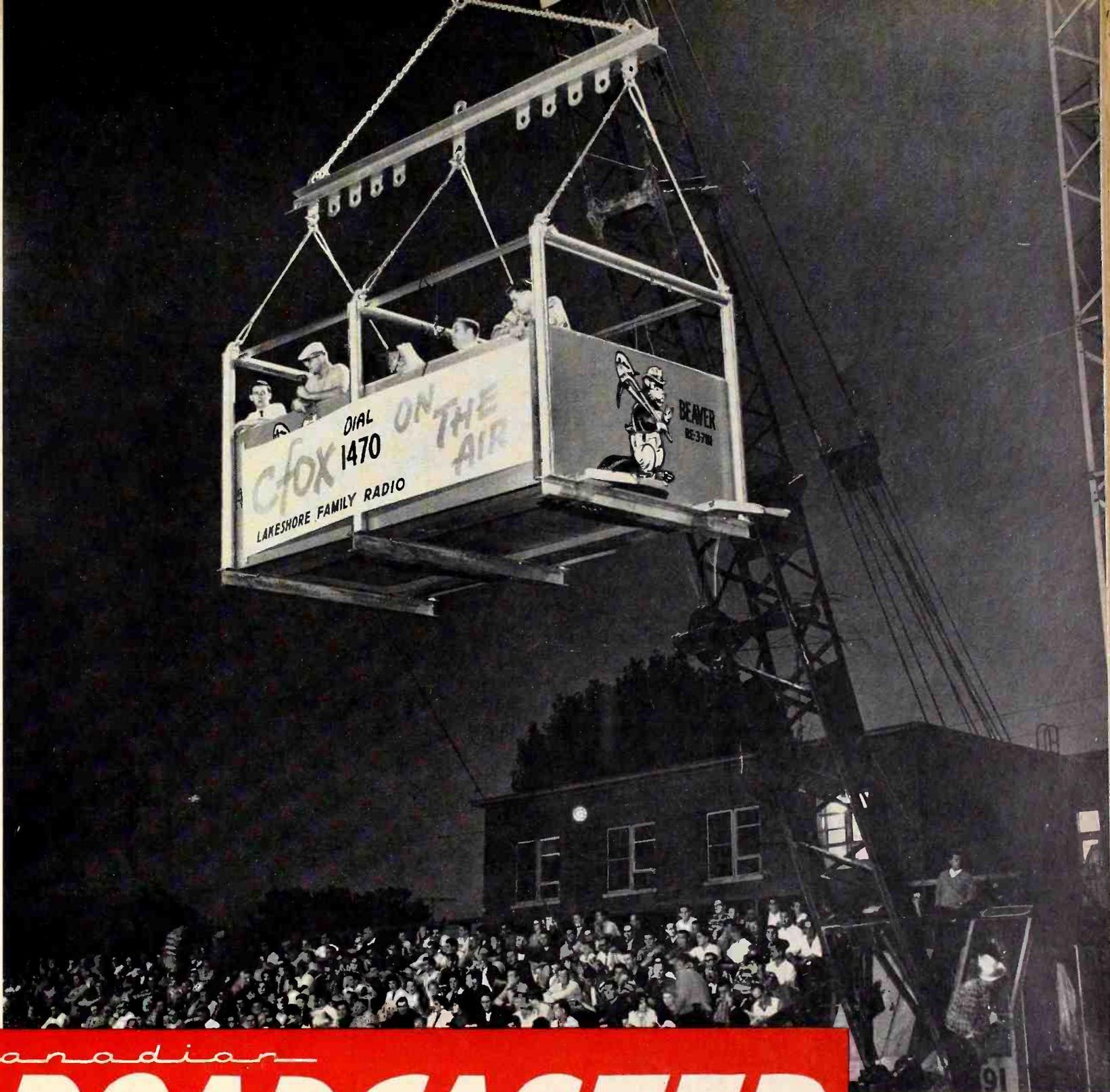


Advertising

Television

Radio



Canadian
BROADCASTER

Vol. 19, No. 20

TORONTO

October 20th, 1960

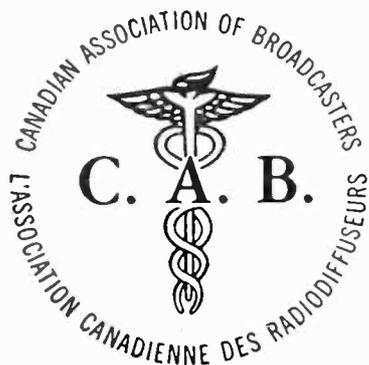
PLAY-BY-PLAY description of all Quebec Rugby Football Union games is aired by CFOX, Montreal-Pointe Claire. Sportscaster John Wood (wearing cap) provides the running commentary from his perch in the gondola made for the station by Beaver Construction Company.

- *Do Canadian Animators Get A Fair Shake?*

RADIO BRINGS RESPONSE...

A plea for compressed air for an unconscious skin diver brings six welding companies with trucks full of oxygen and compressed air...

An appeal for clothing and furniture for a burned-out family brings enough equipment for a dozen families; and radio's response comes *not only for public service projects but in the marketplace as well.*



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Comprised of 163 independently-owned radio broadcasting stations

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WAlnut 2-0502

BBG EYES 37 AT SEPT. HEARINGS

Calls Special Meeting For Saskatchewan-Alberta TV Licensees

THE BOARD OF BROADCAST Governors has called a meeting of Saskatchewan - Alberta TV licensees and other interested persons to discuss problems of getting maximum use of available channels in western Saskatchewan and eastern Alberta.

The board announced the meeting after its fifteenth public hearings in Ottawa September 26-27. At that time, it deferred action on applications by Monarch Broadcasting Co. Ltd. and Central Broadcasting Co. Ltd. to instal television facilities in western Saskatchewan.

The deferments were specifically made because of the proposed meeting which opens at the Bessborough Hotel, Saskatoon, October 20. The meeting will probably last for two days.

Representing the BBG will be Carlyle Allison, chairman; Dr. Mabel Connell, Prince Albert; J. F. Brown, Vancouver.

Invited are representatives of any licensed station in the two provinces who wish to extend television service in western Saskatchewan and eastern Alberta, and any others wishing to apply for a license to operate in that area.

At the September public meetings in Ottawa, the board heard 37 applications, and made these recommendations:

New TV stations:

Ste. Anne de la Pocatière, Que.; for a French language station, by the CBC. Deferred at request of CBC.

New TV satellites:

Fox River, Que., for a private commercial station; by J. C. Dufresne for a company to be incorporated; to retransmit signals of CHAU-TV, Carleton, Que. Approved.

Lumby, B.C., for private commercial station; by Lumby and District TV Syndicate; to retransmit signals of CHBC-TV, Kelowna, B.C. Approved.

Pivot, Alta., for private commercial station; by Monarch Broadcasting Co. Ltd.; to operate as satellite of CHAT-TV, Medicine Hat, Alta. Deferred.

Cameron Mountain, N.B., for private commercial station; by New Brunswick Broadcasting Co. Ltd.; to operate as satellite of CHSJ-TV, Saint John, N.B. Denied.

Edmundston, N.B., for a private commercial station; by Lower St. Lawrence Radio Inc.; to operate as satellite of CJBR-TV, Rimouski, Que. Deferred.

North Battleford, Sask., for two private commercial stations; by Central Broadcasting Co. Ltd.; one to retransmit signals of CKBI-TV, Prince Albert, Sask., the other to transmit signals from proposed Channel 10 station. Deferred.

New AM radio stations:
Bird, Man., for radio station; by Department of National Defence (RCAF). Approved.

Whale River, Que., for radio station; by Department of National Defence (RCAF). Approved.

Winisk, Ont., for radio station; by Department of National Defence (RCAF). Approved.

New FM radio stations:
Montreal, Que., for a new station; by Maisonneuve Broadcasting Corp. Ltd. (CKGM). Deferred.

New Low Power Relay Transmitters:

Bancroft, Ont., by the CBC. Approved.

Elsa, Yukon Territory, by the CBC. Approved.

Haliburton, Ont., by the CBC. Approved.

Houston, B.C., by the CBC. Approved.

Lake Windermere, B.C., by the CBC. Approved.

Mayo, Yukon Territory, by the CBC. Approved.

Merritt, B.C., by the CBC. Approved.

Procter, B.C., by the CBC. Approved.

St. Fintans, Nfld., by the CBC. Approved.

Senneterre, Que., by the CBC. Approved.

Hundred Mile House, B.C., by the CBC. Approved.

Increases in power:
Trois Rivières, Que., for increase of CHLN-Radio to 10,000 watts daytime, nights remaining 5,000 watts; by Radio Trois Rivières Inc. Approved.

Trois Rivières, Que., for increase of CKTR-Radio to 10,000 watts daytime, nights remaining 1,000 watts; by CKTR (1959) Ltd. Approved.

Sault Ste. Marie, Ont., for increase of CKCY-Radio to 10,000 watts daytime, 5,000 watts night; by Algonquin Radio-TV Co. Ltd. Approved.

New Glasgow, N.S., for increase of Station CKEC-Radio to 5,000 watts day and night; by Hector Broadcasting Co. Ltd. Approved.

Saskatoon, Sask., for increase of CKOM-Radio to 10,000 watts day and night; by Saskatoon Broadcasting Co. Ltd. Approved.

Brandon, Man., for increase in effective radiated power of CKX-TV to 53.9 kilowatts video and 26.5 kilowatts audio; by Western Manitoba Broadcasters Ltd. Approved.

Edmundston, N.B., for increase in power of CBAM-Radio to 40 watts, omnidirectional antenna; by the CBC. Approved.

Changes in facilities:
Dawson, Yukon Territory, to change frequency of CFYT to 560 kilocycles, reduce power to 40 watts, omnidirectional antenna, change antenna site, operate station as low

power relay transmitter; by the CBC. Approved.

Winnipeg, Man., to change frequency of Station CJOB-FM to 97.5 megacycles, to operate with programming separate from CJOB; by Blick Broadcasting Ltd. Approved.

Sudbury, Ont., for change in antenna site and structure of proposed French-language TV station from that approved by BBG; by the CBC. Approved.

Halifax, N.S., for change in frequency of CBH to 790 kilocycles, increase power to 10,000 watts, change antenna site; by the CBC. Approved.

Grand Falls, Nfld., for change in frequency of CBT to 540 kilocycles, and authorized power of 1,000 watts; by the CBC. Approved.

Corner Brook, Nfld., for change in

frequency of CBY to 990 kilocycles, authorized power of 1,000 watts; by the CBC. Approved.

Calgary, Alta., to establish at CFAC a 250-watt Northern Electric Model R451A1 standby transmitter; by Calgary Broadcasting Co. Ltd. Approved.

Yorkton, Sask., to establish at CJGX a 250-watt Canadian Marconi Co. Model 75030 standby transmitter; by Yorkton Broadcasting Co. Ltd. Approved.

Share Transfers:
Thetford Mines, Que., transfer of 186 common shares of capital stock of Radio Megantic Ltd., CKLD. Approved.

Kelowna, B.C., transfer of 2,500 common shares of capital stock of Okanagan Broadcasters Ltd., CKOV. Approved.

WILL LAUNCH PAY-TV-ON-THE-CUFF

PLANES FOR A system of pay television on credit — to be called Charge-A-Vision — were announced in Waterloo, Ontario, last month. The view-now-pay-later system will feature first-run movies without commercials.

Combining forces on the venture are General Instrument — F. W. Sickles Canada Limited of Waterloo, and Charge-A-Vision International Limited of Toronto, a new all-Canadian company supported by the Waterloo firm.

John McLean, vice-president and general manager of General Instrument, said Charge-A-Vision soon will make its debut in an estimated five thousand homes in Sault Ste. Marie, Ontario. Installations in Guelph, Kitchener and Waterloo are planned for next year.

Charge-A-Vision units, which look like small radios and connect to any television set, have two-speed elapsed time meters with a lock and removable key to prevent unauthorized use.

Channel A will provide viewing for one dollar an hour. On channel B the meter runs at half speed and

the rate is 50 cents an hour. A third channel operates free for special programs, including sports events.

Total charges for any program can be varied by showing the first section on channel A or B and the remainder on the free channel. Also the unit can tune into regular stations free. Subscribers mark their own meter readings and forward cheques every two months.

The Waterloo company has world manufacturing rights for Charge-A-Vision units and the Toronto firm will look after sales and distribution.

CHOV SELLS SELLS SELLS SELLS

The UPPER OTTAWA VALLEY MARKET
(\$111,540,000 Buying \$\$\$)
RADIO . . . PEMBROKE

In Newfoundland . . .

CBC RADIO gives

EXTRA COVERAGE

EXTRA economy
EXTRA effectiveness

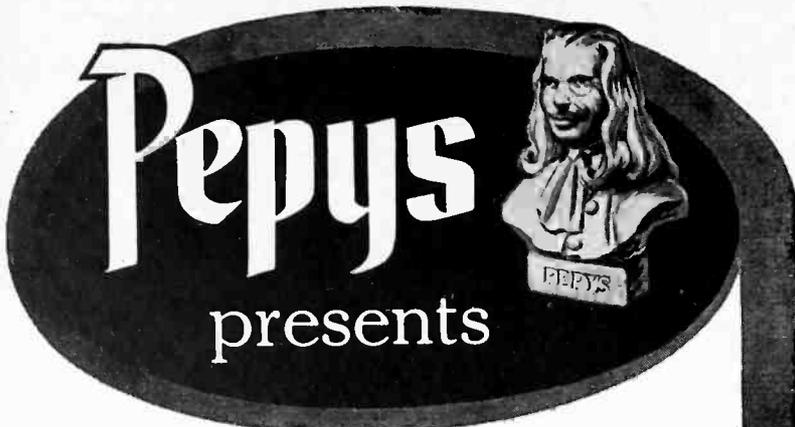
— it's the best way to get your sales story across in this important province!

CBC RADIO SALES

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like Portia Faces Life

MONTREAL TORONTO WINNIPEG VANCOUVER
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JMB

JOHN MCKENNEY BINGHAM LIMITED



From its beginnings in 1951, John McKenney Bingham Limited foresaw the growing need for an Agency specializing in Development work. Its major concern would be in the assistance of newly-formed Canadian

companies, and of international organizations opening up for business in Canada. Today — nearly 10 years later — that policy has paid off in almost 100 accounts, and the satisfaction of seeing clients — and their advertising budgets — make substantial and sound growth.

"We have never changed that policy", says John McKenney Bingham, "and today lay added emphasis on Marketing, Public Relations, and helping to set up the Dealer Structure."



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 Rivières | CJQX-TV, Argentina |
| CJBR-TV, Rimouski | CJCN-TV, Central Nfld. |
| | ZBM-TV, Bermuda |

BBG EXPLAINS COLOR-TV STALL

THE BOARD OF BROADCAST Governors said last month it will postpone recommendations on color television because of slow development of the medium in the United States.

"The time has not yet come for introduction of color telecasting in Canada," the Board said in a public announcement.

It said the question had been discussed at several meetings and a careful study of the issue has been made. For the present, the Board will recommend the licensing of only black and white television outlets.

It will take this course "until color broadcasting and reception have received wider acceptance in the United States and in nearby Canadian cities."

After seven years of color telecasting in the US, only two networks are planning color programming for the current season — Columbia Broadcasting System with 27 hours, and the National Broadcasting Corporation, a subsidiary of Radio Corporation of America which sells color TV receivers with 1,664 hours, the statement added.

Only 500,000 color receiving sets are estimated to be in use in the US compared with 52,000,000 black and white receivers.

"The technique of broadcasting in color is quite different from the technique of monochrome television," the Board said. "Broadcast-

ing equipment is more expensive, the cost of producing programs is greater, and receiving sets are more costly to produce and to maintain."

The Board said color development has been slow despite vast sums spent principally by RCA.

"Canada has frequently profited by technical experimentation in the United States and from experience there, and the progress of color television in the United States has been watched closely in Canada.

"Because of the changing techniques and the slow acceptance of color in the United States, the Canadian Department of Transport has not approved specifications for color telecasting, and television stations are not licensed to broadcast in color.

"The Board is not prepared at this time to recommend to the D.O.T. that it approve specifications for color telecasting."

The Board said it was making the statement in answer to inquiries which arose when the Board began hearing applications for additional television outlets in cities already serviced by CBC or private stations. The Board recommended that applicants for the new "second station" licenses should plan their facilities so as to reduce the cost of adding color equipment later.

"The BBG will continue to watch developments closely," the announcement added.

Bushnell And Group Buy Cornwall

A GROUP OF four organizations with Montreal and Ottawa broadcasting interests, has purchased the radio and TV stations in Cornwall, subject to approval by the Board of Broadcast Governors.

Sale of radio station CJSS and television station CJSS-TV has been made by Cornwall Broadcasting Limited, in which Stanley R. Shenkman holds the controlling interest. The company won the TV license about 18 months ago after purchasing CJSS from the CORNWALL STANDARD-FREEHOLDER.

Purchasers in the latest deal are Bushnell Broadcasting Associates Limited of Ottawa, Granada TV Network Limited of England, Beaver Film Productions, Toronto and Canadian Marconi Limited, Montreal.

Canadian Marconi Limited operates radio station CFCF, Montreal and recently won a license to operate a second English-language TV station there.

A similar license in Ottawa has been awarded to Bushnell Broadcasting, headed by former CBC vice-president Ernest L. Bushnell and including Beaver and Granada. Bushnell and some members of his group also hold an interest in a Pembroke company recently awarded a TV license there.

Details of the Cornwall purchase were not announced. However, Bushnell said ownership of the

Cornwall operation would be well distributed among the four organizations.

In a statement, the four companies said no immediate changes in programs or policy are contemplated.

Application for the share transfer is expected to come before the BBG at a public hearing, scheduled, tentatively for Ottawa in late November or early December.

Under a recent policy change, the BBG requires public hearing of all applications for share transfers involving ownership or control. Other applications are handled by the Board in private.

Applebaum—CBC Consultant

LOUIS APPLEBAUM, music director of the annual Music Festival at Stratford, Ont., since 1955, has been named CBC music consultant.

The announcement was made by A. K. Morrow, director of the CBC's English networks and the Toronto area.

Applebaum will work with Dr. Geoffrey Waddington, the CBC's director of music.

Toronto born, he studied music at the University of Toronto and later in New York. He returned to Canada in 1941 as composer with the National Film Board and was appointed music director.

Canadian BROADCASTER

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Vol. 19, No. 20

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October 20th, 1960

Editorial

Allison Is At It Again

Carlyle Allison, full-time member of the Board of Broadcast Governors, speaks glibly of his thirty odd years in the newspaper business at the drop of a hat, and his appearance as a speaker at the convention of the Radio and Television News Directors' Association in Montreal earlier this month was no exception.

Allison's audience was composed mainly of newsmen from American radio and television stations, with a smattering of Canadians whose stations belong to the US association, and he flayed the Americans for their lack of knowledge of Canadian affairs.

He expressed the view that Canada is better served by its newspapers and by its national (presumably meaning CBC) radio and TV news service than is the United States by its papers and broadcasters.

Persisting in holding up the newspapers as a model for broadcasting, Allison lit into the "rip and read" stations which, he charged, do little in the way of covering or reporting local news.

He went on to deplore the "unjustifiable promotions of ex-office boys and soapy announcers into news editors or news writers".

He stated that radio and TV news rooms would do well to hire "trained newspapermen who have grown up with mature and responsible papers", because "that way they can instil some of these qualities in the younger men with whom they work."

Without affirming or denying the charges of this newspaperman (who likes to be considered a part of the broadcasting business) — because his charges are far too general to support or attack — we are at a loss to understand whether Mr. Allison considers that all newspapers and newspapermen are

perfect or whether the systems of dispensing news to the public used by the newspapers are, ipso facto, the right systems.

Nobody will deny that there are newscasters on the air who are guilty of all Mr. Allison's charges and then some. But does he honestly believe that similar shortcomings are not to be found in the news rooms of the daily press?

How about the daily newspapers, and we do include metropolitan ones — which headline a juicy murder on the front page, and bury a world-shaking incident in the cold war inside the paper?

Of course there are abuses in broadcast news just as there are in the print media, and always will be. But is Mr. Allison contributing to the improvement of broadcasting by persisting in proffering these biased comparisons whenever he is given an opportunity to get up on his feet and hold forth to a gathering of broadcasters?

Mr. Allison seems to be ruing the lack of maturity which is evidenced by the broadcasting industry. We are wondering just what kind of maturity he is displaying in his own self when he approaches news broadcasting, of which he is the self-appointed arbiter, in a negative and destructive way.

While we do not believe that the actual content of specific programs is the responsibility of the Board of Broadcast Governors, under the act, we feel that Mr. Allison is qualified through his long years of experience, not in the newspaper business so much as in the news business, to offer positive comment and criticism, engendering goodwill and co-operation, rather than stabs and slurs which can only be productive of resentment.

Third Column

TWENTY-SIX LONDON, Ontario, families enjoyed their Thanksgiving repast, courtesy of CKSL-Radio and the local A & P Supermarkets this month.

As a tie in with the food chain, the station held a "turkey shoot" the week of October 3 in which on-air personalities selected names at random from the telephone directory—one an hour — and invited these people to call the station within five minutes and say how many A & P turkeys had already been won.

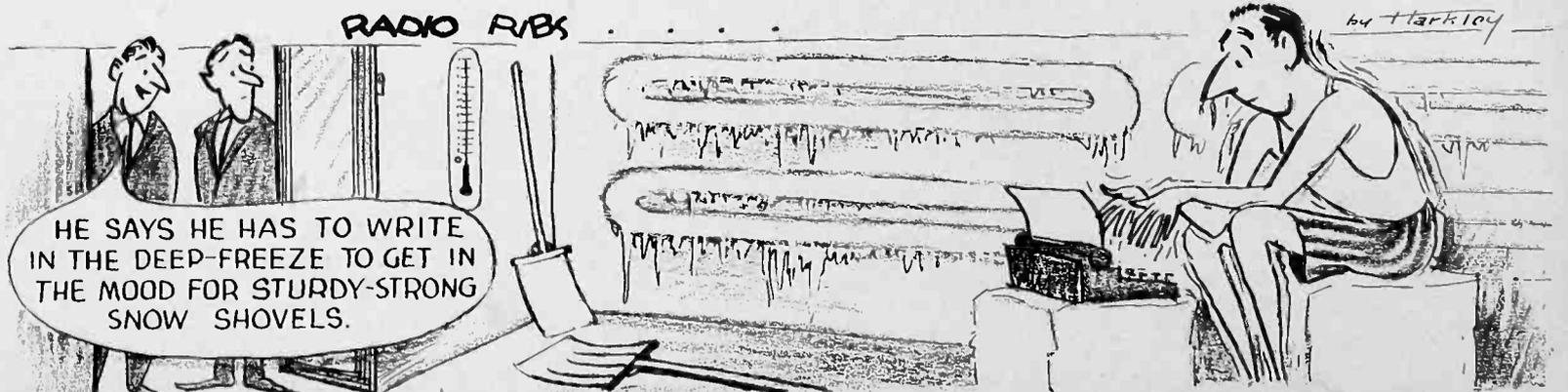
Listeners were kept up to date on the number of winners and during the five-day promotion 45 names were announced over the air. Turkeys were given to each of the 26 people who called the station.

Winners received a letter of congratulation from CKSL general manager Don Hamilton. The letter was also an authorization to collect a twelve-pound turkey from any A & P Supermarket in the area.

And speaking of birdies, CJAD in Montreal, in co-operation with Bulova, has been encouraging local golfers to improve their game, the hooker being that any duffer who scored a hole-in-one would receive a Bulova transistor radio. Six weeks of the promotion turned up forty winners.

CJAD has also been distributing golf balls within the trade. Each ball carries the inscription: "Stay in the Swing with CJAD."

For Cam Logan of Cockfield, Brown's Toronto office, the CJAD golf ball was more than just another promotion handout. It meant the first hole-in-one he ever made. Said ball is now being preserved as a prize trophy.



RTNDA Meeting

NEWSMEN HIT GOVERNMENT CONTROL OF NEWS METHODS

by SAM G. ROSS
Ottawa Correspondent

A HARD-WORKING four-day session of the Radio and Television News Directors' Association brought 200 American and Canadian radio and TV newsmen to Montreal, where they not only analyzed freedom and problems in news, but brought people who made news locally, nationally and internationally.

The broadcast newsmen heard from Chairman Frederick W. Ford of the FCC in Washington and Carlyle Allison of the BBG in Ottawa . . . and from a panel that there are both good and bad things about radio-TV reporting of news.

They heard a major panel on the American presidential campaign and from Liberal Leader L. B. Pearson on Canadian-American relations. There was a topnotch newsmen's panel, on "Where the Free World Stands", that included John Chancellor, NBC, Moscow; Norman DePoe, CBC, Ottawa; Bob Fleming, ABC, Washington; and Richard Hottelet, CBS, New York.

And it got down to the local field too . . . a radio workshop . . . a TV workshop . . . the changing sounds and patterns . . . the recruiting of new staff . . . and from those who won awards for good news work . . . and what they did to win them.

NEW OFFICERS

Bill Munroe, news director of WDSU-TV, New Orleans, succeeded Bill Small, WHAS and WHAS-TV, Louisville, Kentucky, as president; and the new vice-president is Richard E. Cheverton, WOOD AM-TV, Grand Rapids, Mich. Bill Garry, WBBM-TV, Chicago, was elected vice-president for television, and Bert Cannings, CFCF, Montreal, was elected vice-president for radio. Lee White, KROS, Clinton, Ohio, was re-elected treasurer; and Paul Boudreau, CKAC, Montreal, was elected to the Board of Directors.

The convention formally opposed actions of the U.S. State Department in attempting to suggest that broadcasting not extend special treatment to Premier Nikita Khrushchov during his stay at the United Nations. The formal resolution also declared the RTNDA would continue opposing any government departments or agencies trying to dictate methods of

handling news coverage.

The convention also commended Congress for making political debates possible on radio and TV and urged the practice be made permanent.

Canadian problems in radio news coverage were brought to the attention of the convention by Bill Hutton, news director of CFRB, Toronto. He told of attempts to obtain taped reports of provincial government press conferences in particular. Bert Cannings reported on changing methods of handling news on the air. Other discussions went into production of documentaries quickly and at low cost; the use of videotape and film.

FOURTEEN POINT PROGRAM

President Bill Small in his retirement speech presented a 14-point program to improve and expand activities of the RTNDA. One point was a purge of membership to make

sure all represent standards of the Ethics and Standards Committee; re-examination of the association's philosophy to determine whether it would be wise to change from an organization of news directors to one encompassing all newsmen with equal membership rights; and the institution of a program of news clinics in every state and province which would also be open to non-members.

The Canadian members of RTNDA may become the leaders in expanding the membership as proposed by President Small.

A committee under Hugh Bremner, CFPL, London, was appointed at a breakfast meeting of 30 Canadian members to study Canadian activities within the RTNDA. Its basic job is to report on the advisability of a Canadian organization within the RTNDA, but it may also recommend on the expanded membership.

Responsibility Is Newscasters' Prime Need

THE OPPORTUNITY and the responsibility of editorials on the air drew comment from Carlyle Allison of the Board of Broadcast Governors and F. W. Ford, chairman of the U.S. Federal Communications Commission, in two separate talks to the Radio and Television News Directors' Association in Montreal early this month.

Said Mr. Allison:

"If your radio or television stations want to embark on editorials or commentaries, you should comb the bushes for skilled practitioners of these forms of writing, and not merely give the assignments to a news editor or a news writer to do with his left hand."

Mr. Allison previously had pointed to differences between editorials and commentaries, and he emphasized that must go into the production of editorials, which are actually the view of the station ownership and not just the writer.

WANTS MORE EDITORIALS

Mr. Ford's speech was read by James B. Sheridan, special assistant to Mr. Ford . . . but it was the speech of Mr. Ford and the one he intended to give except for illness that prevented his getting to Ottawa. On the question of editorials, Mr. Ford declared:

" . . . More broadcasters might be encouraged to air their editorial opinions. This is becoming increasingly important because of the decline in the number of competing daily newspapers in many cities of the United States. I see no reason why broadcast editorials should not fill this gap."

In his earlier remarks on editorials, Mr. Ford summarized the situation from 1941 until the present

day; and the pros and cons in the varied arguments and rulings by the FCC. He felt, however, that stations could take a leadership position in their communities by expressing editorial opinions; and that the FCC ought to establish specific guides so the broadcaster who does editorialize will know what is expected of him.

Mr. Ford mentioned such practices as clearly identifying the editorial as the opinion of the station; of sending a copy of controversial material to a person or group known to have an opposing view. He also mentioned the practice of some broadcasters' avoiding editorials on any subject involving the person or financial interests of the owner himself.

CANADA LEADS

In other parts of his address, Mr. Allison said Canada is better served by its newspapers and its national radio and TV news service than is the United States by its papers and broadcasters. He felt Canadian news services covered a wider range of copy — at home and abroad — because of Canada's wider interests and more immediate ties with other countries. Mr. Allison emphasized the importance of experienced staff, and the training of news staff; and also the need of desk editors to backstop the writers and check the copy before it goes on the air.

Said Mr. Allison:

"It is the lack of sense of responsibility that, to me, is the biggest shortcoming of a great part of broadcast news that is served up to the public.

"This is understandable because broadcasting is a relatively new medium. Maturity and responsibility only come after traditions are built

up over generations, and sometimes centuries.

"Not all newspapers can claim these qualities even though professionally they have hundreds of years behind them. It is largely because of this that I think radio and TV newsrooms would do well to hire trained newspapermen who have grown up with mature and responsible papers. That way, they can instill some of these qualities in the younger men with whom they work."

In one of his lighter touches on responsibility in news reporting, Mr. Allison said:

"I must confess that newspapers have come a long way themselves during my lifetime. I can remember one old curmudgeon whose philosophy was that 'many a good story is ruined by too much checking.' In other words, it would be better to use it in the incorrect rumor stage than to check it out and have no story at all."

NETWORKS ARE CHIDED

In a panel discussion, Miss Marie Torre, radio-TV columnist for the NEW YORK HERALD-TRIBUNE, chided TV networks for not opening the door to independent producers of public affairs programs; and Frank Shea, assistant to the publisher of TIME MAGAZINE, criticized the thinness of radio news as a travesty on real reporting in these troubled times. Shea commended TV's efforts in the 1960 presidential campaign as "salutary and absorbing" and said the Nixon-Kennedy debates will influence the course of U.S. politics from now on.

Ted Koop, CBS, Washington, chairman of the discussion, moved in to uphold the TV networks' right and responsibility to produce its own public affairs programs.

LISTENERSHIP WHEN YOU WANT IT!

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.

That's why top-drawer advertisers buy CHNS radio in Halifax.

And you will be in the best of company when you join Canada's smartest time buyers who select CHNS with confidence year after year.

A word to the wise is sufficient — your station to buy in Halifax is

CHNS
YOUR
STEREOPHONIC
STATION
10,000 WATTS DAY AND NIGHT

IT'S "ACTION STATIONS" AS COMPETITION COMES TO TV

by RALPH HICKLIN
Staff Writer

CBC TELEVISION, faced with an invasion of its Toronto territory next January by CFTO-TV, is getting ready to do battle.

A blueprint of the combat lines turned up in Toronto last month, in two speeches delivered a week apart. The first was by Joel Aldred, president of CFTO-TV, to the Advertising and Sales Club; the second by Eugene Hallman, vice-president in charge of programming for the CBC, to a Toronto-Hamilton group meeting of the Association of Canadian Advertisers.

Viewed as a preliminary foray, the two speeches showed Aldred as the aggressive invader, ready to take on the powerful, firmly-established CBC. But the CBC's Hallman showed plenty of fight.

Both executives dealt at length with the subject that must be uppermost in their minds these days — competition.



Joel Aldred

Aldred emphasized that "television in Canada is going competitive." In the Canada-wide picture, he said, the next year will see 60 per cent of television homes with an alter-

nate program source — a big change from the present two-thirds with no program choice.

Speaking of Toronto, "one of the most competitive (markets) in Canada," he gave a breakdown of CBLT's share of the audience, which "decreased from 39 per cent in 1954 to 31 per cent in 1955 — 30 per cent in 1957 to 27 percent at the start of this year."

On direct competition with CBLT, Aldred said: "A network station cannot be as flexible as a local one, and there are large gaps to be filled. We must be strong in local and community news . . . special local events, sports.

"We will concentrate heavily on news — seven newscasts a day . . . There will be report segments in the field of public affairs every evening . . . Our farm department will be extremely active . . ."

COMPETITION IS WELCOME
Hallman did not take the inflexibility charge lying down; nor did he fear threat of competition. On the contrary, he welcomed it.



Eugene Hallman

"CBC Television is not unacquainted with the problem (of competition)," he said. "We have lived with it, and we have enjoyed the challenge. We look forward, not with fear or reluctance, but with a keen sense of anticipation, to the changing pattern of television in this country."

As for offering programs of local interest to each station area, Hallman threw out this challenge: "We are, as you know, 'beefing up' the local and community presence of our television stations. The pattern being developed at CBLT in *Metro News*, *On The Scene*, *Football Huddle*, is one which is being pursued and adapted to local needs at all our owned and operated station points. It is this combination of network impact and community loyalty which we intend to maintain and strengthen."

Plainly, Hallman wants it known that no second station will get by on a "local boy" appeal.

The Corporation executive laid heavy emphasis on quality: "CBC's television program quality in both English and French stands at the top — anywhere in the world. Our drama, our sports coverage, our light entertainment, our major public affairs and feature programming is recognized for its high quality both here at home and on the international scene. We not only win awards—we sell programs abroad . . ."

"For a country with no Broadway, and no Hollywood, and no well-defined traditions of variety or comedy, we have done well indeed."

Aldred of necessity spoke more in a promissory vein: "We must have quality product to compete with Buffalo and the CBC with their far greater resources. To this end we

have arranged co-production deals with American producers, some of which will not be apparent until next spring. The heavy costs of live entertainment telecasting must be amortized over the other markets as we grow as a producer . . ."

FIRST SERIES IS FILMED

"Our first series, *Call Emergency*, is under way . . . We have a sponsor for this half-hour drama series . . . We expect international sales in quantity in the new year . . ."

Two live half-hour shows are promised for Sunday nights: *The Things We See*, built around Alan Jarvis, former curator of the National Gallery; and *Great Hymns Of All Times*. Films in prospect are "pre-release to Buffalo, network and selective sales."

Aldred admitted that the CBC might now be tending to spend "what could be considered network type money on local shows — a good example is *On The Scene* — very popular and very good." If the tendency grows, he allowed, "then we will have an even heavier battle on our hands."

Hallman did not refrain from suggesting that CFTO-TV and other independents will owe the CBC a lot. "We are proud," said he, "that our second station competitors plan

to employ some of the fine talents which have been developed in CBC Television — without the same long and expensive process of learning and training which we have carried out on behalf of the industry as a whole."

Aldred's address included a long section which, shortly after, the Board of Broadcast Governors negated, at least for the time being.

He spoke of CFTO-TV's interest in color transmission, and of the growing feasibility of color TV. "Knowing that color television has broken through the resistance barriers . . . we are immediately prepared to help lead the way to establishing Canada as a front runner in television progress . . ."

"We are fully prepared to make our color facilities available to the CBC for experimentation in our off-hours, at our out-of-pocket costs . . ."

Days after Aldred's speech, the Board of Broadcast Governors said "No" to color television for Canada.

The Battle for the Audience cannot start until January 1, when CFTO-TV fires its first live ammunition. As things stand now, however, after the generals' statements, it's clear that the fight will be a well-contested one, an interesting one, probably a long one.

REMOVE THE GUESSWORK

through Nielsen Broadcast Index Reports

SECURE an accurate analysis: 1. program effectiveness; 2. size of audience; 3. type of audience.

THESE and other factors, included in Nielsen Broadcast Index Reports, will gain for you the greatest value for your TV advertising dollars.



Dominates Town & Country in Western Ontario

CHANNEL 8 — WINGHAM

repped by ALL-CANADA TELEVISION

the coverage of "LE BAS ST-LAURENT" is better than ever

CJBR radio-TV facilities are the real answer if you want to reach the full coverage of the Lower St. Lawrence. The market is good, and its very isolation gives it a 'plus' over many other markets in a variety of ways. The economy is a stable one and a growing one; industries are diversified and the listener-viewer has fewer distractions, fewer places to put his money than the average Canadian. For this reason he can afford something good when it comes along.

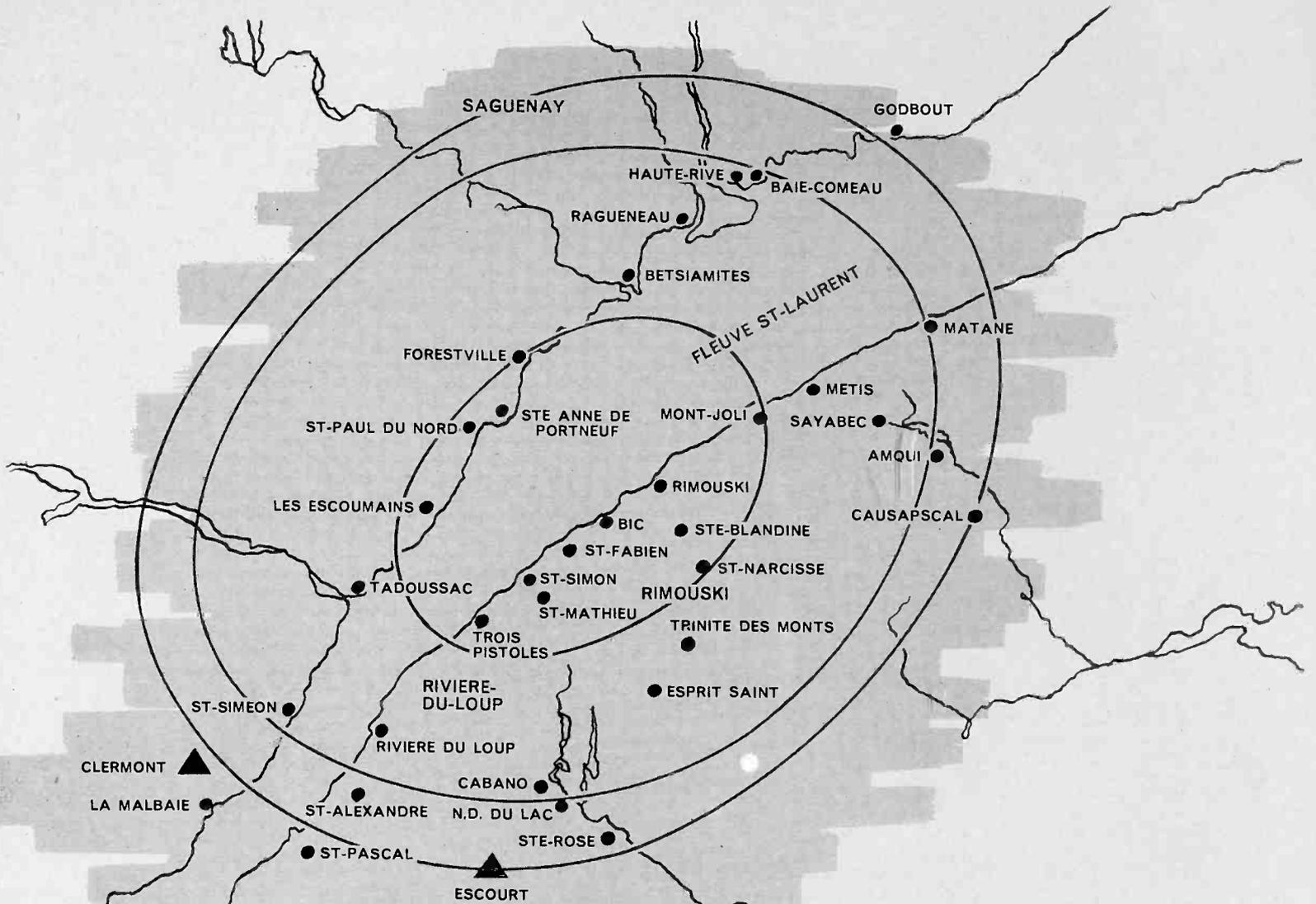
A MARKET OF PROGRESS "LE BAS ST-LAURENT"

- Rail centre
 - Distribution centre
- Vacation resorts
- Industrial centre
 - Construction sites
 - High per capita incomes
 - Education centre
 - Great source of electrical power
- 5.6 persons per household

Can. rep. RADIO: Interprovincial Broadcast Sales
 Can. rep. TV: Stovin-Byles Ltd.
 U.S.A. Radio & TV rep.: Weed & Co.



10,000 WATTS
900 KCS.



CJBR FM

101.5 Megacycles/sec.
20,000 WATTS

Rimouski
CJBR-TV
3

100,000 WATTS
CHANNEL 3

Film Animation

NEW YORK'S BIG IMAGE HAMPERS CANADIAN CRAFT

by RALPH HICKLIN

Staff Writer

CANADIAN ANIMATION artists who specialize in television commercials are still fighting a losing battle against the studios of New York and Hollywood.

The live commercial industry in Canada is getting more and more recognition from sponsor and agency; but when it comes to animation — south of the border.

"Why?" ask the animators. "We can do the same jobs as well — often better — and certainly cheaper, right here."

Allen Guest, of Spectrum Films, provides his own answer. "We are always fighting the 'big image.' When we get a small job from one of the Toronto agencies, we're told: 'Of course, if it was for \$10,000, we'd go to New York.' The advertisers all urge 'Buy Canadian,' but they're the last people to do it."

The Canadian animator, says Guest, cannot show the advertiser a decent sample of his work, because the advertiser won't pay for it.

With the amount of money available to local animators, he points out, it is impossible to hold together a large staff of creative people to produce commercials comparable to those from the United States.

Spectrum, for example, employs four artists, including Guest. They can turn out two minutes of commercial every month.

Richard Hill, of Williams and Hill Ltd. Television Production, agrees that too little animation commercial work is being handed to Canadian artists.

"It's wrong to say that all animation might be done in Canada, but much more — up to 70 per cent — could. There are certain kinds of animation — the Disney type, for example for which one must go to the States."

CANADIAN WORK IS GOOD

"For the most part, however, animation can be done better here. Canadian work has been shown in New York and Europe, and it's regarded as the equal of any other animation."

He added that he was often

amazed by the second-rate stuff bought by Canadian advertisers from American animators.

The Canadian product is a money-saver, Hill emphasizes. A 60-second animation may cost \$5,000 - \$10,000 from an American studio. In Toronto, Montreal, or Winnipeg, the bill for the same product would be \$3,000 - \$7,000.

Guest, however, says that money is not the chief consideration of the Canadian agencies. He instances bidding \$1,400 on an animation job which later went to a New York studio for \$4,000 — because that figure was a bargain in the New York market!

Both producers insist that the necessary talent is available in Canada, the technical knowledge is available, the equipment is available. But, warns Guest, Canadian animators, like Canadian actors a few years ago, are bound to start looking for better markets.

NO NEED FOR IMPORT

An impartial observer, strongly

behind the claims of Canadian equality in the animation field, is J. M. Reynolds, commercial co-ordinator of the Canadian Broadcasting Corporation.

The CBC, says Reynolds, has produced in the past five years more commercials than any other organization in the world. Since none of them have been animations, he has no axe to grind.

Of animated commercials on CBC shows, more than half have been imported, he says.

"There is no need to import. Canadian artists can supply the present demand. If the demand increased, the capabilities would increase. There is ample talent, imagination, artistry, and technique right here."

Reynolds digs at the Canadian agencies who favor American art work, "because they get the sponsor to sponsor them on an expenses-paid trip to New York."

ARE ANIMATORS HAMSTRUNG

Allen Guest voices another gripe at the ad agencies. Even when they

do deal with a Canadian animator, they present him with such a rigid storyboard that he is immediately hamstrung. Prepared by the agency with no reference to the animator, it can result in a dead commercial that doesn't sell, says Guest.

When dealing with American studios, he adds, the agencies allow much more leeway.

All three men display a strong feeling that Canadian artists and technicians have much to offer in animation. The National Film Board, under Norman McLaren, originated techniques that have spread into the commercial field (though not in Canada, insists Guest, where advertisers are too timid).

N.F.B. artists have struck off on their own, and form part of the platoon of Canadian creative talent, waiting for the big commercial opportunities.

"We're young, we're small, we're short of money," one animator summed up the Canadians' situation. But if they can smash the "big image," they can deliver.

Agencies Reply:—

Get Smart Ideas and We'll Buy Them

TORONTO ADVERTISING agencies, confronted with the idea that Canadian animators are dissatisfied with their share of TV commercial work, are temperate — and even sympathetic — in their replies.

"It could be a legitimate beef," says Hugh Horler, radio-TV director for MacLaren Advertising Co. Ltd. "There are lazy agencies which are afraid to take a chance. And it is valid to say that a great deal more could be done here, and cheaper, than in the United States."

But, he adds, the agencies are aware that there are more people, with more experience, in the American houses. "We look for those little extra ideas that only an animator who knows his medium can provide — and some jobs demand a high degree of experienced creativity not yet available in Canada."

Ramsay Lees, radio-TV director for Batten, Barton, Durstine & Osborn Inc., says that in the past year all the agency's animation has been done in Canada. But he points out the circumstances that militate against animation: it costs twice as much as live action; and it takes much longer to create.

"Is Canadian animation as good as American? That depends," he went

on. "How good is the idea? How good is the development? After all, there is no genius in making a figure. There is no genius in making it move."

LEARN, DON'T KNOCK

At Needham, Louis & Brorby of Canada Ltd., Radio-TV Director Ray Arsenault takes the animators to task for their attitude. "If the animators, once or twice a year, got together collectively, gathered the work being done on sample reels, and analyzed it, they'd be farther ahead," he said.

"This is partly a matter of patience," he continues. "The Canadian creative artists should learn from the American houses, not knock them."

Arsenault emphasizes that there is an evolutionary process at work, too. Canadian television, not too many years ago, was primitive; now network shows are at least as good as the U.S. shows. The same kind of growth has been evident in the live-action commercial field, in jingle writing, and in others.

And, he explains, where possible, Canadian talent is used: as for example in a recently-finished project for an international client, involving animation.

MacLaren's Hugh Horler says that the advertiser, on a laziness or a take-no-chances basis, may see an exhibition reel from the U.S. and say "I want it — I'll pay for it."

"But if Canada can produce work like that of Norman McLaren," he adds, "the agencies have a duty to look for that kind of talent, and to muster up the guts to take a chance once in a while."

Client influence, says Lees, does not enter the picture. "If an agency will allow itself to be so influenced, it has no right to call itself an agency."

"If I can get three live-action commercials for the price of two similar animations," says Lees, "I'll hesitate before I go for animation." But, he qualifies, if the animation could be used over two years, the extra cost would be wiped out by lack of residual payments to live-action talent.

Arsenault says that his agency's main aims are talent and economy. No creative talent in the animation field — or in others — is refused a chance to show what he can do. "However, it's not just a case of creative ability," he warns. "There are lab problems, optical problems, music track problems."

Even Canadian film producers are dubious, Arsenault says. On a recent project involving animation, he sent storyboards, asking for bids, to four Canadian producers and one American. One Canadian replied that he did not believe the work could be done satisfactorily in the time allotted.

The greatest French advertising medium in Quebec

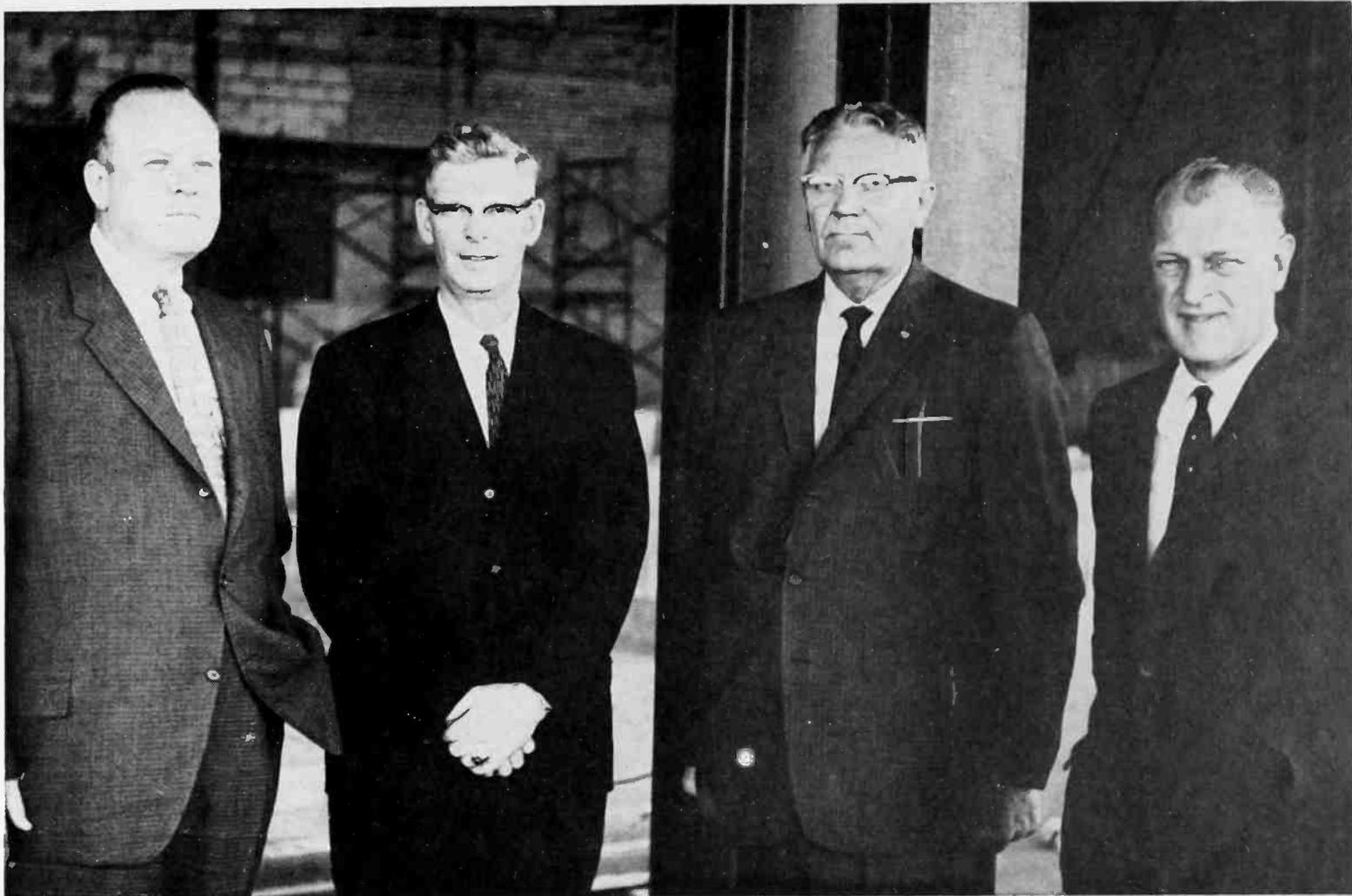
300 000 KV
CHTL-TV CHANNEL 7
SHERBROOKE
We cover the Montreal market

G. N. MACKENZIE LIMITED HAS the SHOWS

like Portia Faces Life

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

These four men are the builders of one of Canada's most important television stations



THE STATION: CJAY-TV, Channel Seven, Winnipeg.

THE PEOPLE: Well known in the industry, each with many years of business experience: Ralph Misener, left, President; Lloyd Moffat, Vice President; Tom Peterson, Treasurer, and far right, Jack Davidson, General Manager.

THE PLACE: The site of the new studios at Polo Park. The buildings are now virtually completed and the station will go on the air as scheduled on November 1st.

These men chose RCA Victor to supply transmitters, antenna, and the bulk of the studio equipment. They chose RCA Victor, as did other second station licencees, for quality, performance and dependability.

Broadcasting equipment, from transmitters to TV cameras, is manufactured at the RCA Victor plant in Montreal, assuring quality by Canadian workmanship and fast delivery and service.

We at RCA Victor are proud to be associated with this important station, to broadcast at full power from the tallest antenna in Canada to the prosperous marketplace of Winnipeg.



Technical Products Division

RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

French Network

FRENCH VIEWERS ARE LOYAL TO THEIR OWN STARS

by PAUL SABOURIN

Sales Promotion, CBC, Montreal

THE FRENCH TELEVISION and Radio Networks of the CBC are the media which reflect, perhaps more faithfully than any other, the phenomenon of French thought and culture in America. By the same token, the French networks have contributed greatly in molding the intellectual and social thinking of the French-speaking people of Canada.

The French networks are based in Montreal, in the heart of French Canada. They are an integral part of the Canadian Broadcasting Corporation's national service, complementing as they do the English networks, which reach across the length and breadth of the land with programs originating largely in Toronto.

This is the largest radio and television system in the world.

NETWORK AUDIENCE

The importance of the French networks can be gauged from a look at its largest audience, that of Quebec.

According to the last census (1956), over 4,600,000 Canadians live in Quebec. The figure is now estimated at more than 5,000,000. Almost 88% of this population is of French origin. Quebec City's French population is 94%; Trois Rivières, 94%; Montreal, 68%. Over 62% of all these people speak only French. Even in Montreal close to 60% of

the French families speak French alone.

The 1958 edition of THE CANADIAN MARKETS states that "... the French language and culture are prominent in Quebec... Quebec is a bilingual province, but the French language is more prevalent than is generally supposed. Over 25% claim to be bilingual but nine-tenths of these are of French origin, speaking mostly French...".

Fulfilling the needs and catering to the tastes of this massive audience offers a tremendous challenge.

The secret of the French networks' appeal lies in their close attention to both the culture of French Canada and that of France, which is still dear to the hearts of French-Canadians.

This requires a thorough knowledge of the French-Canadian character.

Although still linked closely in mind to ancestral France, the French-Canadian has developed a society of his own, with customs and

traditions which are uniquely those of French Canada.

Even so, French-Canadians are deeply interested in dramatic musical or current affairs programs which, although produced abroad, are directly a part of their antecedents.

For instance, French Canada's emotional attachment to France generally makes political developments and other news of France of primary importance to French-speaking Canadians. In the same way, films or other forms of entertainment originating in France and relayed to Canadians by the French networks are also warmly received.

PROGRAMS KEYED TO TASTES

Knowing this facet of French-Canadian tastes, the French networks have regularly presented programs featuring leading French artists, many of whom are as well known in Quebec as they are in Paris.

Leading films from the French studios are presented as often as possible on the TV network. Outstanding French stars such as Yves Montand, Maurice Chevalier, Marcel Marceau, Guy Béart and Anny Cordy have been featured on French

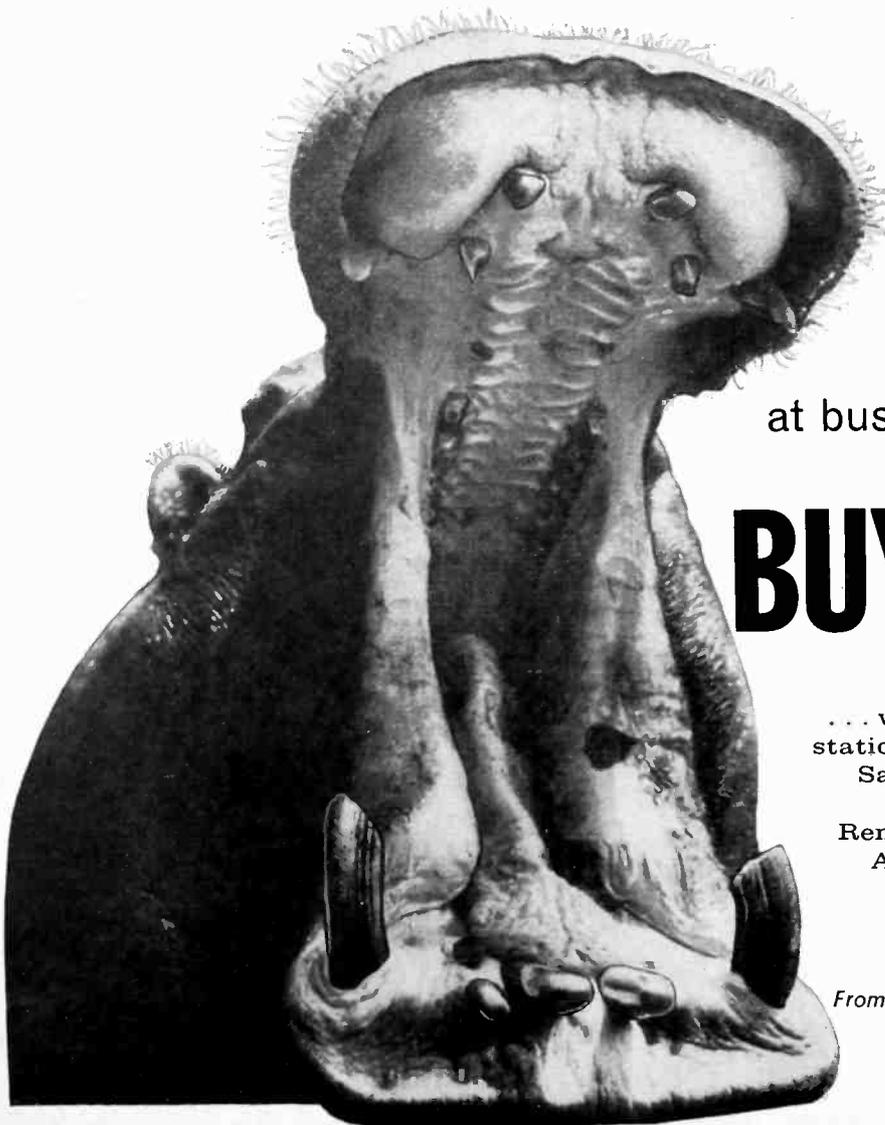
Television Network live productions such as *Music Hall* and *Rendez-vous avec Michelle*.

Shows produced in France are popular, but they form only a minor part of the French networks' program schedules.

The major part, the real heart and soul, of French network production, is the remarkable daily output of television and radio shows keyed to the character of French Canada.

Perhaps the most popular feature through the years has been the téléroman, television productions of drama and comedy presented in serial form from week to week. No other network in America uses this method on television.

Outstanding among these téléromans is *Les belles histoires des pays d'en haut* (Beautiful Stories of the Laurentians), a story of life in the Laurentians in 1890 written by Claude-Henri Grignon. This has been a regular item on the French TV Network for five years, having been adapted from its radio counterpart, *Un homme et son péché* (A Man and His Sin), which is this fall entering its 22nd consecutive year on the French Radio Network. These programs have rated No. 1 on both the French television and radio net-



Want to get a real bite

at business in the Atlantic Provinces?

BUY CBC RADIO...

... where the combined coverage of CBC's three stations—CBH, Halifax; CBI, Sydney and CBA, Sackville—delivers a greater audience at a lower cost than any other combination. Remember, to increase your business in the Atlantic Provinces... buy CBC Radio!

CBC RADIO SALES

From shore-to-shore you're offered MORE... on CBC RADIO!

... Montreal—the largest production centre of live television in the world.

works for many years. This is a unique record shared by no other program in Canadian or American broadcasting.

The phenomenal popularity of Grignon's story is best illustrated by the fact that the leading character, the avaricious settler Séraphin Poudrier, has become a part of French-Canadian consciousness. The name "Séraphin" is often used in Quebec to denote a miser.

The French-Canadian theme is also prominent in other téléromans and radio serials presented by the networks.

On TV, Robert Choquette's *La Pension Velder*, a story set in a Montreal boarding-house, rated second to *Les belles histoires* during the 1959-60 season. Germaine Guèvremont's, *Le Survenant* (The Outlander), a story with mystical overtones set in a small St. Lawrence south shore village, rated third. Another popular series is *En haut de la pente douce* (The Town Above), written by Quebec novelist Roger Lemelin, and also presented with success on the English Network.

On the radio network, other popular dramatic serials, in addition to *Un homme et son péché*, include Paul Gury's *Vies de femmes* (Women's Lives) and Charlotte Savary's *Les visages de l'amour* (The Faces of Love), the story of famous women of history. Both have a huge female audience during the late morning hours five days a week.

Another top program on the radio network is the morning show, *Chez Miville*, a rollicking hour of music and comedy featuring the characterizations created by its M. C., linguist Miville Couture. This summer the *Chez Miville* troupe toured France with outstanding success.

VARIETY IN PROGRAMING

The fare on the French TV Network is not confined solely to serialized dramas. It is highly varied. It includes variety shows (such as the spectacular, *Music-Hall*); quiz shows, *La poule aux oeufs d'or* (The Hen That Layed the Golden Egg); programs for teen-agers, *Club des autographes* (Autograph Club); programs for children, *Caravane*; and highly-popular transcriptions of a number of American TV shows, such as *Papa a raison* (Father Knows Best), and British productions such as *Robin de bois* (Robin Hood) and *Guillaume Tell* (William Tell).

On the more serious side, the French Networks present many programs on current affairs, such as *Premier plan*, similar to the English Network's *Close-Up*, *Commentaires* and *Edition métropolitaine*.

Another top educational show is *Pays et merveilles* (Lands and Marvels), featuring the noted Montreal journalist André Laurendeau as narrator.

No resume of French Network programing would be complete without mention of *La soirée du hockey* (Hockey Night) which, during the

season rates No. 2 in popularity with male viewers and listeners. This is the top sports production on the French Networks. But there are many others, notably Big Four football, the World Series, golf, tennis, bowling and wrestling.

What are the French networks and what is their scope? Here are a few facts to illustrate.

- The French Television Network now extends from Moncton, New Brunswick, to Winnipeg, Manitoba, where a new station, CBWFT, was opened only last spring. Fourteen stations, including two satellites, make up the network, eleven of the stations being in Quebec.

- In addition, eight English television stations in Ontario and in the Western provinces devote a few hours a week to French network programs.

- The French Radio Network is made up of 37 stations, 20 in Quebec, five in Nova Scotia, four in New Brunswick, four in Ontario, two in Saskatchewan, one in Manitoba and one in Alberta. In many sections where these stations cannot be heard low-power relay stations have been set up to carry programs to outlying areas.

- During the past year, the CBC also set up an FM network of three stations, CBM-FM in Montreal, CBC-FM in Toronto and CBO-FM in Ottawa. All announcements and commentaries on this network are in French and English.

A LEADING TV CENTRE

French network operations today make Montreal the largest producing centre of live television in the world. In total television production, live and filmed, Montreal is the third largest producing centre in the world, after New York and Hollywood. It should be noted here that CBC's TV production in Montreal exceeds even that of Paris, the world's largest French city.

More than 50 hours of live television programs are produced each week in Montreal's Radio-Canada Building, one of the best-equipped broadcasting centres in the world.

French radio broadcasts emanating from Montreal average 128 hours a week of live programing.

CBC in Montreal makes use of eight television studios, including huge Studio 42, one of the world's biggest. Twenty-one radio studios are available.

On July 26, 1960, CBC in Montreal had a total of 2,374 employees. Television producers numbered 94, radio, 40.

The Radio-Canada Building is visited by approximately 50,000 people a year and more than 100,000 annually attend shows produced in the studios.

The personal interest that viewers and listeners take in the French networks is shown by the mail. From April, 1959, to April, 1960, the French networks received 2,110,000 letters. Out of this number an average of

a word from Warren

IN ALBERTA'S FARM MARKET

A RICH MARKET COVERING 42% OF ALBERTA'S FARMS

SOON 10,000 WATTS
New Coverage 600,000 Albertans

CFCW
CAMROSE - STETTLER

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

1,000 letters a month, being unsolicited, are answered by the CBC's Information Services.

Finally, mention should be made of the International Services of the CBC, which are based in Montreal and which broadcast in 16 languages daily throughout the world, including a daily French broadcast beamed towards Europe.

check the key positions

	CFMN VICTORIA	CKNW VANCOUVER
CFMN EDMONTON	CFCN CALGARY	CFMT LETHBRIDGE
CFQC SASKATOON	CFRM REGINA	
CFBK TORONTO	CKX BRANDON	
	CFJR WINNIPEG	CKPR FORT WILLIAM
	CFBC SAINT JOHN	

EXECUTIVE APPOINTMENT AT CHEK-TV

Mr. David M. Armstrong

Mr. David M. Armstrong, President and General Manager of CHEK-TV, is pleased to announce the appointment of Mr. Richard L. McDaniel to the position of Station Manager of CHEK-TV, Victoria. Mr. McDaniel is well known in broadcasting circles and has had many years experience in both radio and TV. He was formerly manager of CKDA-radio.

Mr. Richard L. McDaniel

One good move delivers 12 winning stations—consult:

RADIO REPRESENTATIVES LIMITED

KEY RADIO STATIONS COAST TO COAST
montreal/winnipeg/vancouver
head office:
76 st. clair avenue west/toronto

CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE

Elliott-Haynes

LIMITED

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



Exposure...

Every product needs maximum exposure and CKGM radio in Montreal offers it.

A large number of advertisers use only CKGM in English Montreal and the sales success figures tell the story.

Among the exclusive advertisers in Montreal on CKGM:

Rothmans, Rembrandt, Sportsman Cigarettes ● Sanguinet
 Cadillac & Pontiac, City Buick ● Steinberg's Record Club
 Dairy Queen ● Ac'cent ● Alka Seltzer ● Perry Moss
 Windmill Point Housing Development ● IGA Stores

A few other national accounts:

A & P ● Coca-Cola ● Cream of Wheat ● Del Monte
 Dunlop ● Pepsodent ● Nescafé ● Schick Razors
 Seven-Up ● Sun Oil ● Tilden ● Shell Oil ● Chatelaine
 Quaker Oats ● Ogilvie Cake Mix ● Brillo ● People's
 Credit Jewellers ● Chrysler-Plymouth

EXPOSURE STARTS in GREATER MONTREAL on



Get all the facts from Stephens & Towndrow in Toronto
 or Don Wall, CKGM's sales manager in Montreal.

**Montreal's New Stations
Will Debut In January**

TWO NEW television stations in Montreal will go on the air in January. Their executives forecast the debuts last month in luncheon speeches.

Both stations now are building office-studios costing over one million-500-thousand dollars and both will have staffs of more than 150 persons by next year.

Richard Misener of CFCF-TV, Marconi's English-language station which will be on channel 12, said that local news will be emphasized and — with weather and sports programs — will fill 15 to 20 per cent of the total program schedule.

Sports would be a "major plank," with spectaculars on weekends. He said the station is negotiating for the right to televise Montreal Canadiens' home games on Thursday nights.

Misener anticipated no difficulty in having a program schedule that was 55 per cent Canadian in origin. Toronto tape production centres could supply some programs and "some very interesting shows were developing" in the Montreal area.

Paul L'Anglais of CFTM-TV, Montreal's second French-language station which will be on channel 10, said the station will be able to transmit in color when permission is given by the Board of Broadcast Governors. Sixty per cent of its shows will be live. Canadian content will be 70 per cent to begin with, he said.

Junior Roundup

CBC LAUNCHES CROSS-COUNTRY KIDS' PROGRAM

A NEW CBC-TV children's program entitled *Junior Roundup* made its debut on the network October 17. The program is on the air each weekday from 4:45 pm to 5:30.

Junior Roundup is a co-operative effort, involving CBC production centres across the country. Designed for children from nine to 14, it features actor Murray Westgate as host.

The show offers a different type of fare each day. On Mondays, groups of Toronto school children are brought to the studio to participate in games and contests. A long-distance quiz allows children across the country to take part as well. The comedy team of Dave Broadfoot and Jean Templeton assists Westgate on

the Monday shows.

Highlight of the Tuesday program is a segment on space, with Percy Saltzman of *Tabloid*. The same day, John Lund of the Royal Ontario Museum, delves into the "science of history", using museum exhibits for illustration.

Every Wednesday brings cowboy and folk music of the Old West from Winnipeg, and Halifax will present a series on the East Coast Indian.

Live concerts and ballets share the Thursday programs with feature movies of special interest to children.

"We plan to use institutions such as the Royal Winnipeg Ballet," said Stanley Cox, CBC supervising producer of children's programs, "— in fact top talent from many Canadian centres. Also, well-known personal-

ities in many fields of endeavor will chat with the children about their particular interests."

A Friday feature is "Your World This Week", a filmed news report especially for the younger viewers. The national news gathering facilities of the CBC will contribute to this segment.

Programs of past seasons, such as *This Living World* (Montreal) and *Tidewater Tramp* (Vancouver) will have regular spots in the *Junior Roundup* format.

In addition to the regular features, the new national show will offer occasional items: a mailbag exchange of letters from boys and girls across the country; a stamp corner; on-the-spot reports of Canadian events; and hobby talks.

OKANAGAN Radioland

Over \$127 Million in Retail Sales



AERIAL VIEW OF PENTICTON'S PEACHES AND BEACHES

Photo by Redivo

CJCH

10,000 watts

Dominating*

Metropolitan Halifax

TENTH†

in

Food Sales in Canada

* Spring BBM '60

† SM '60

**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

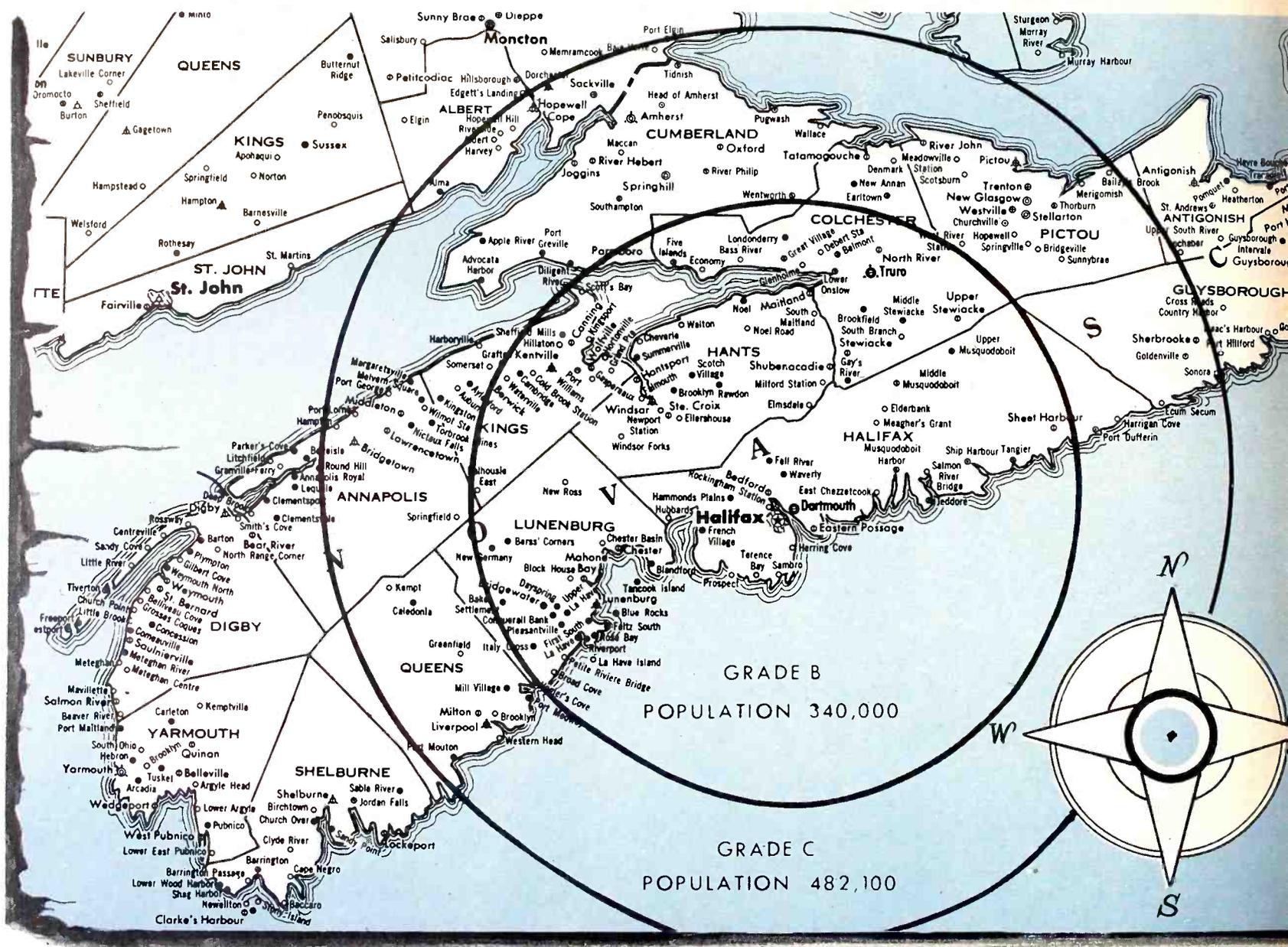
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CJIB CKOV CKOK

Call ALL-CANADA RADIO, CANADA

Call WEED & COMPANY, U.S.A.

A NEW CHANNEL

SEEWAY TO THE MARITIMES' BIGGEST MARKET



TOTAL RETAIL SALES IN COVERAGE AREA
*** \$400,822,000**
 GREATER THAN the city of Winnipeg
 GREATER THAN the cities of Calgary, Saskatoon and Prince Albert combined!
 GREATER THAN the cities of Hamilton and Sudbury combined!
 GREATER THAN the cities of London, Windsor and Kingston combined!
 GREATER THAN the cities of Quebec, Sherbrooke, Three Rivers and Chicoutimi, combined!

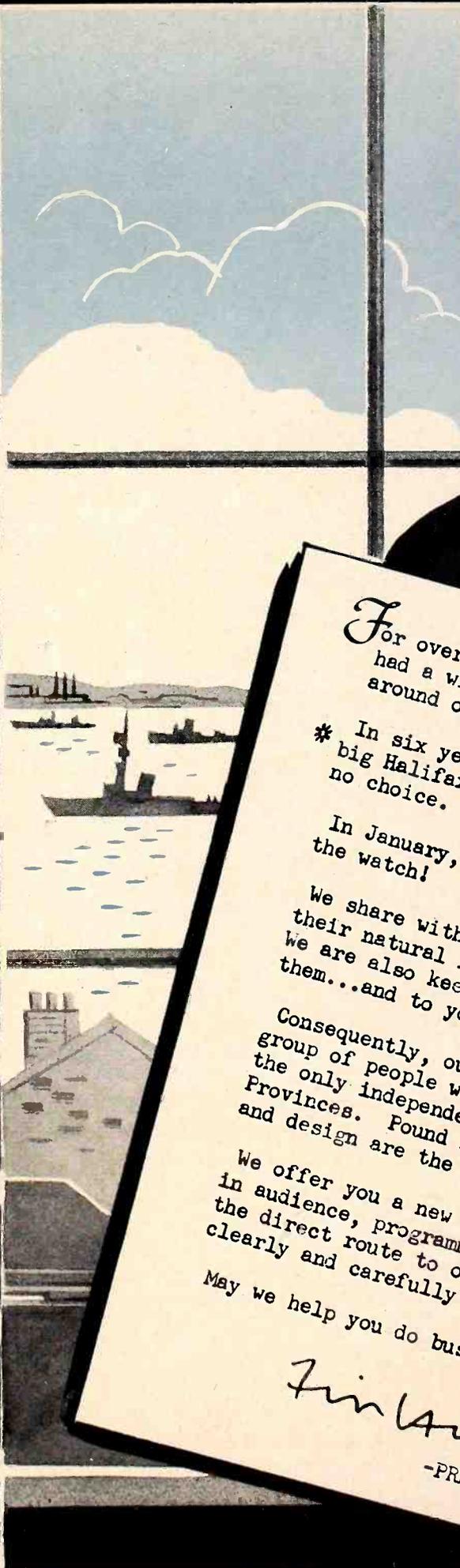
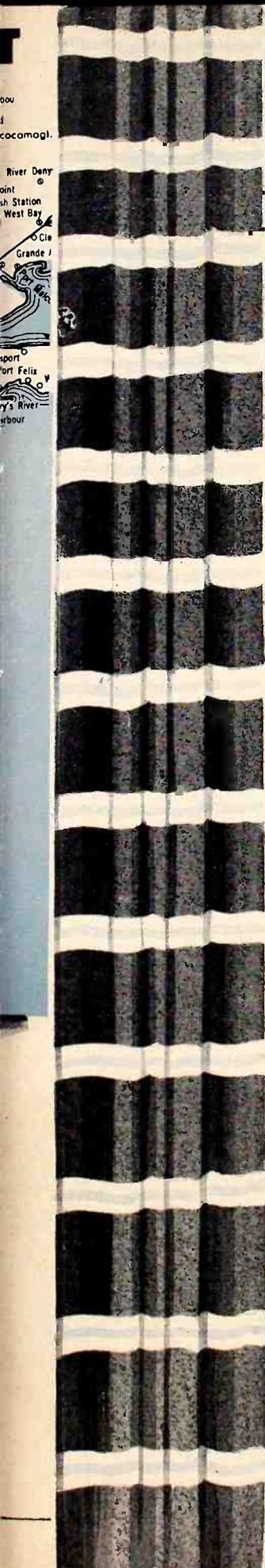
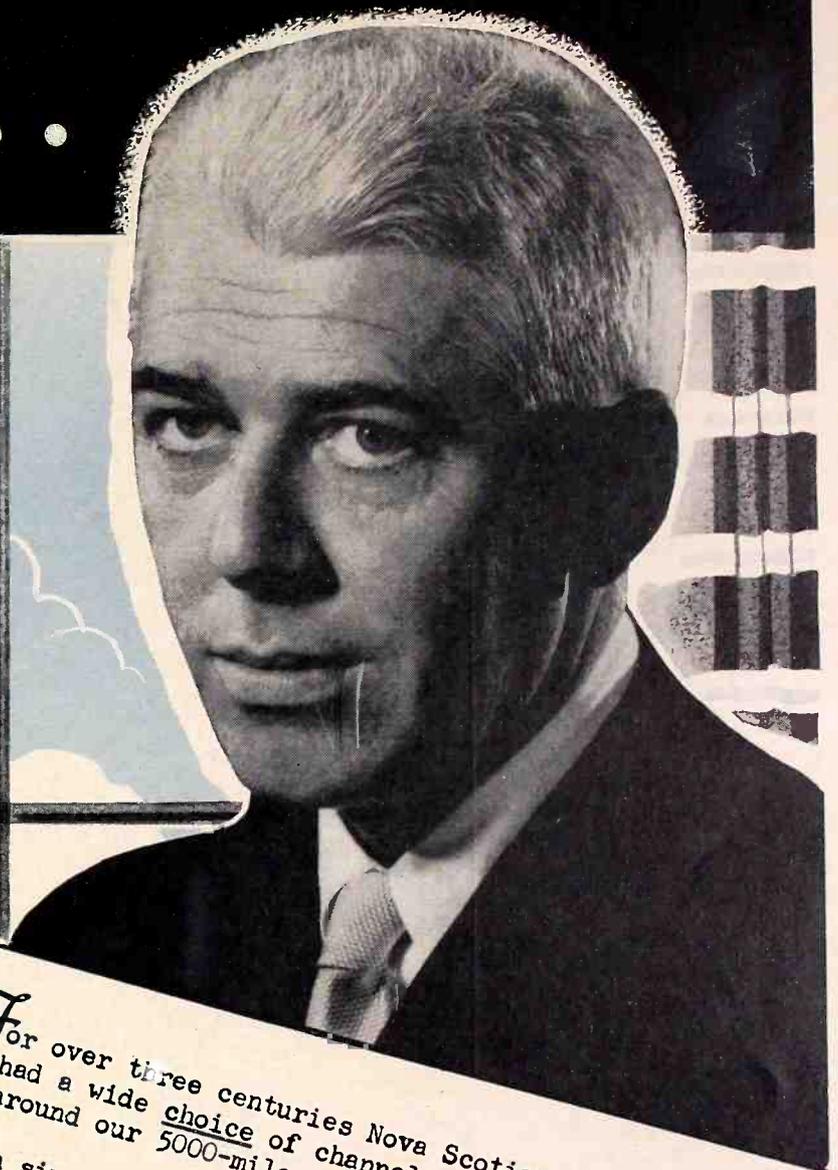
SOURCE: SALES MANAGEMENT SURVEY OF BUYING POWER, JANUARY 1960



HALIFAX, Nova Scot.

REPS: Montreal & Toronto Paul Mulvihill & Co. Ltd. Vancouver Scharf Broadcast Sales L
 Winnipeg A. J. Messner & Company USA Young Canadian L

CHARTED...



For over three centuries Nova Scotian mariners have had a wide choice of channels into the marketplaces around our 5000-mile coastline.

* In six years of television, viewers in the really big Halifax market area have had but one channel... no choice.

In January, CJCH-TV will ring the bell that changes the watch!

We share with our half-million potential viewers their natural feelings of excitement and expectancy. We are also keenly aware of our responsibilities to them...and to you.

Consequently, ours is a new, selected, seasoned group of people who can promise top performance from the only independent station in the four Atlantic Provinces. Pound for pound, our plant, equipment and design are the finest in Canada. We lack nothing.

We offer you a new channel with the depth you need in audience, programming and equipment. Channel 5 is the direct route to one of Canada's major markets, clearly and carefully charted.

May we help you do business in Nova Scotia?

Finlay Woodhouse

-PRESIDENT, CJCH LIMITED

BEST SEASON YET FOR CBC NETWORK

"This is CBC Television's best commercial year yet," said Bill Cooke, network sales manager, in Toronto, making public the CBC's 1960-1961 commercial network television schedule.

"Sponsorship comes from all important areas of the economy," he said, "from automobiles to shampoo, from tractors to cake mix."

At this time only two alternating half-hour programs are available for sponsorship — fewer than at this time of year in any prior season of the CBC's commercial history.

Network sponsors have all signed 52-week contracts. They include two advertisers, Campbell Soup and Carnation, who are returning to network television this fall after an absence of one year.

Among the Canadian half-hour shows under contract for 52-week periods are: *Don Messer's Jubilee* (Massey-Ferguson, Pillsbury), the *Jack Kane Show* (Ford, H. F. Ritchie), *Front Page Challenge* (Lever Brothers), *First Person* (Colgate-Palmolive, Du Maurier Cigarettes), *Live A Borrowed Life* (Sterling Drug, Colgate-Palmolive) and the *Juliette Show* (Ford, Imperial Tobacco.)

Country Hoedown will be sponsored jointly this season by S. C. Johnson & Sons and a second advertiser who will make a separate announcement of sponsorship.

The Polaroid Corporation, General Foods and Union Carbide will sponsor six *Wayne and Shuster Specials* during the season and Canadian Kodak will join General Foods and Union Carbide in sponsoring the *Mother Goose Pantomime* scheduled for Christmas evening.

NEW FILM SERIES

Sponsors of several new film series include: Sterling Drug, Gillette, Noxzema and Kimberly-Clark (*Perry Mason*); Texaco and Tuckett Tobacco (*Danger Man*); Lever Bros. and Imperial Tobacco (*Angel*); Dupont of Canada and Toni (*National Velvet*); Campbell Soup and Carnation (*My Three Sons*). These film programs will all be seen on the CBC-TV network several days, and in one case a full week, before they are shown on the American border stations.

Of the top American network shows to be carried on the CBC, GM will sponsor the *Chevy Show* and Ford will sponsor *Klondike* and the *Tennessee Ernie Ford Show*. Chrysler and General Motors will also present several specials throughout the season, including Chrysler's *Astaire Time* and GM's Bob Hope and Bing Crosby shows in September and October.

During the Monday night *Festival '61* season, Aluminum Company of Canada will sponsor seven *Omnibus* programs and William E. Coutts will sponsor five *Hallmark Hall of Fame* programs (both programs from NBC on a six-day pre-release basis). Other programs in the *Festival '61* series will have no commercial sponsorship.

SPONSORED PROGRAMS ON THE CBC-TV NETWORK (ENGLISH)

DAY	TIME	PROGRAM	SPONSOR	AGENCY
Sunday	4:00-4:30 p.m.	Twentieth Century Walt Disney Presents <i>(CBC Stations only)</i>	Prudential Insurance	Foster Advertising
	6:00-7:00 p.m.		(1) Javex	MacLaren Advertising
			(2) Kellogg Co.	Leo Burnett
			(3) <i>Under Negotiation</i>	
			(4) <i>Available</i>	
		7:00-7:30 p.m.	National Velvet	(1) Dupont of Canada
	7:30-8:00 p.m.	World of Music	(2) The Toni Company	Spitzer, Mills & Bates
	8:00-9:00 p.m.	Ed Sullivan	(1) General Foods Ltd.	Baker Advertising
	9:00-10:00 p.m.	General Motors Presents	(2) <i>Under Negotiation</i>	
	10:00-10:30 p.m.	Angel	(1) Canadian Kodak	Baker Advertising
			(2) Colgate-Palmolive	Spitzer, Mills & Bates
			General Motors	MacLaren Advertising
Monday	5:30-6:00 p.m.	Quick Draw McGraw	(1) Lever Brothers	MacLaren Advertising
	7:30-8:00 p.m.	Don Messer's Jubilee	(2) Imperial Tobacco	McKim Advertising
	8:00-8:30 p.m.	Danny Thomas Show	(1) Kellogg Co.	Leo Burnett
	8:30-9:00 p.m.	Jack Kane Show	(2) Ovaltine Co.	Leo Burnett
			(1) Massey-Ferguson	Neednam, Louis & Brorby
			(2) Pillsbury of Canada	Leo Burnett
	9:00-9:30 p.m.	My Sister Eileen	General Foods Ltd.	Baker Advertising
	9:30-10:30 p.m.	Omnibus <i>November 7</i> <i>December 5</i> <i>December 26</i> <i>January 30</i> <i>February 27</i> <i>March 20</i> <i>April 10</i>	(1) Ford Motor Co. (2) H. F. Ritchie & Co.	J. Walter Thompson MacLaren Advertising
	Various Times	Hallmark Hall of Fame <i>9:30-11:00 p.m. Oct. 24</i> <i>9:00-11:00 p.m. Nov. 14</i> <i>9:30-11:00 p.m. Dec. 12</i> <i>(Remaining two shows to be scheduled)</i>	(1) Robin Hood Flour (2) Singer Sewing Machines	Young & Rubicam Cockfield, Brown
			Aluminum Co. of Canada	
Tuesday	5:30-6:00 p.m.	Sky King	William E. Coutts	Foote Cone & Belding
	8:00-9:00 p.m.	Chevy Show		
	9:00-9:30 p.m.	Front Page Challenge		
	9:30-10:00 p.m.	Red Skelton		
Wednesday	5:30-6:00 p.m.	Huckleberry Hound	Nabisco Foods Ltd.	Kenyon & Eckhardt
	8:00-8:30 p.m.	My Three Sons	General Motors	MacLaren Advertising
	8:30-9:00 p.m.	First Person	Lever Brothers	MacLaren Advertising
	9:00-10:00 p.m.	Perry Como	(1) S. C. Johnson & Son (2) Pet Milk Co.	Needham, Louis & Brorby Vickers & Benson
Thursday	5:30-6:00 p.m.	Roy Rogers	Kellogg Co.	Leo Burnett
	8:00-8:30 p.m.	Live A Borrowed Life	(1) Campbell's Soup (2) Carnation Co.	BBDO Baker Advertising
	8:30-9:00 p.m.	Klondike	(1) Colgate-Palmolive (2) B. Houde & Grothe	Spitzer, Mills & Bates Vickers & Benson
	9:00-9:30 p.m.	Fancy Free	Kraft Foods	J. Walter Thompson
	9:30-10:00 p.m.	Tennessee Ernie Ford	(1) Nestlé of Canada (2) General Mills (1) Sterling Drug	Ronalds-Reynolds Ronalds-Reynolds Dancer-Fitzgerald-Sample
	Friday	5:30-6:00 p.m.	Fury <i>(15 minutes)</i>	(2) Colgate-Palmolive (1) H. F. Ritchie & Co. (2) Ford Motor Co.
8:00-8:30 p.m.		Country Hoedown	(1) Thomas Supply & Equipment Co. (2) <i>Under Negotiation</i>	MacLaren Advertising
8:30-9:30 p.m.		Perry Mason	Ford Motor Co.	Vickers & Benson
9:30-10:00 p.m.		Danger Man	General Foods	McConnell, Eastman
10:00-10:30 p.m.		Have Gun Will Travel	(1) S. C. Johnson & Son (2) <i>To be announced</i>	Needham, Louis & Brorby
Saturday		7:00-7:30 p.m.	Dennis The Menace	(1) Sterling Drug (2) Gillette (3) Noxzema (4) Kimberly-Clark
	7:30-8:00 p.m.	Red River Jamboree <i>(CBC Stations only)</i>	(1) Texaco (2) Tuckett Tobacco	Spitzer, Mills & Bates Ronalds-Reynolds
	8:00-9:00 p.m.	The Aquanauts <i>(CBC Stations only)</i>	(1) American Home Products (2) Lever Brothers	MacLaren Advertising Young & Rubicam
	9:00-10:15 p.m. <i>(approx.)</i>	NHL Hockey	(1) Adams Brands Sales (2) Kellogg Co.	Baker Advertising Leo Burnett
	10:15-10:45 p.m. <i>(approx.)</i>	Juliette	(1) Jergens (2) <i>Under Negotiation</i>	Vickers & Benson
	10:45-11:00 p.m. <i>(approx.)</i>	King Whyte Show	(1) Success Wax Ltd. (2) Gattuso Corporation (3) Sterling Drug (4) Canadian Industries Ltd.	Torobin Advertising Burns Advertising Dancer-Fitzgerald-Sample Grey Advertising
			Imperial Oil	MacLaren Advertising
			(1) Ford Motor Co. (2) Imperial Tobacco	Vickers & Benson McKim Advertising
			American Home Products	Young & Rubicam

SAY YOU SAW IT IN THE BROADCASTER

SPECIAL SPONSORED PROGRAMS ON CBC-TV NETWORK (ENGLISH)

DAY	DATE - TIME	PROGRAM	SPONSOR	AGENCY
	Various Times (Aug.-Nov.)	Big Four Football (Eastern Network)	(1) B.A. Oil Co. (2) Dow Brewery	James Lovick Vickers & Benson
	Various Times (Aug.-Nov.)	W.I.F.U. (Western Network)	(1) B.A. Oil Co. (2) Available	James Lovick
Tuesday	October 25 9:00-10:00 p.m.	Wayne & Shuster		
Tuesday	November 22 9:00-10:00 p.m. (Four more shows yet to be scheduled)	Wayne & Shuster	(1) Polaroid Corp. (2) General Foods (3) Union Carbide	MacLaren Baker Advtg. Stanfield, Johnson & Hill
Sunday	October 30 8:00-9:00 p.m.	Danny Kaye Special	General Motors	MacLaren
Friday	November 4 8:30-9:30 p.m.	Jazz Show	Available	
Wednesday	November 16 9:00-10:00 p.m.	Bob Hope Show	General Motors	MacLaren
Thursday	November 17 9:00-10:00 p.m.	Joan and 100 Men	Available	
Monday	November 28 9:30-10:30 p.m.	Thread of Life	Trans Canada Telephone	McKim
Wednesday	November 30 8:00-9:00 p.m.	Red Skelton Show	(1) Timex of Canada (2) Available	Grant Advtg.
Thursday	December 1 8:00-9:00 p.m.	Book Show (Title to be announced)	Available	
Friday	December 16 8:30-9:30 p.m.	Patterns in Music	Available	
Saturday	December 24 5:00-6:00 p.m.	Christmas Music Program	Trans Canada Telephone	McKim
Saturday	December 31 11:30-12:30 p.m.	New Year's Eve Party	Available	

SELLS SUBDIVISION

E. V. KEITH Enterprises Limited, a Calgary construction company, recently enlisted the services of station CKXL to promote the new subdivision of Acadia. A specially constructed stage was set up in the middle of a large cleared area to enable hundreds of people to see the shows.

TV star Joan Fairfax got top billing with Professor Backwards, regular performer on the Ed Sullivan Show. Supporting entertainers included cartoonist Les Barker, Del Rios, Arnie Derkson, Jack Larson and the Taylor Twins.

The entire remote broadcasting unit, complete with mobile trailer, moved out to a location adjacent to the stage. In total, 13 hours of live broadcasting originated from the site, seven 'til ten pm, Monday, Tuesday and Wednesday, and Saturday night from six 'til ten.

This live coverage was pre-sold by 67 promotional announcements preceding and during the week of the show. Thousands of people flocked out to the subdivision and on Wednesday night when it was pouring rain, the four thousand cars attempting to gain admission to the parking lot caused a traffic tie-up at the entrance.

An additional attraction was a five foot high doll's house complete with a three foot doll, "Miss Excel". Any children accompanying their parents were invited to guess the weight of the house, with the best guess winning the entire outfit. During the week, over 30,000 entries were submitted.

CCBA Meets In Montreal October 23-26

CAPTAIN THE Reverend Norman Rawson, of St. James United Church, Montreal, and Joseph Ward, president of the Attitude Research Bureau Inc. (ARBI), Seattle, will

be the keynote speakers at the tenth annual convention of the Central Canada Broadcasters' Association in Montreal, October 24-25.

The convention, for which registra-

tion will begin October 23, will be held in the Sheraton-Mount Royal Hotel.

Mr. Rawson, widely known as a forceful and witty speaker, will discuss *Public Relations For Broadcasters* at the October 24 morning session. On October 25, Mr. Ward will address a full session on *Radio and Retail Advertising Today*.

Delegates will begin arriving at the Sheraton-Mount Royal for registration on the morning of Sunday, October 23; and registration will continue until 10 p.m. At 4 p.m., the president, Cam Ritchie of CKLW-TV, Windsor, will host a reception and cocktail party for the ladies.

On Monday, registration will continue from 8.30 a.m. Business will get under way at 9.30 a.m., with President Ritchie's opening remarks, appointment of a secretary, adoption of the minutes and selection of committees. Mr. Rawson's address will follow at 9.45 a.m. Business meetings will consume the rest of the day, climaxed by a cocktail party at 6.15 p.m., and the annual dinner at 7 p.m.

Tuesday will begin in the Champlain Room, with a habitant breakfast at 8 a.m. Then the delegates will return to closed session in the Normandie Room; and Mr. Ritchie will present the president's report at 9.15 a.m. Reports of committees will start at 9.30 a.m. The session will be made open for Joe Ward's address, which begins at 11 a.m.

Directors of the Canadian Association of Broadcasters will be present at 1.30 p.m. to take part in a discussion of extremely critical areas in the industry. The convention will adjourn at 5 p.m.

OBITUARIES

William E. Trimble

AUTHORED BOOK—HELPED FOUND BBM

WILLIAM E. TRIMBLE, well-known Canadian advertising executive, died early this month at his home in Toronto. He was 64.

He was senior creative and marketing consultant for Baker Advertising Agency. He joined the Baker company in 1913 and was one of the founders of the Bureau of Broadcast Measurement of which he was a director.

His pioneer work in research and

investigation techniques played an important part in the development of Canadian advertising.

He was the first Canadian to write a book on advertising. Entitled "Introduction to Advertising", the book was published in 1931 and is still one of the leading texts available on the subject.

Mr. Trimble is survived by his wife, two daughters, a brother and a sister.

Hector Fraser Dougall

PIONEERED AT HEAD OF THE LAKES

HECTOR FRASER DOUGALL, who introduced radio and television to the Lakehead and made Canada's first aerial maps, died of a heart seizure earlier this month. He was 62.

In 1930 he established CKPR, Fort William's first radio station and became sole owner. In recent years, he brought television to the Lakehead when he started CFCJ-TV, Port Arthur.

Born in Winnipeg, he joined the Winnipeg Rifles in the First World

War, later transferring to the 221st Battalion and then to the Royal Flying Corps.

After the war he returned to the Winnipeg district and joined the corps of pilots who were exploring northern Canada using planes. He was the first Canadian to fly north of the 52nd parallel and was among the first Canadians to hold a commercial pilot's license.

He leaves his wife, two sons, a daughter and a sister, Mrs. Gordon Miller of Vancouver.

The
Food Sales
in
CKVR-TV's

Dominant Area

alone

Now Exceed

\$75,000,000

SM '60

**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

Representing these
television stations

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

SAY YOU SAW IT
in the
BROADCASTER

GEM SESSION with CHAT TEEVEE

Prejudice is a wonderful time-saver. You can form opinions without bothering to get the facts.

Then there was the actor who was so conceited he bought a car with reversible headlights.

CHAT TV has a live studio 80 feet by 64 feet, and enough local business to keep it humming!

If I should run for Parliament I wouldn't be a dope . . . I'd only kiss the babies Who were old enough to vote!

The man who boasts that he runs things around the house is probably referring to the lawnmower.

Be grateful to Venetian blinds. If it weren't for them, it would be curtains for all of us.

Every political party in Saskatchewan's 1960 election campaign used CHAT TV several times. Proof of CHAT TV's bonus Saskatchewan coverage when you buy CHAT TV, Medicine Hat, Alberta!

It wouldn't be so bad if people would only learn to turn off the sound when their mind goes blank.

CHAT TEEVEE

Medicine Hat's
Best Advertising
Buy!



THIS YEAR I CHANGED my usual routine of going up to Haliburton to take pictures of the changing leaves. Instead, in company with my old friend Fred, I hied myself to New York to take in some shows.

Actually it was Fred who did the hying, because he wanted to drive and I wanted to fly, and we finally settled it that he would do the driving while I just sat.

The country was really beautiful, and Fred, bless his aging heart, was kind enough to slow down to sixty mph every once in a while, so that I could take the odd picture.

We saw three shows. Personally I enjoyed them all. But then I can never bring myself to dislike a performance when I've paid New York prices for my seat.

"La Plume de ma Tante" is a wow. It is funnier than anything I've ever seen before. As a matter of fact I had seen "La Plume" before, but this time it was funnier. You see, on my first appearance there, I slept through a good half of it. I slept through quite a bit of this one too, but I think it must have been the other half, because quite a bit of what I saw this time was unfamiliar.

The "Thurber Carnival" was just as funny, but in a different way. Laughter in this one takes the form of a continuous chuckle, whereas "La Plume" is the gag type, alternating straight stuff with blow lines. I'd love to see the Thurber show again, to catch some of the lines which did not quite reach my hearing aid way back there in Row P. But I am afraid it won't happen, because the show closes before the end of this month.

The other show we saw was "Take Me Along". This is the one with Jackie Gleason and Walter Pidgeon, a musical (?) based on Eugene O'Neill's "Ah Wilderness".

They shouldn't have done it.

Jackie Gleason is excruciatingly funny, if you like that sort of thing, but unfortunately I don't. Neither does Fred. For myself, I have a great regard for O'Neill, and "Ah Wilderness" was always one of my favorites.

Perhaps it was just as well that the original only came through once or twice throughout the musical version. Unfortunately though there was little if anything else in its place.

In "My Fair Lady", Shaw's "Pygmalion" lines survived its trans-

OVER THE DESK

formation into a musical. No doubt they had hoped to achieve the same end with "Take Me Along", but in my humble opinion they failed to do so.

While I stand by this verdict of mine, I have to admit that this show has been playing to packed houses for around a year.

HISTORY MADE HERE

DURING OUR stay in New York, we decided to take in a session of the United Nations' General Assembly. We did this on the Saturday morning.

Mr. K. was not on hand to stage one of his demonstrations, so there were no hi-jinks to entertain us. In fact the debate — on the admittance of Communist China into the UN — was in no way exciting. At the same time we sat there and listened to interpretations through the special earphones. We got the feel of the place, and "impressive" is a mild word to use in description. Now, when we hear, watch or read about the happenings at the UN, we shall have a mental picture of what it is like and perhaps a greater appreciation of the history which is being written in that great hall.

PAJAMA PATTIE

AN EXTENSIVE search for a young unknown who will be groomed as "Pajama Pattie," hostess of CFCF-TV, Montreal's nightly feature film presentation *Pajama Playhouse*, was launched last month. The show will debut in January of next year, and will be sponsored by Dominion Textile Company Limited, makers of Tex-made nightwear fashions.

Personnel of the station will study thousands of photographs and applications, visit model schools and conduct many individual talent hunts. From all entries received, twelve semi-finalists will be given voice and screen tests and will face a final judging panel. The winner will be announced November 12.

"This competition is open to anyone who has a bright personality, an attractive appearance, a pleasing voice and who speaks fluent English," said CFCF-TV program manager Bud Hayward. "Anyone who thinks they know of a suitable personality for this show is welcome to send in an application. Wherever she may be now, we plan to find her and make her a TV star."

MR. K SNUBS THE CBC

THE CANADIAN Broadcasting Corporation has denied suggestions that attempts to get Soviet Premier Khrushchov on a television program were discontinued because of political pressure.

CBC officials in Ottawa confirmed Khrushchov had been invited to

appear on a CBC-TV program, *Close-Up* scheduled earlier this month. Prime Minister Macmillan, Prime Minister Diefenbaker and President Eisenhower were also invited to appear on the program.

None of the invitations received a reply.

When informed of the CBC's decision to put Khrushchov on television, Revenue Minister Nowlan, who answers to parliament for the CBC, said, "I think the timing of this by the CBC is all wrong. All it will do is give Khrushchov a further propoganda advantage and play into the hands of the Communists."

CBC officials said Mr. Nowlan's statement had in no way influenced their decision to abandon the program. They denied receiving communication from him or any other government official on the matter.

POOR NETWORK ADVICE

CANADIAN Broadcasting Corporation officials in Winnipeg have blamed "poor network advice" for allowing a 20-second brewery commercial to appear on Manitoba television sets last month. Brewery advertising is illegal in Manitoba.

A Winnipeg official of the Corporation said there had been a slip up in the advice received from Toronto, concerning the program, *Great Movies*, which is sponsored in part by Molson Breweries Ontario Limited. This advertising is permitted in Ontario. Normally, such commercials are replaced with CBC promotions where the advertising is illegal.

The opening 20-second Molson commercial slipped by local operators and appeared on the air. The later commercials were replaced.

Manitoba Liquor Commissioner N. E. Rodger said if there had been any complaints, it would be more of an enforcement problem than a policy decision. He said he did not think anyone would complain about the mistake.

FREE BEER

CANADIAN SOLDIERS on duty with the United Nations in the Congo have been sent a gift shipment of beer by Labatt's Breweries. In addition, a shipment of playing cards donated by Labatt's arrived by aircraft soon after the servicemen commenced their duties in Africa.

This is the 40th gift shipment made to Canadian servicemen overseas during the past decade, to such widely separated countries of foreign service as Korea, Egypt, Indo-China, Germany and France.

And this is about all the gift I have for you this issue. I'll be seeing you at the Mount Royal Hotel, Montreal, for the CCBA Convention, October 23-6, and, in the meantime, buzz me if you hear anything.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like *Portia Faces Life*

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

Dick Lewis

CKY

ANNOUNCES THE APPOINTMENT OF

Stephens & Towndrow Ltd.

TORONTO - MONTREAL
as CKY National Representatives
in Canada - Effective November 1, 1960

BIGGEST
BBM
IN THE WEST

*
39.3%
OF THE
WINNIPEG MARKET

*
LARGEST SHARE OF
DAYTIME AUDIENCE
IN **21** OUT OF **22**
HALF-HOUR PERIODS

* Elliott-Haynes Limited,
September - 1960 - Daytime
Share of Audience Report.

BBM - Spring 1960 Survey

A Great Selling Team for

CANADA'S 4th MARKET

Stephens & Towndrow Ltd.

TORONTO - MONTREAL

CKY WINNIPEG

50,000 WATTS - DIAL 580

Lloyd E. Moffat - President
Sid Boyling - General Manager
Don McDermid - General Sales Manager

CUTS & SPLICES



Bob Miller

THE HOLLYWOOD Advertising Club is inviting production companies, television and radio stations, and advertising agencies to submit their best commercials in international competition for awards to be presented during Advertising Week, February 5 through 11, 1961.

The competition is open to commercials made anywhere in the world and will encompass fifteen categories of TV commercials and seven classes of radio commercials, plus a grand prize to be given for the best commercial in each medium, regardless of category.

The television entries will be classified as follows: Animation, one minute or more; one minute or more combination of animation and live action; animation 30 seconds; twenty seconds; eight or ten second identifications; Best Editing; Best Camera; Best Direction; Best Local or one market commercial, any length.

The same categories, except the combination one minute commercial, will apply to live-action television entries.

Entries in the television categories may be made in any foreign language, as long as the commercial is on 16 mm film.

In the radio categories, awards will be given for local or one market commercials, any length or type; musical commercials one minute or more, thirty and twenty seconds; and

spoken commercials one minute or more, thirty and twenty second lengths. Radio entries must be in English and on phonograph records at 33 1/3 speed.

Ten world-wide winners in each category will comprise the finalists. From these ten, a First Prize Winner in each category will be selected, plus a best editing, camera and direction award in live action and animation. A Grand Prize for television and radio commercials will be awarded, regardless of category.

Brochures describing the various classes of competition and the entry requirements will be mailed shortly to all interested people and organizations. They may be obtained on request from the Hollywood Advertising Club, 6362 Hollywood Blvd., Hollywood 28, California. Deadline for all entries is December 31, 1960.

AS PART OF A stepped-up program to meet the coming competition from second TV stations, the CBC recently completed its first sales presentation film.

Entitled *Image*, the film was produced by a crew from CBUT, Vancouver and gives the full story on the lower mainland market and the CBUT operation. Produced along the lines of a travelogue, facts about the province's main industries — lumber, fishing and electrical power — and the station's programming and audience impact are shown.

The film is 19 minutes long in black and white and intended for individual screenings, rather than group showings. John Fuller edited the film. It was written by Jim Carney and narration is by Bill Phillips.

Sales presentation films on the CBC's operations in Winnipeg and the Maritimes are now in production.

THE CBC's network program, *Explorations*, will present a six-part series on world population and world growth. The series was produced by the National Film Board.

Using material obtained from all over the world, it will be narrated by Stanley Burke, UN correspondent. Commentary was written by Gordon Burwash. Producer is Donald Fraser.

First episode, entitled *People by the Billions*, will be aired November 2. The programs will be seen each Wednesday at 10.30 pm. The remaining five parts are: *Man and His Resources*, *To Each a Rightful Share*, *The Global Struggle for Food*, *Can the Earth Provide*, and *Challenge to Mankind*.

THE ANSWER TO how a small business enterprise can get started in Canada or expand, when the owner lacks capital, is given in a new Crawley Films production, *The Independence of Dave Barnes*, made for the Industrial Development Bank.

In both French and English versions, the 20-minute film shows how a small manufacturer with an idea for expansion but no way of raising all the capital required through normal means was able to develop his project with the help of the Industrial Development Bank.

WINNIPEG'S NEW CJAY-TV recently installed multiple TelePrompter units in its studios. Also included in the package is the "Tellens", a device which mounts on the camera and produces a reflection of the TelePrompter script in direct line with the lens, enabling a performer to look straight at the camera while reading the script.

TelePrompter in Canada is a division of S. W. Caldwell Ltd.

LEOONARD W. BROCKINGTON, QC, has resigned as president of the Rank Organization of Canada, but will remain a member of the boards of directors of the various Rank subsidiary companies.

Mr. Brockington has been closely

associated with Rank since it decided to acquire Canadian interests in 1943. He was president for the past ten years.

J. W. COSMAN HAS succeeded J. W. S. Jobbins as chief of the commercial division of the National Film Board.

Jobbins is now the Film Board's South American representative and works out of NFB's new office in Buenos Aires.

Cosman, who was senior US rep for the Film Board, is succeeded in the post by H. B. Chandler.

FAMOUS PLAYERS Canadian Corporation has moved its head office in Toronto to 130 Bloor Street West. The company was located in the Royal Bank Building for 38 years.

CHARLES EVERETT, director of Administration of Crawley Films Ltd., has been elected a vice-president and made treasurer of the company.

Before joining Crawley's, he was a group manager and buyer at the T. Eaton Co., district manager at Imperial Oil and production manager at R. L. Crain.

Everett is a governor of Carleton University, a member of the Ottawa Collegiate Institute Board and a member of the Kiwanis International Committee on Education.

LEOONARD DAVID STONE, director of the Winnipeg International Festival, has announced that the second Winnipeg Festival will be held November 21 to 26 in the Dominion Theatre.

Dr. Emilio Lonero of the Venice International Film Festival worked closely with the Winnipeg Festival Committee in the hopes of raising standards and obtaining world recognition.

MCA Appointment



Herbert S. Stewart

Messrs. Peter McDonald and Gunnar Rughelmer, Vice Presidents of MCA-TV International Ltd., announce the appointment of Mr. Herbert S. Stewart to the Executive of the International Division of MCA, as General Manager, MCA Canada.

This appointment is a further step in the expansion of MCA Canada, and is evidence of the Company's intention to participate fully in Canadian television.

Mr. Stewart has had extensive experience as a broadcast consultant and station manager. He is a pioneer of Canadian television, and has been prominent in a number of industry-wide activities. Recently he chaired the committee which developed a Code of Ethics for Canadian television stations.

Mr. Stewart's appointment is effective immediately.

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His Heart Belongs To Hockey!

HE SHOOTS! HE SCORES! 1936-60

THE MAN WITH the best-known voice in Canada will be celebrating a silver anniversary during the coming year.

The man is Foster Hewitt; the anniversary his twenty-fifth year as commentator on Imperial Oil's weekly *Hockey Night In Canada*.

It was November 7, 1936, when the Hewitt voice first recreated the excitement of big league hockey for radio listeners across Canada. His sponsor, then as now, was Imperial Oil.

Seen today in his comfortable office at CKFH, the radio station he founded 10 years ago, the 57-year-old Hewitt appears the complete business executive. But his heart still belongs to hockey -- as he will prove every Saturday night this season.

In 1937, an estimated 2,000,000 people heard the first Imperial broadcast. At the close of the 1959-60 season, it is estimated, there were 8,000,000 enthusiasts watching the action and hearing the legendary Hewitt excitement.

Looking back over a career which began in the '20's, there are many moments which Foster Hewitt remembers. But his strongest memory is of more than a moment: it was the famed Long Game that climaxed the 1933-34 regular season for the Toronto Maple Leafs.

"They were playing Boston,"

Hewitt recalls, "and the winning goal was scored for the Leafs by Ken Doraty -- at 2 a.m. There have been longer games; but this is the one that hockey fans re-

ing have had far-reaching effects. They have helped make hockey, from coast to coast, Canada's national game. At Toronto's Maple Leaf Garden and the Montreal Forum,

ering news -- the maiden voyage of the first Empress of Britain, the arrival of the R-100 -- and sports. For the CNR network, he did commentary on Allan Cup and Memorial Cup games, among others.

As early as 1933, the late columnist, J. V. McAree, was able to write: "We doubt if any young Canadian ever became so widely known in so short a time as Foster Hewitt."

The Hewitt hockey trademarks -- "Hello, Canada, and hockey fans in the United States" and "He shoots... He scores!" will probably become part of Canadian folklore.

Today, when 53 television stations carry *Hockey Night In Canada* along with 53 radio stations, it is hard to believe that there was every any doubt about the success of hockey on TV. But the wise-acres did warn Hewitt: "You can make a mistake on radio and no one will know; but you can't do it on TV."

Hewitt and Imperial took the TV plunge in 1952. Since then, his accurate, exciting descriptions have added to every hockey televiewer's enjoyment.

The First N.H.L. game seen on the screen was played in the Montreal Forum October 11, 1952 -- Montreal Canadiens and Detroit Red Wings. Three weeks later, Maple Leaf Gardens became a TV arena for the first time, with a Leafs-Boston Bruins game.



SITTING IN TWO FEET OF SNOW at Molson Stadium, Montreal, Foster Hewitt, then 25, broadcasts a 1929 football game between Varsity and McGill.

member, because it was the clincher for the Stanley Cup playoffs."

From the early days of the National Hockey League broadcasts, he remembers too the guests who appeared to talk hockey at intermission -- the greats in American sports commentary. Particularly he has warm thoughts for New York's Graham MacNamee and Bill Sclater, Detroit's Ty Tyson.

Hewitt's memory-packed 25 years of hockey broadcasting and telecast-

they have been in some part responsible for the S.R.O. signs that mark every game.

Hockey Night In Canada means Foster Hewitt. With the exception of time out to cover Olympic and world championship matches in Europe, he has taken part in every Imperial Oil hockey program -- 1,000 games, he estimates roughly.

But that figure doesn't take into account more than 2,500 other games he covered in the earlier days of his career, often working every day of the week. When Canadian radio was an infant, he worked as commentator for the CPR network, cov-

TV HAS HELPED HOCKEY

Television has been accused of giving the kiss of death to the movies, to boxing. But not hockey. Conn Smythe, the peppery owner of the Maple Leafs explained why, just as hockey TV was starting: "There'll be thousands of people seeing hockey as played by pros for the first time. They'll be sold on it because it's a great game, and they won't be satisfied to stay home, but will turn out to the rinks."

Smythe was right. Attendance at N.H.L. games has never been so high.

However, there will always be millions of hockey fans who can't get to the arenas where the big action takes place. Again this season, they will spend Saturday nights glued to their TV sets, while Foster Hewitt now aided and abetted by his son Bill, and the cameras evoke all the excitement of big league hockey.

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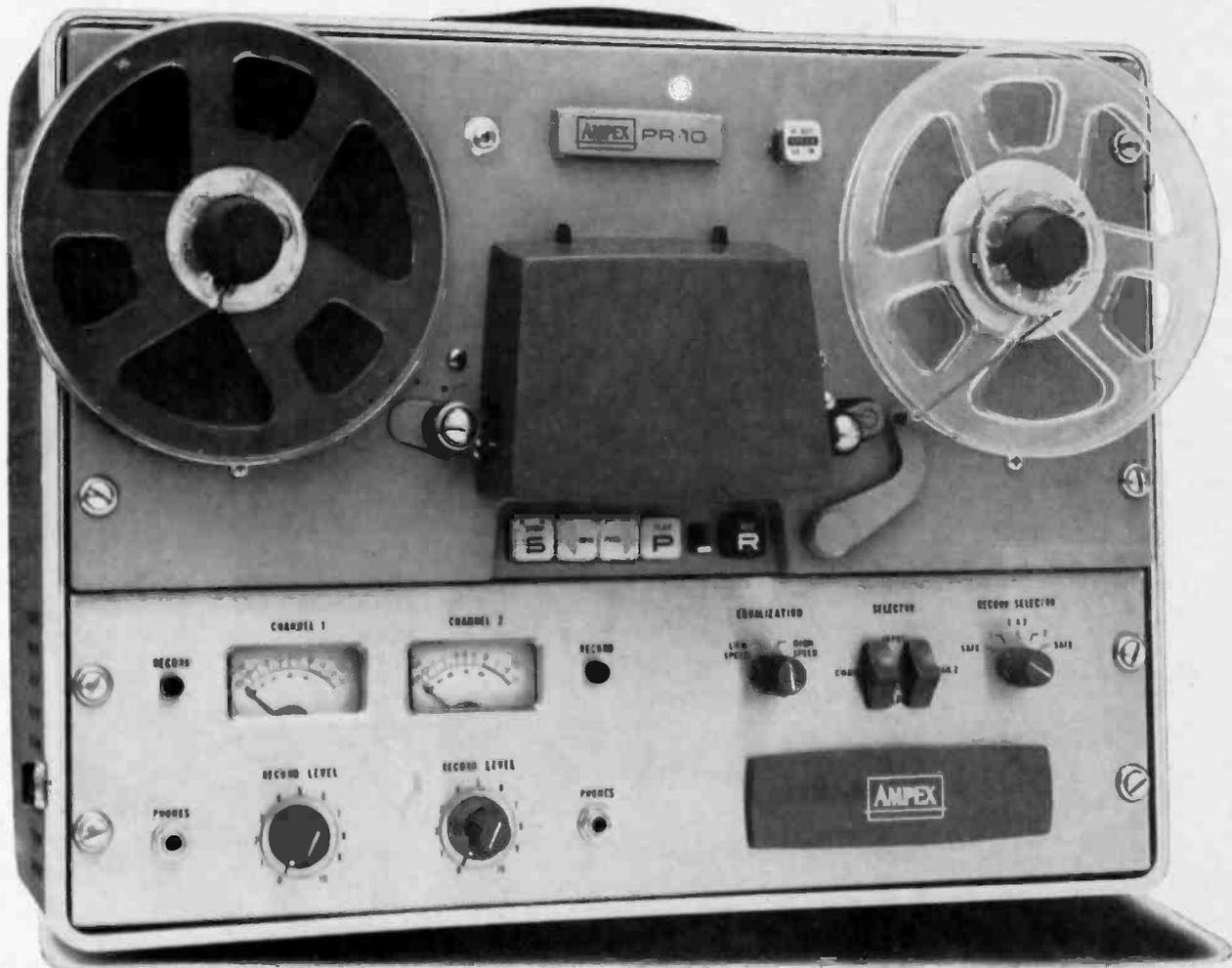
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Back on May 3rd...

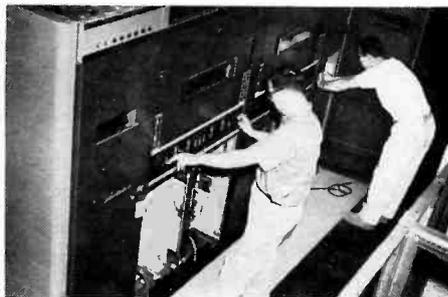
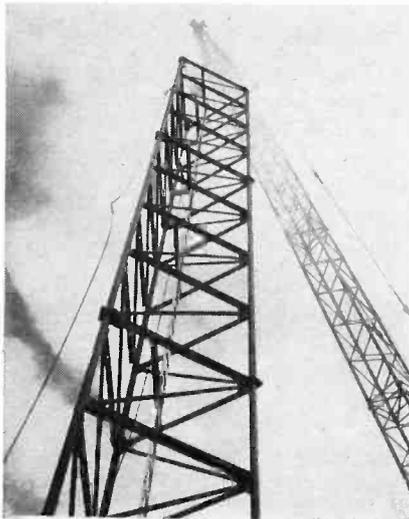
Back on May 3rd, 1960, the Department of Transport confirmed the Order-in-Council awarding Channel 9 in Toronto to Baton Aldred Rogers Broadcasting Limited, and, nine days later, officially reserved for this station the call letters, CFTO-TV.

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