

Advertising

Television

Radio



Canadian
BROADCASTER

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TORONTO

July 21st, 1960

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

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Merry Christmas



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

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

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

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



Radio Division

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Board of Broadcast Governors

PROPOSES RULES FOR TV NETWORKS

THE BOARD OF Broadcast Governors has proposed that at least six of the newly licensed second television stations must hold voting stock, but not control, in any private television network set up in Canada.

This requirement is among twelve ground rules proposed by the BBG to govern the establishment and operation of a private network serving new independent stations, those not affiliated with the CBC.

At a public hearing in Ottawa, September 1 and 2, the BBG will hear oral representations on these 12 conditions, provided that those making the representations have submitted a written brief by August 15.

Following the September meeting the Board will announce the final conditions which will apply to networks and will have ready for distribution a form on which applications can be made.

Applications to operate a second network must be in the BBG's hands by November 1. Representations in support of applications will be heard at a public hearing during the latter part of November or the early part of December.

In a written statement the BBG said: "The Board wishes to point out that the Broadcasting Act enables the Board to require television stations to operate as part of a network of the Canadian Broadcasting Corporation and the Board will continue to recommend licenses subject to this condition where this is felt to be necessary to the national service.

"On the other hand, The Broadcasting Act enables the Board to permit television stations to operate as part of a network other than a network of the Corporation. The Board does not have and will not seek authority to require stations to

affiliate with or to prevent stations from disaffiliating from a private network."

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

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

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

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

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

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

6. A network must provide for the distribution of programs produced

in the studios, or by the remote facilities, of its basic member stations and of such other affiliated stations as it may choose to include under this condition.

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

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

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

10. The agreement between a network and its affiliate may provide for reserved time periods; but the affiliate may have only first option

on any additional programs offered to it by the network.

11. No network may have any exclusive contract to take programs only from one program supplier or non-Canadian network.

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

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CJBX
YORKTON SASKATCHEWAN



Location: "Beautiful" Saskatoon

Time: July 1960

Population: Approximately 90,000

Leading Radio Station: CFQC

5000 Watts from the 600 Spot

for more details

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THE RADIO HUB OF SASKATCHEWAN



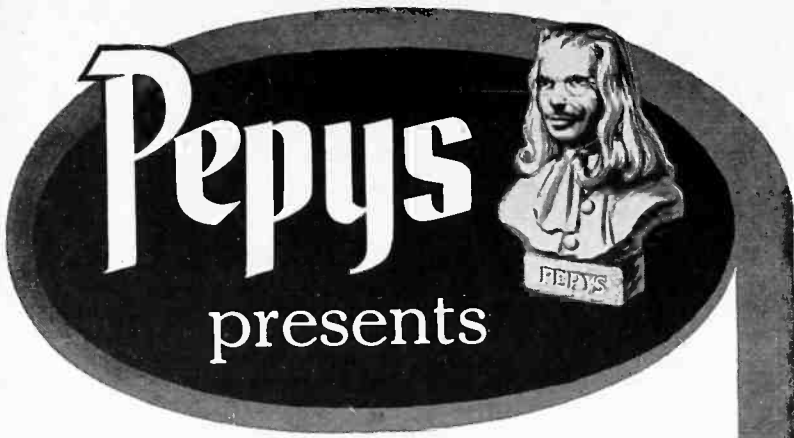
Duhamel Leaves BBG

ROGER DUHAMEL, vice-chairman of the Board of Broadcast Governors has been appointed Queen's Printer and will fill the vacancy left nearly two years ago by the retirement of Edmond Cloutier. Successor to Duhamel as BBG vice-chairman has not been announced.

Duhamel, 44, was born in Hamilton, but was raised in Montreal. Former chief editor of the now-defunct LA PATRIE of Montreal, he became one of the three full-time members of the 15-member BBG when it was set up in November, 1958, to regulate Canadian broadcasting.

As Queen's Printer, Duhamel will be in charge of a huge publishing operation which handles virtually all of the government's varied printing work. The post carries an \$18,000 annual salary.

A law graduate of the University of Montreal, Duhamel is president of the Society of Canadian Writers and was French Literature Professor at his alma mater.

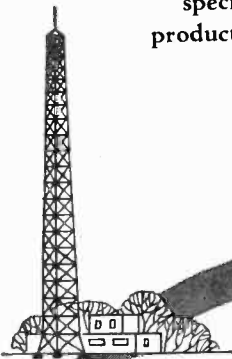


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Founded in 1956, this young Agency brings to advertising that "fresh outlook" which knows no sacred cows. Media selection is regarded as a creative function, and they have on several occasions placed clients' advertising in media previously unused in their field — and have, in each instance, seen competitors follow suit soon after. They are also one of the few Agencies in Canada with an Internal Design Division — creating new Trademarks, Logotypes, Direct mail, Packaging and Display Material.

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Radio and Television Station Representatives
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- | | | |
|------------------------|------------------|-------------------------|
| 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 | CJOX-TV, Argentinia |
| CJBR-TV, Rimouski | CJCN-TV, Central Nfld. |
| | ZBM-TV, Bermuda |

Board of Broadcast Governors

AYE FOR PETERBOROUGH - DELAY P. G.

THE BOARD OF Broadcast Governors has recommended for approval the transfer of shares in CKPT, Peterborough, to Watergrove Investments Ltd., owned by Ralph Snelgrove, president of CKVR-TV and CKBB, Barrie, and Allan Waters, president of CHUM, Toronto.

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

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

DELAYED FOR FURTHER STUDY

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

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

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

Cover Story

TEENERS SING DANCE AND YAK ON TV

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

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

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

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

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

Cite Toronto Stations

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

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

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Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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Ottawa Correspondent SAM G. ROSS



Vol. 19, No. 14

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July 21st, 1960

Have Push-Buttons Replaced People?

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

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

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

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

• • •

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

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

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

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

But now we are in the push-button age. People who used to be the whole essence of our existence have sunk into insignificance, to the point where we wonder whether if some day somebody pushes the button and

wipes out all human existence, the wheels and the motors, which have replaced men and women in the working of the world, won't continue on their mechanized way as though nothing had happened.

• • •

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

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

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

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

Somehow or other though, we find ourselves clinging to the idea that men and women are still the main forces in the world, and it is highly desirable that we apply the same inventive genius to the continued development of human relations, at least in tune with the artificial and mechanical devices which are playing a growing part in our lives.

Third Column

I FOR INGENUITY

WHILE IN TORONTO visiting several advertising agencies last month, Ted Fielder, president of Radio Station CFRS, Simcoe, Ont., was puzzled by the great number of replicas of the famous Eiffel Tower which he saw gracing the desks of many agency executives.

Upon each tower was mounted a small thermometer, which was topped with the initials "CF", referring to the centigrade and fahrenheit graduations on either side of the tube.

When Fielder asked whom the towers had been sent by, a number of the people replied all they knew was that it had been sent directly from France. It bore no markings as to who sent it or why it had been sent.

After he returned to Simcoe, Fielder decided to cash in on the mystery packages. He mailed a promotion letter to all agencies leading off with:

Hope you enjoy the Eiffel Tower Thermometer you received from Paris the other day.
— CFrs

As Fielder later discovered, the towers had been sent from France by the representative of CKVL-Radio, Verdun, which uses the Eiffel Tower as a corporate image in its advertising: "Tops in the Paris of America."

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



Parliament Hill

PARLIAMENT FLAYS CBC BUT WOULD EXTEND SERVICE

by SAM G. ROSS

Ottawa Correspondent

INCREASING calls for a Royal Commission inquiry into the Canadian Broadcasting Corporation were heard in the Commons' consideration of CBC estimates totalling \$71,000,000.

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

First to mention the Royal Commission was Jean-Noel Tremblay (PC Roberval) a professor at Laval University. After criticizing CBC for failure to supply details of its budgetary operations, Mr. Tremblay declared there should be a Royal Commission to study CBC finances; to stop unwarranted expense; to examine salaries and security and stability of employment; to define duties and functions of CBC employees; to ensure objectivity in news reporting; to review principles

which should underly CBC programs; to bring about policies more consistent with the CBC's original task; and to eliminate all political interference and patronage.

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

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

CLIQUEES AND EXPENSES

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

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

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

"Let there be an inquiry on those small cliques, on family compacts, and on all the pals, the boy friends, the girl friends, the mistresses. Let there be an inquiry on the cost of stage sets. What is the cost going to be of this or that TV dramatic pre-

sentation or of some other program referred to as a 'continuity'?"

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

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

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

Mr. Tremblay was strongly critical of CBC refusal to supply information.

"I find it abnormal and contrary to the principles of responsible government," said Mr. Tremblay, "that the CBC should not be obliged to give the government a more detailed account of its administration. Nor do I accept, by reason of the same principles, that the CBC should be a private preserve where unfortunately too often favoritism and political patronage reign supreme."

OUMET SHOULD BE CHAIRMAN

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

Mr. Pickersgill pointed out that Robert L. Dunsmore was elected chairman of the Board on June 24 and that—answering a question by Mr. Pickersgill on July 10 in the Commons—Revenue Minister Nowlan had not given this information. He also pointed out that no public announcement was made until August 17.

Mr. Pickersgill added:

"The whole of this information was kept completely secret from parliament. Indeed, so secret that when the (Broadcasting) Committee made its report to parliament, it recommended . . . the president should be relieved of his duties as chairman of the board and a separate chairman appointed." Mr. Pick-

ersgill emphasized the Committee was recommending something which had already been done but not disclosed to parliament.

Mr. Pickersgill said it was a "shocking sense of irresponsibility" that the change was considered routine when it was actually beyond the authority of the Board to take the action it did.

FIVE YEAR BUDGET

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

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

If this had been policy, then there would not have been the "farce" of the CBC applying to the BBG for a television license in Edmonton. Mr. Pickersgill added:

"Either the government has told the CBC beforehand that there will be enough money for the Edmonton station, in which case it is very hard to imagine that the BBG is going to take a different view; or the government has not, in which case to grant them a license and then have them turned down by the treasury board and the government would be a farce."

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

SPARSELY-POPULATED AREAS

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

(Continued on next page)

CKPG

serving
the
Growing
Market

Construction of the
700 mile long
Pacific Northern Railway
Commenced June 29th
20 miles
North of Prince George.

CKPG

PRINCE GEORGE, B.C.

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

ANNOUNCEMENT
CFCF MANAGER

J. A. Funston

R. E. Misener, manager of the Broadcast Division of Canadian Marconi Company, has announced the appointment of J. A. Funston as manager of Radio Station CFCF in Montreal.

G. N. MACKENZIE LIMITED HAS  SHOWS

like The Jim Ameche Show

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

Research

ACA-CAAA Sponsored CARF Elects Board

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

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

Directors are: Alan L. Bell, Canadian Association of Advertising Agencies; G. C. Clarke, Standard Brands Ltd.; Wm. H. Erskine, J. Walter Thompson Co. Ltd.; J. N. Milne, MacLaren Advertising Co. Ltd.; A. Z. Pengelly, General Foods Ltd.; W. H. Allen, Whitehall Laboratories Ltd.; Murray Turner, Cockfield Brown & Co. Ltd.; D. G. Walker, Molson's Brewery Ltd.; and Warren H. Wilkes, Tandy-Richards Advertising Ltd.

CARF is a non-profit organization founded in 1949 and is jointly spon-

sored by the ACA and the CAAA for the purpose of promoting greater effectiveness in advertising and marketing through completely impartial and objective research.

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

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

PARLIAMENT AND CBC

(Continued from page 6)

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

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

Then he added:

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

Mr. Fisher suggested that CBC do a job "for this Canadian nationalism" that exists; that its public service programs be more gutty and that their producers take a look at U.S. public service programs and then pay more attention to Canadian issues than international issues. Canada's relations with the U.S. was an example. As Mr. Fisher remarked, "they do not have to be in areas such as divorce to get the kind of controversy that Canadians really want to hear about."

EXTEND CBC SERVICES

Several speakers urged extension of CBC services into outlying areas and Robert Simpson (PC Churchill) said people are leaving the northern areas of Manitoba because television is not available to them. Harry McQuillan (PC Comex-Alberni) hoped that CBC "will take the

advice that has been offered by previous speakers and first endeavor to bring television to those areas where it means so much."

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

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

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

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

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

EXECUTIVE APPOINTMENTS

CFCF-TV

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



R. E. MISENER



VIN DITTMER



J. C. DOUGLAS



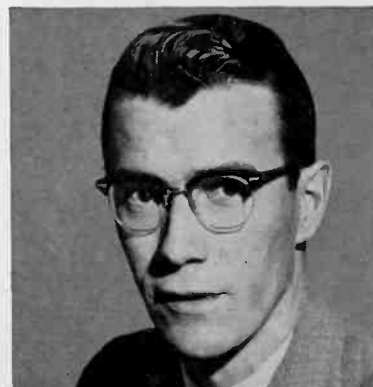
JOHN LOGAN



S. B. HAYWARD



JIM BOYD



P. A. TWEEDIE



BOB JOHNSTON

E-M-I

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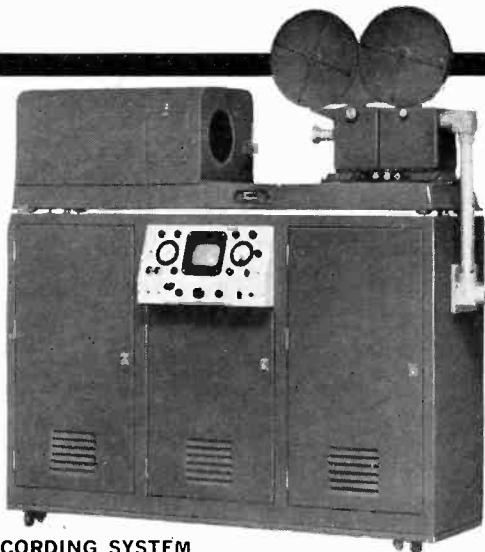
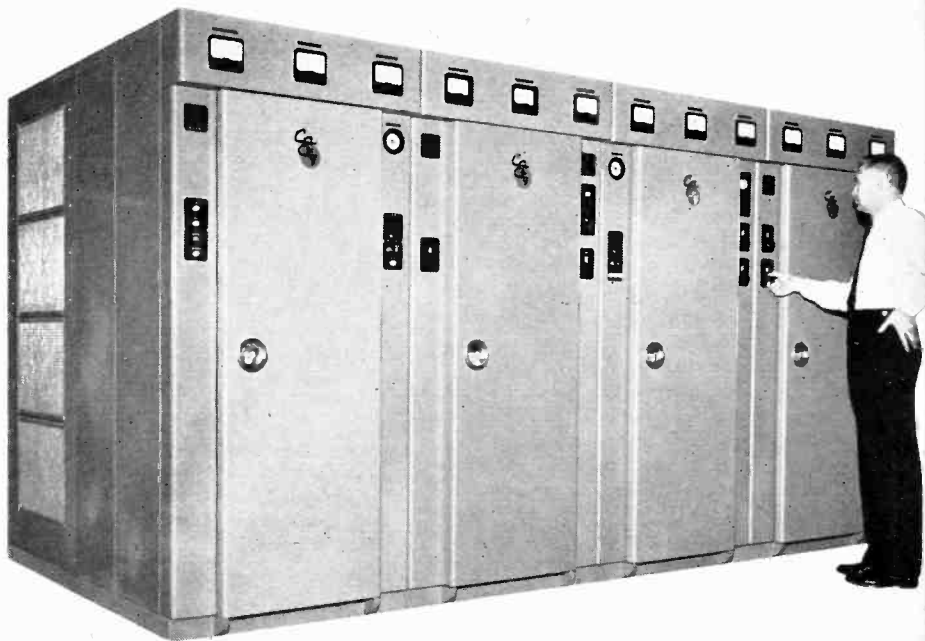
GPL GENERAL PRECISION LABORATORY

NE NORTHERN ELECTRIC



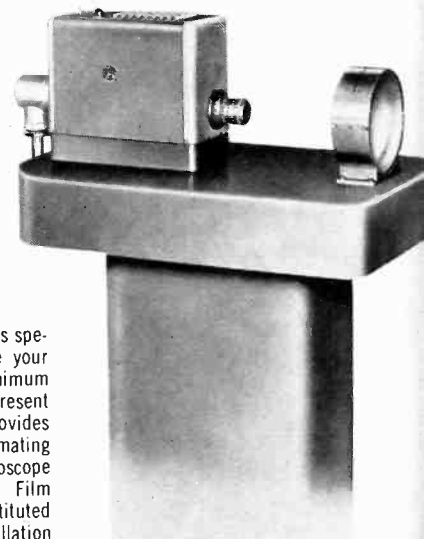
AM TRANSMITTERS

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



VIDEO RECORDING SYSTEM

The GPL Video Recorder is a complete high quality TV recording system which produces standard 24-frame-per-second motion picture film with excellent picture resolution and correct grey scale. The system is designed for 525-line 60-fields-per-second FCC standard TV. The input signal is standard 0.5 to 2 volt white positive composite video. This is equivalent to better than 1000 lines resolution in television terms. A non-linear amplifier having an effective "gamma" of 0.5, is included in the system and may be used at will to provide the correct grey scale rendition.



VIDICON FILM CHAIN

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

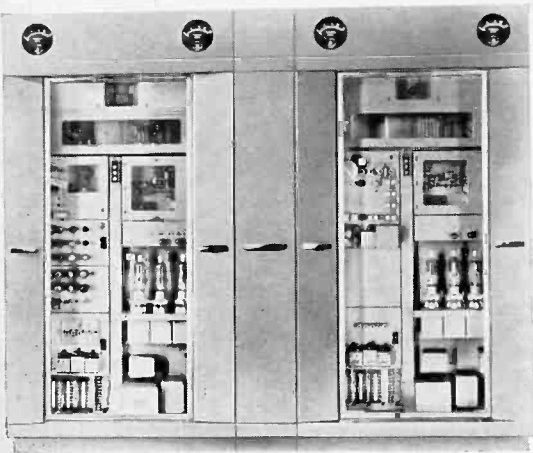
AM-FM-TV BROADCAST EQUIPMENT



CONTINENTAL ELECTRONICS

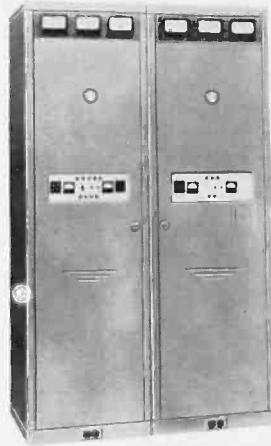


STANDARD ELECTRONICS



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

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



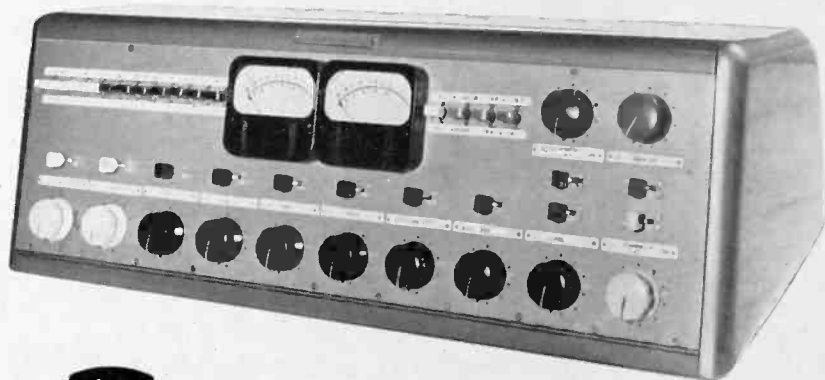
VERSATILE FM TRANSMITTERS

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



TRANSISTORIZED PORTABLE AUDIO CONSOLE R5460B

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



SPEECH INPUT CONSOLE R5430A

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

NORTHERN ELECTRIC COMPANY LIMITED

House of Commons

Nowlan Defends BBG and CBC Against Opposition's Slurs

by SAM G. ROSS
Ottawa Correspondent

A FIGHTING reply and hot denials of political payoffs in television licenses was made by Revenue Minister George Nowlan in his handling of criticisms of CBC activities and the work of the Board of Broadcast Governors.

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

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

Mr. Nowlan said he was only the "reporter" for the CBC to parliament and, like others, he too had criticism. Some wanted more detail on finances, and he pointed out others felt too much detail was pro-

vided. Others wanted more information from the CBC and here again there was dispute.

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

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

DEFENDS CBC INDEPENDENCE

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

When it came to charges of waste, extravagance and payola within the corporation, including kickbacks, Mr. Nowlan said anyone with such evidence should submit it to the CBC. If the members didn't want to deal with the CBC officials, they could supply the names and information to Mr. Dunsmore and Mr.

Dunsmore would have a complete investigation made. He hoped some matters already referred to the CBC would produce an improved "climate."

PRESSURE AND PROPAGANDA

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

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

"In connection with this Ottawa company, as with all other companies which have been approved by the board, there has not been more than 25 per cent of the shares owned by people outside of Canada, nor can there be under the act," said Mr. Nowlan.

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

Mr. Nowlan compared the hearings involving TV licenses in Edmonton and Pembroke, Ont. Said he:

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

POLITICAL AWARDS

To allegations of political awards in BBG recommendations, Mr. Nowlan had this answer:

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

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

Mr. Nowlan also referred to charges of a political payoff in the award of the Toronto TV license to THE TORONTO TELEGRAM. There were some rumors that "someone had said he had it in the bag." Mr. Nowlan said that statement had been denied. "Anyone who says that any of those television licenses were in the bag is using pure rumor and simple propaganda and such statements are completely without foundation in any way, shape or form."

Mr. Nowlan also referred to "snide little remarks" with respect to Halifax and about whether E. L. Bushnell of Ottawa was the same E. L. Bushnell mentioned in the Pembroke TV application; and whether Finlay MacDonald in the Halifax application was the same Finlay MacDonald who chaired the Conservative party breakfast at the annual meeting last winter. He suggested the inquiries were purely suggestive.

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

IRVING . . .
Which station serves
Alberta's 3rd Radio
Market . . . and is
now covering 34,000
homes?



CKOC APPOINTMENT



GEOFF LEWIS
Newly appointed
General Sales Manager —
Radio Hamilton CKOC



Mr. Barry
Pearson of
Saskatoon
says:

"I attend Nutana Collegiate and consequently chum around with a lot of kids. They all agree CKOM-RADIO is really 'Pearson' the entertainment barrier."

FOR SALE

Broadcasting Station CKOC has the following used equipment for sale. Complete information by writing to P.O. Box 880 Hamilton, or telephoning Liberty 5-5885.

- 4 Presto Type 10-A Turntables \$ 50.00 ea.
- 4 Hammond Racks Type 1466-D \$ 10.00 ea.
- 2 Cabinet Type Racks \$ 10.00 ea.
- 1 C.G.E. Consolelette Type BC-1-A \$500.00
- 1 Marconi C-12-HB Consolelette \$100.00

Above prices uncrated at CKOC Studios, 73 Garfield Avenue South, Hamilton, Ont.

CFCW
CAMROSE - STETTLER

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

REACH OUT FOR WESTERN BUSINESS

THE LATEST B.B.M. (SPRING '60) GIVES CKY 158,800 HOUSEHOLDS

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

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

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

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



REPS. STOVIN-BYLES CANADA • FORJOE INC. U.S.A.

CUTS & SPLICES



Bob Miller

Vancouver Film Festival

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

More than 100 films from 28 countries are entered in the Festival, competing for awards in the short theatrical, documentary, children's and amateur categories. Some twenty feature films from as many countries are being given their

North American premiere during the Festival, which began July 11 and runs through July 23.

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

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

English film critic Dilys Powell is the only woman on the panel of judges. She has been film critic for THE SUNDAY TIMES since 1939. Miss Powell was among the earliest members of the Independent Television Authority establishing commercial television in Great Britain.

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

Bits & Pieces

- Four half-hour film series have been purchased by CHCT-TV, Calgary, from ITC of Canada Ltd. They are: *Susie*, *The Gale Storm Show*, *The Halls of Ivy*, and *Ramar of the Jungle*.

- Crawley Films' newest, *A Simple Detail*, points out the hazard of not being insured when unexpected hospital expense arises. The

27-minute film was made for the Ontario Hospital Service Commission.

Chetwynd Films Childbirth

CHETWYND FILMS Ltd., Toronto, is now completing a 25-minute technical film for the Winthrop Laboratories, a division of Sterling Drug Inc. of New York.

Called *The Use Of Epidural Anaesthesia*, the film concerns the use of a spinal anaesthesia, Carbocaine, in childbirth, which frees the mother from pain — both during labor and the actual birth.

For use in the picture, the birth of a child was filmed in its entirety at the Toronto General Hospital. Art Chetwynd, president of the film company, had his crew on call for ten days while waiting for the birth to occur. Three cameramen—Chetwynd, Don Virgo and Leslie George — were involved in filming the birth.

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

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

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

pose, French and Spanish versions of the picture will be made also.

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

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



Photo by Don Virgo

THIS IS THE BABY, age two minutes, who played the leading part in the film.

NEW AUTOMATIC

STANCIL-HOFFMAN Model

S-7

MAGNETIC FILM RECORDING/DUBBING SYSTEM



WA. 2-2103

CALDWELL EQUIPMENT CO. LTD. TORONTO
447 JARVIS ST.

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

CFRB APPOINTMENT



BILL BAKER

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



JACK DAWSON

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

ANIMATED FILMS

PUT CUSTOMERS ON A BUY CYCLE

animation productions
WA. 2-5515 TORONTO.

music score for the series. Bert Niosi conducted.

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

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

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

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

The company has started filming the workout sessions of the Toronto Argonauts Football Club and has finished the groundwork for its annual production on the Grey Cup Festival.

In **MONTRÉAL**

the greatest
sound
this summer
is the
all new sound
of

CFCF60

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

CFCF MARCONI RADIO



CU



Vancouver Film Festival

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

More than 100 films from 28 countries are entered in the Festival, competing for awards in the short theatrical, documentary, children's and amateur categories. Some twenty feature films from as many countries are being given their

THE USE OF showmanship in presenting political candidates on television is not undesirable from the voter's standpoint providing the direction is confined to performance — and not to policy or ideas.

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

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

Among the conclusions of those interviewed were that:

Television has increased voter interest.

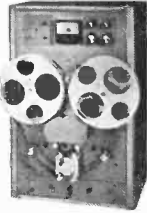
Voters are now more critical of candidates' appearance and performance.

NEW AUTOMATIC

STANCIL-HOFFMAN Model

S-7

MAGNETIC FILM RECORDING/DUBBING SYSTEM



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

WA. 2-2103

CALDWELL EQUIPMENT

OVER THE DESK

There is a greater effort to create a good impression and more concentration on nationally-televised speeches in place of whistle-stop campaigning.

Public exposure on TV increases the impact of conventions, but there is no insurance that they are now regarded as more important than pre-TV.

Educators are evenly divided on whether TV exposure increases student respect for democratic processes. There is a slight leaning on the side of decreasing respect.

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

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

The 700 entries were judged by Vicki Paige of CKEY and Wes Hicks of THE TELEGRAM.

In an effort to help keep the highways of Ontario clean, CKEY, Toronto is distributing 100,000 litter bags to be hung on the dashboards of cars. The bags will be distributed to Toronto homes, all Canadian radio stations, gasoline stations, advertisers and advertising agencies, newspaper and radio columnists and Canadian and US trade journals. (Now, rather than throwing news releases in the waste paper basket, members of the newspaper fraternity can have the distinction of throwing the waste paper in the news releases!)

WINNIPEG CALLING

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

After the war, he wrote a newspaper column, appeared on radio and TV programs and directed variety shows. His broadcasting activities include the coverage of two Royal



PEOPLE ARE TALKING

PEOPLE ARE TALKING about the new mug of your scribe which again heads this column. Comments vary from "goddlemity" to "where is the mess on the desk?" and "I like it". What'll we do now?

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

Now you tell me what I should do with it.

What else?

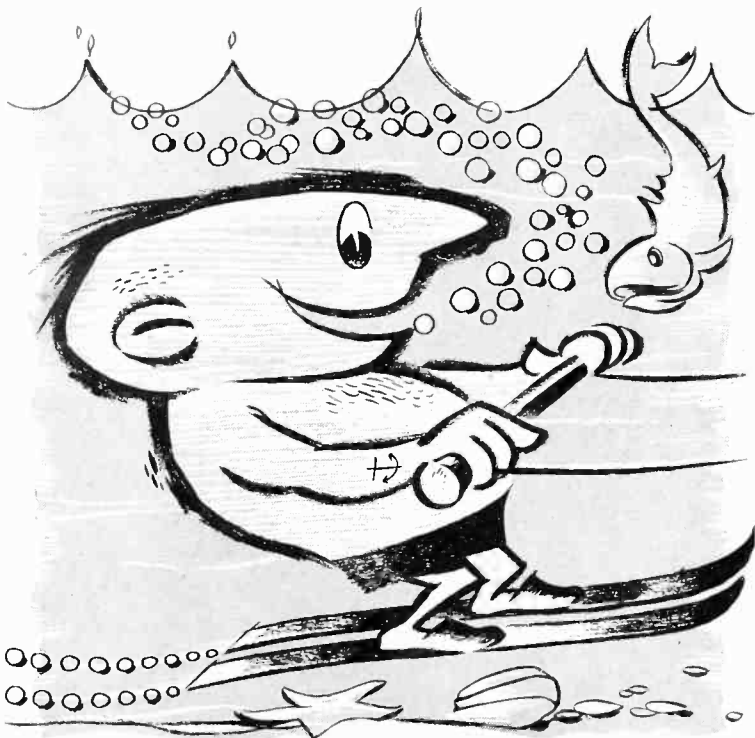
Toronto is enjoying (?) the traditional July-August humidity, which makes it especially pleasant, come five bells of an evening, to hie me out to the Old Woodbine where the Harness races are in full swing.

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

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

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

Dick Lewis



tours and the job of master of ceremonies of two top-rated British programs, *Twenty Questions* and *Ignorance is Bliss*.

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

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

TALL STORY

IN CONJUNCTION with the film *Tall Story*, premiered in Toronto last month, THE TELEGRAM and station CKEY asked the public to mail in the tallest story they could dream up. The best ones were read daily over the air and published in the paper.



























Bill Powell of Scarborough, Ont., was the winner of a Renault Dauphine automobile for his tall tale on ice fishing with his pals.

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

3 out of 4 water skiers listen to



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

		FIRST			
	IN				
* 26		OF		36	
	BBM				
HALF			HOUR		
	TIME			** PERIODS	

* In English Metropolitan Montreal.

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

SEE

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

Television

CFTO-TV INCLUDES COLOR IN \$3 MILLION EQUIPMENT DEAL

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

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

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

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

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

He stated that preliminary work



JOEL ALDRED, president of Baton Aldred Rogers, right, discusses with John Houlding, president of RCA Victor Canada Ltd. some of the details of the multi-million dollar equipment contract he has just signed. In the bottom picture are seen some of the station staff and equipment men who were present at the signing. Left to right standing they are: Hal Lee, videotape supervisor of CFTO-TV; Chris Slagter, CFTO-TV film director; Ken Chisholm, manager, RCA Broadcast Equipment Division; Doug Robinson, CFTO-TV farm director; George McCurdy, McCurdy Radio Industries Ltd.; Bud Tucker, Northern Broadcasting Co. Ltd.; (formerly RCA). Sitting left to right: Al Bruner, CFTO-TV sales manager; Hugh Potter, CFTO-TV assistant chief engineer; Don Williamson, CFTO-TV chief engineer; B. Kayajanian, CFTO-TV controller; Charles Baldour, manager of CFTO-TV and Bob Norton, RCA Victor.

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

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

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

CFTO-TV will also be the first complete installation in Canada to be equipped with RCA Victor's new TK12 1 1/2 inch cameras.

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

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

Aldred stated that Montreal was being studied and their decision as to whether to appoint a sales rep or establish their own sales office would also be made by the end of this month.

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

No Political Influence

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

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

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

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

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

indicates that because of the large modern facilities CFTO-TV will have, they will be able to produce color videotaped commercials for use

on American stations.

It is also possible that they will produce certain color television programs for an American network.

CKGN-TV

NORTH BAY

NOW BOASTS

A

WEEKLY CIRCULATION

OF

18,400

HOMES


Spring BBM 1960

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these television stations

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




HOPE GARBER

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

Another reason why . . .

Western Ontario is sold on



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

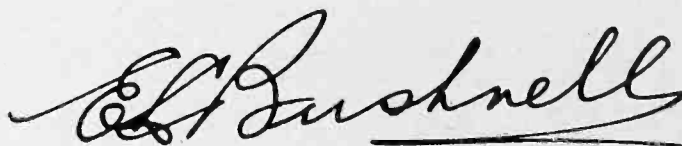
THANKS . . .

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

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

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

This we shall do.



PRESIDENT

BUSHNELL BROADCASTING ASSOCIATES, LIMITED

130 Slater Street
Ottawa - Ontario

Telephones
Central 5-8240
Central 5-4920

CABLE ADDRESS
BUSHBROAD

STATION CALLS



Ron Martin

CJNB, NORTH BATTLEFORD



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

He then stated that if the fund received \$300, he would give up cigars for one week and that if it reached \$400, he would push the mayor down North Battleford's main street in a wheelbarrow. As a result

of his statements, Dekker was forced to abstain from the stogies and in the picture, he pushes six foot three inch, 240 pound Mayor Roy Dean in a motor-propelled construction wheelbarrow to the accompaniment of drum and trumpet. Dekker was accused of welching on his commitment, but he claimed that the refugee rations and cigar abstinence had left him in a weak physical state.

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

EDMONTON RADIO

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

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

CKRC, WINNIPEG

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

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

broadcasts. During AA Week, four programs on the subject were aired.

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

CKEK, CRANBROOK

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

CJAT, TRAIL

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

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

CKDA, VICTORIA

THE "SWIFTSURE CLASSIC", a west coast sail boat race, was recently covered by station CKDA, Victoria. A remote FM radio transmitter was installed aboard a tug boat and announcers Phil Barter and Doug Taylor were on the air twice each hour with five minute reports on the positions of the various boats.

The course ran for a total of 132 nautical miles and during the 35 hours of the race approximately 100 transmissions took place. At the far end of the course, the distance was too great for a direct signal, so a relay point was set up on Mount Shepherd. The sponsor for the broadcasts was the British Columbia Yacht Brokers Harbor Marine.

CKBB, BARRIE

A SPECIAL MARINE weather service for the many boats on Lake Simcoe during the summer, has been set up by CKBB, Barrie. Several promenades, strategically located on the perimeter of the lake, will supply the station with frequent reports on water conditions. The information will be concentrated on CKBB's weekend radio program, *Summer Patrol*, but will also be available on week days should the weather warrant it.

CHAB, MOOSE JAW

THE COMBINED FORCES of CHAB-Radio and CHAB-TV, Moose Jaw, went on the air one hour after the polls closed on Provincial Election day in Saskatchewan, to provide radio and TV audiences with up-to-the-minute results. *Election Report - 1960*, during its three and a half hours on air, provided listeners and viewers with trend commentaries, live interviews with prominent political figures and taped interviews from all over the province. A staff of 55 people was required to make the program possible.

CFOX, POINTE CLAIRE



THE CFOX, Pointe Claire remote broadcast team was at the Dorval Shopping Centre last month, for the choosing of the "Lakeshore Kiwanis Regatta Queen." The contest, held in conjunction with the Lakeshore Kiwanis Regatta Week, was won by Barbara MacNutt, who was sent by CFOX on an expenses paid week-end trip to New York.

In the picture, (l to r) Barbara

MacNutt is interviewed by CFOX program director Ron Bertrand, while Andy Muir of the Lakeshore Kiwanis, studio supervisor Vern Eccles, announcer John Wood, and Shirley Berger of Schneider Cardon Advertising, look on. The program was one of the weekly broadcasts of the *Saturday At Home Show*, which is hosted by John Wood. 10,000 people attended the Regatta Week.

Coast-to-coast
CBC RADIO
provides

MORE

MORE coverage!
MORE flexibility!
MORE live presentations!

You get MORE in every way when you participate in programs scheduled coast-to-coast on the Dominion or Trans-Canada Network! Result: MORE "average-to-high" income listeners for you at a surprising cost per thousand!

CBC RADIO SALES

The greatest
French advertising
medium
in
Quebec

300 000 KV
CHLT-TV CHANNEL 7

SHERBROOKE
We cover
the Montreal market

CHUM, TORONTO



WELL-KNOWN WRESTLERS "Whipper" Billy Watson and Pat Flanagan, last month challenged CHUM, Toronto announcers Al Boliska and John Spragge to a golf match. The contest took place during the "Annual Archie Campbell Memorial Golf Day", sponsored by the Toronto Riverdale Branch of the Kiwanis, and was held at the Cedar Brae Golf and Country Club. Archie Campbell was a former trainer of the Toronto Maple Leaf hockey club. All proceeds from the day went to underprivileged children.

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

The backstage workings of CHUM

were presented last month on CBLT, Toronto's live half hour program, *On The Scene*. For radio listeners, CHUM did a simulcast of the show.

Hosts Joyce Davidson and Alan Millar talked news coverage with Bill Drylie, policy and image with station manager Allan Waters and public service with Phil Stone. Millar discussed music and programming with program director Allan Slight and showed CHUM's latest equipment, along with explanations of its basic operation.

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

Pierre Berton, columnist for THE TORONTO DAILY STAR was also interviewed and gave one of his CHUM Capsule Comments.

The show was written by Norman Klenman.

CKGM, MONTREAL

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

CHEX, PETERBOROUGH

EQUIPMENT FOR A weather station was installed late last month at the CHEX-Radio-Television centre in Peterborough. The special instruments included a maximum thermometer, minimum thermometer, a dry bulb thermometer

and a rain gauge. A continuous graph for recording rainfall will be installed later.

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

CKBW, BRIDGEWATER

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

4th Quarter

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

UP 20.3%

1st Quarter

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

UP 29.1%

TELEVISION IS NOW FIRST-TOPS-HIGHEST IN NATIONAL BILLINGS

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Suite 404

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

Toronto 7

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

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like The Jim Ameche Show

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

CBC Estimates

NEED INCREASED AD-REVENUE FOR MORE PROGRAMS AND WIDER COVERAGE

DURING THE RECENT Commons debate on the CBC estimates for next year there was considerable discussion on the question of CBC coverage and programming.

Speaking for the West, the PC

member for Comox-Alberni, Vancouver Island, Harry McQuillan, asked for more CBC radio and television coverage to offset what he called "indoctrination by foreign propaganda."

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

There was little television on the west coast of the island and he requested a thorough CBC survey. Port Alberni has a population of 20,000, he said.

McQuillan also said that some northern residents wondered whether a United States communications cable with television facilities, which

runs to Alaska, could be tapped.

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

He said he was making his third complaint about interference with the signal from CBY, Corner Brook.

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

However, the signal from the station, now operated by the CBC, could only be heard within a 50 mile radius of Corner Brook. The

cause he said is interference from Radio Station CKEC at New Glasgow, N.S.

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

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

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

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

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

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

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

CHCH-TV APPOINTMENT



Harold G. Burley

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

RCA Names Two Representatives

RCA VICTOR COMPANY LTD., recently announced two appointments.

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

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

Jack Shalinsky has been appointed technical field sales representative.

He attended Strathcona Academy in Montreal and studied engineering physics at McGill University. While at university he worked in the technical products engineering department of RCA, and joined the company on a permanent basis in 1958.

After a year in the engineering department, he was transferred to the research laboratories. In his new post he will be responsible for the sale of scientific instruments and industrial electronic products, including electron microscopes, industrial closed-circuit TV and automation, beverage inspection and food handling equipment. Shalinsky will handle customer requirements in Ontario and Quebec and will be located in Montreal.

cfto-tv appointments



TED DELANEY



FRED ELLIS



NEIL McDONALD



BERNIE Le MAITRE

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



DEPT. OF HISTORY

After watching the telecast of the Democratic convention, I have been wondering whether Great Britain ever got around to ratifying the Declaration of Independence.

. . .

NEXT DEVELOPMENT

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

—:New Arrival

. . .

HELP FOR HUSBANDS

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

. . .

CLOSED CIRCUIT DEPT.

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

. . .

FIGHTING WORDS

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

—:Lewisite

. . .

SILK PURSE DEPT.

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

. . .

LAST STRAW

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

. . .

AUDREY STUFF

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

. . .

HELP WANTED

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

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



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

AND INTERESTED PEOPLE BUY!

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

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

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

Bill Deegan and all the top personalities



..1010-50,000 WATTS

GEM SESSION with CHAT TEEVEE

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

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

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

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

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

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

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

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

CHAT TEEVEE

*Medicine Hat's
Best Advertising
Buy!*

Canadian TV Stations and their Satellites

STATION	CHANNEL	LOCATION	LANGUAGE	AFFILIATION	VIDEO POWER	AUDIO POWER	C.A.B. MEMBER	AIR DATE
MARITIMES								
CBYT	5	Cornerbrook, Nfld.	English	CBC	197 W	98 W	No	June '59
CFLA-TV	8	Goose Bay, Labrador	English	CBC	348 W	174 W	No	Oct '56
CJON-TV	6	St. John's, Nfld.	English	Private (B)	21.04 Kw	11 Kw	Yes	Sept '55
CJOX-TV	10	Argentia, Nfld.	English	Private (B)	200 W	100 W	Yes	May '57
CJCN-TV	4	Grand Falls, Nfld.	English	Private (S)	14.8 Kw	7.4 Kw	Yes	Mar '60
CFSN	8	Stephenville, Nfld.	English	CBC	490 W	245 W	No	Feb '57
CFCY-TV	13	Charlottetown, PEI	English	Private (B)	79 Kw	39.5 Kw	Yes	July '56
CFCY-TV-1	7	New Glasgow, N.S.	English	Private (B)	209 W	104 W	Yes	Jan '60
CBHT	3	Halifax, N.S.	English	CBC	100 Kw	60 Kw	No	Dec '54
CHBT-1	12	Liverpool, N.S.	English	CBC	412 W	248 W	No	Nov '58
CBHT-2	8	Shelburne, N.S.	English	CBC	412 W	248 W	No	Nov '58
CBHT-3	11	Yarmouth, N.S.	English	CBC	412 W	248 W	No	Dec '58
CJCB-TV	4	Sydney, N.S.	English	Private (B)	180 Kw	108 Kw	No	Oct '54
CJCB-TV-1	6	Inverness, N.S.	English	Private (B)	6 Kw	3.2 Kw	No	Nov '59
CBAFT	11	Moncton, N.B.	French	CBC	600 W	324 W	No	Dec '59
KCKW-TV	2	Moncton, N.B.	English	Private (B)	25 Kw	15 Kw	Yes	Dec '54
CKAM-TV	12	Campbellton, N.B.	English	Private (B)	141 Kw	77 Kw	Yes	July '60
CHSJ-TV	4	Saint John, N.B.	English	Private (B)	100 Kw	50 Kw	Yes	Mar '54
QUEBEC								
CKRS-TV	12	Jonquiere, P.Q.	French	Private (B)	42 Kw	21 Kw	Yes	Oct '55
CKBL-TV	9	Matane, P.Q.	French	Private (B)	280 Kw	170 Kw	Yes	Aug '58
CBMT	6	Montreal, P.Q.	English	CBC	43.8 Kw	26.2 Kw	No	Jan '54
CBFT	2	Montreal, P.Q.	French	CBC	100 Kw	50 Kw	No	Sept '52
CFTM-TV	10	Montreal, P.Q.	French	Private	325 Kw	195 Kw	No	1961
CFCF-TV	12	Montreal, P.Q.	English	Private	325 Kw	160 Kw	Yes	1961
CHAU-TV	5	New Carlisle, P.Q.	French	Private (B)	100 Kw	52 Kw	Yes	Sept '59
CFCM-TV	4	Quebec City, P.Q.	French	Private (B)	12.7 Kw	6.35 Kw	Yes	July '54
CKMI-TV	5	Quebec City, P.Q.	English	Private (S)	5.6 Kw	2.8 Kw	Yes	Mar '57
CJBR-TV	3	Rimouski, P.Q.	French	Private (B)	100 Kw	56.9 Kw	No	Nov '54
CFCV-TV	75 (UHF)	Clermont, P.Q.	French	Private (B)	45 W	22 W	No	June '58
CJES-TV	70 (UHF)	Estcourt, P.Q.	French	Private (B)	45.1 W	22.5 W	No	June '58
CKRN-TV	4	Rouyn, P.Q.	French	Private (B)	50 Kw	25 Kw	Yes	Dec '57
CHLT-TV	7	Sherbrooke, P.Q.	French	Private (B)	300 Kw	186 Kw	No	Jan '56
CKTM-TV	13	Trois-Rivieres, P.Q.	French	Private (B)	85 Kw	42.5 Kw	Yes	Apr '58
ONTARIO								
CKVR-TV	3	Barrie, Ont.	English	Private (B)	100 Kw	50 Kw	Yes	Sept '55
CJSS-TV	8	Cornwall, Ont.	Eng. & Fr.	Private (S)	260 Kw	130 Kw	Yes	Oct '59
CHCH-TV	11	Hamilton, Ont.	English	Private (B)	150 Kw	90 Kw	Yes	June '54
CBWAT	8	Kenora, Ont.	English	CBC	493 W	247 W	No	Dec '59
CKWS-TV	11	Kingston, Ont.	English	Private (B)	257 Kw	154 Kw	Yes	Nov '54
CKCO-TV	13	Kitchener, Ont.	English	Private (B)	100 Kw	54.5 Kw	Yes	Mar '54
CFPL-TV	10	London, Ont.	English	Private (B)	325 Kw	195 Kw	Yes	Nov '53
CKGN-TV	10	North Bay, Ont.	English	Private (B)	51.5 Kw	25.75 Kw	Yes	Dec '55
CBOT	4	Ottawa, Ont.	English	CBC	50.1 Kw	26.7 Kw	No	June '53
CBOFT	9	Ottawa, Ont.	French	CBC	55 Kw	31 Kw	No	June '55
CHEX-TV	12	Peterborough, Ont.	English	Private (B)	102 Kw	61.2 Kw	Yes	Mar '55
CFCJ-TV	2	Port Arthur, Ont.	English	Private (B)	28 Kw	15 Kw	Yes	Oct '54
CJIC-TV	2	Sault Ste. Marie, Ont.	English	Private (B)	28 Kw	15 Kw	Yes	Dec '54
CBLFT	7	Sturgeon Falls, Ont.	French	CBC	8.75 Kw	5.25 Kw	No	1961
CBLFT-1	13	Sudbury, Ont.	French	CBC	601 W	361 W	No	1961
CKSO-TV	5	Sudbury, Ont.	English	Private (B)	30 Kw	16 Kw	Yes	Oct '53
CKSO-TV-1	3	Elliot Lake, Ont.	English	Private (B)	4 Kw	2 Kw	Yes	Oct '57
CFCL-TV	6	Timmins, Ont.	English	Private (B)	100 Kw	50 Kw	Yes	June '56
CFCL-TV-1	3	Kapuskasing, Ont.	English	Private (B)	45 W	21 W	Yes	Nov '57
CFCL-TV-2	2	Elk Lake, Ont.	English	Private (B)	3.5 Kw	1.8 Kw	Yes	Aug '58
CBLT	6	Toronto, Ont.	English	CBC	99.5 Kw	53.5 Kw	No	Sept '52
CFTO-TV	9	Toronto, Ont.	English	Private	325 Kw	162 Kw	No	1961
CKLW-TV	9	Windsor, Ont.	English	Private (B)	325 Kw	180 Kw	Yes	Aug '54
CKNX-TV	8	Wingham, Ont.	English	Private (B)	180 Kw	100 Kw	Yes	Sept '52
MANITOBA								
CKX-TV	5	Brandon, Man.	English	Private (B)	19.3 Kw	9.65 Kw	Yes	Jan '55
CBWT	3	Winnipeg, Man.	English	CBC	57.8 Kw	34.7 Kw	No	May '54
CBWFT	6	Winnipeg, Man.	French	CBC	2.87 Kw	1.72 Kw	No	Apr '60
CJAY-TV	7	Winnipeg, Man.	English	Private	325 Kw	180 Kw	Yes	Nov '60
SASKATCHEWAN								
CHAB-TV	4	Moose Jaw, Sask.	English	Private (S)	100 Kw	53 Kw	Yes	May '59
CKBI-TV	5	Prince Albert, Sask.	English	Private (S)	100 Kw	50 Kw	Yes	Jan '58
CKCK-TV	2	Regina, Sask.	English	Private (B)	100 Kw	53.5 Kw	Yes	Aug '54

STATION	CHANNEL	LOCATION	LANGUAGE	AFFILIATION	VIDEO POWER	AUDIO POWER	C.A.B. MEMBER	AIR DATE
CFQC-TV	8	Saskatoon, Sask.	English	Private (B)	325 Kw	180 Kw	Yes	Nov '54
CJFB-TV	5	Swift Current, Sask.	English	Private (S)	13.3 Kw	6.65 Kw	Yes	Dec '57
CKOS-TV	3	Yorkton, Sask.	English	Private (S)	5 Kw	2.5 Kw	Yes	June '58
CKOS-TV-1	?	Baldy Mountain, Man.	English	Private (S)	9.5 Kw	4.75 Kw	Yes	June '60

ALBERTA

CHCT-TV	2	Calgary, Alta.	English	Private (B)	100 Kw	50 Kw	Yes	Oct '54
CFCN-TV	4	Calgary, Alta.	English	Private	100 Kw	50 Kw		1961
CFRN-TV	3	Edmonton, Alta.	English	Private (B)	180.3 Kw	90.4 Kw	Yes	Oct '54
CBXT	5	Edmonton, Alta.	English	CBC	318 Kw	159 Kw	No	1961
CJLH-TV	7	Lethbridge, Alta.	English	Private (B)	171 Kw	85.5 Kw	Yes	Nov '55
CHSA-TV	2	Lloydminster, Alta.	English	Private	14.63 Kw	7.3 Kw	Yes	1960
CHAT-TV	6	Medicine Hat, Alta.	English	Private (S)	6 Kw	3 Kw	Yes	Sept '57
CHCA-TV	6	Red Deer, Alta.	English	Private (S)	13 Kw	6.5 Kw	Yes	Nov '57

BRITISH COLUMBIA

CJDC-TV	5	Dawson Creek, B.C.	English	Private (S)	212 Kw	106 Kw	Yes	Feb '59
CFCR-TV	4	Kamloops, B.C.	English	Private (S)	.75 Kw	.35 Kw	Yes	April '57
CHBC-TV	2	Kelowna, B.C.	English	Private (S)	3.7 Kw	1.6 Kw	Yes	Sept '57
CHBC-TV-1	13	Penticton, B.C.	English	Private (S)	.54 Kw	.27 Kw	Yes	Sept '57
CHBC-TV-2	7	Vernon, B.C.	English	Private (S)	.62 Kw	.31 Kw	Yes	Sept '57
CHBC-TV-3	8	Oliver, B.C.	English	Private (S)	.22 Kw	.11 Kw	Yes	Mar '60
CHBC-TV 72 (UHF)		Princeton, B.C.	English	Private (S)	.03 Kw	.019 Kw	Yes	May '59
CKPG-TV	3	Prince George, B.C.	English	Private	210 W	114 W		1961
CBUT	2	Vancouver, B.C.	English	CBC	47.6 Kw	25.4 Kw	No	Dec '53
CBUT-1	7	Courtenay, B.C.	English	CBC	.625 Kw	.375 Kw	No	1961
CBUT	11	Trail, B.C.	English	CBC	.164 Kw	.082 Kw	No	1961
CBUT-1	9	Nelson, B.C.	English	CBC	.560 Kw	.280 Kw	No	1961
CHAN-TV	8	Vancouver, B.C.	English	Private	180 kw	90 Kw	Yes	Dec '60
CHEK-TV	6	Victoria, B.C.	English	Private (B)	100 Kw	50 Kw	Yes	Dec '56
KVOS-TV	12	Bellingham-Vancouver	English	Private	224 Kw	112 Kw		June '53

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



CKOS-TV
YORKTON
SASKATCHEWAN

"Centre of the Prairie Market"
CHANNEL 3

It's now two for the price of one as we expand into a new and exclusive area with Western Canada's largest satellite. One buy offers you unlimited opportunities to expand your sales with effective promotion and quality programming.

CANADIAN REPRESENTATIVE
STOVIN-BYLES LIMITED
 TORONTO • MONTREAL
 WINNIPEG • VANCOUVER
 U. S. A. : DEVNEY INCORPORATED
 NEW YORK, N. Y.



MOST POWERFUL SATELLITE ON EARTH

THE ATLANTIC PROVINCES
1st TV MARKET

CKCW-TV CHANNEL 2
 MONCTON, N. B.

CKAM-TV CHANNEL 12
 CAMPBELLTON, N. B.

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

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

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

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

WE DON'T SELL TIME !
WE SELL RESULTS



FOR COVERAGE MAP & FULL DETAILS Consult our Representatives

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

SIGHT & SOUND

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



Ian Grant

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

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

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

Collett said the new arrangement should not be interpreted as a re-

flection on the services of the other agencies involved. The appointment has been made in view of the growing complexity of the television situation in Quebec both as to time and properties, and in the light of experience and facilities of Cockfield, Brown's Montreal office.

WILLIAM R. ORR Limited has moved into new offices at 240 Eglinton Avenue East, Room 505, Toronto 12. The new telephone number is HUDson 5-9367.

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

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

JOHAN C. ROBERTSON, formerly president of Nation Wide Interviewing Corp. Ltd., has formed a new research company — Associated Marketing Services Ltd.

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

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

Toronto offices are located at 3425 Dundas Street West. Telephone number is ROger 2-7539. In Montreal, Mrs. Mary Gratrix, a vice-president in charge of the national interviewing staff, will manage the office at 3486 Park Avenue.

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

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

KARL STEEVES of the Broadcast Advertising Bureau, television division, has reported that the gross commissionable national billings in television for the first quarter of 1960 established a new high for that period — \$14,484,680.

This was a 29.1% increase over the corresponding quarter in 1959 and Steeves says that at this rate the TV industry could produce its first sixty million dollar year nationally.

MIKE HIND-SMITH has been appointed manager of CBLT, Toronto. His appointment to this newly created position will mean a stronger effort locally for the key station of the CBC TV network.

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

gramming and sales.

MICHAEL ROLPHE has been appointed assistant time-buyer at McConnell Eastman, Toronto. He replaces Merv Austen who has moved into media.

MATINEE CIGARETTES has bought a five minute radio program featuring Austin Willis, which will run on a number of stations five days a week starting September 12.

The program is distributed in Canada by G. N. Mackenzie Ltd., who also reports that *Show Business with Sinclair* has been renewed.

MEMBERS OF the newly licensed second television stations at a meeting in Winnipeg this week formed the Independent Television Organization. This group is expected to create a second television network in competition with the CBC.

Officers of ITO are: President — Richard E. Misener, broadcast division manager, CFCF-TV, Montreal; vice-president — Ralph Misener, president of CJAY-TV, Winnipeg; secretary — Charles Baldour, manager, CFTO-TV, Toronto, and treasurer — E. L. Bushnell, president, Bushnell Broadcasting Co., Ottawa.

Elected directors were: Finlay MacDonald, president, CJCH, Halifax; Paul L'Anglais, vice-president, CFTM-TV, Montreal; Gordon Love, chairman, CFCN-TV, Calgary; G. R. A. Rice, president, CFRN-TV, Edmonton, and Art Jones, president, CHAN-TV, Vancouver.

EDWARD WILLIAM REYNOLDS, chairman of E. W. Reynolds Limited died at Toronto General Hospital last week. He was 78.

Mr. Reynolds was a reporter for the old TORONTO WORLD for nine years after coming to Canada from England. He started his own agency in 1925 and retired four years ago.

He was treasurer of the Canadian Association of Advertising Agencies for ten years and president for five.

During the second world war he organized the national radio committee, comprising members of the CAAA, CAB and CBC, which directed programs on Victory Loans.

Mr. Reynolds leaves his wife, two sons and two daughters.

NORTHERN BROADCASTING LTD. APPOINTMENT



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

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

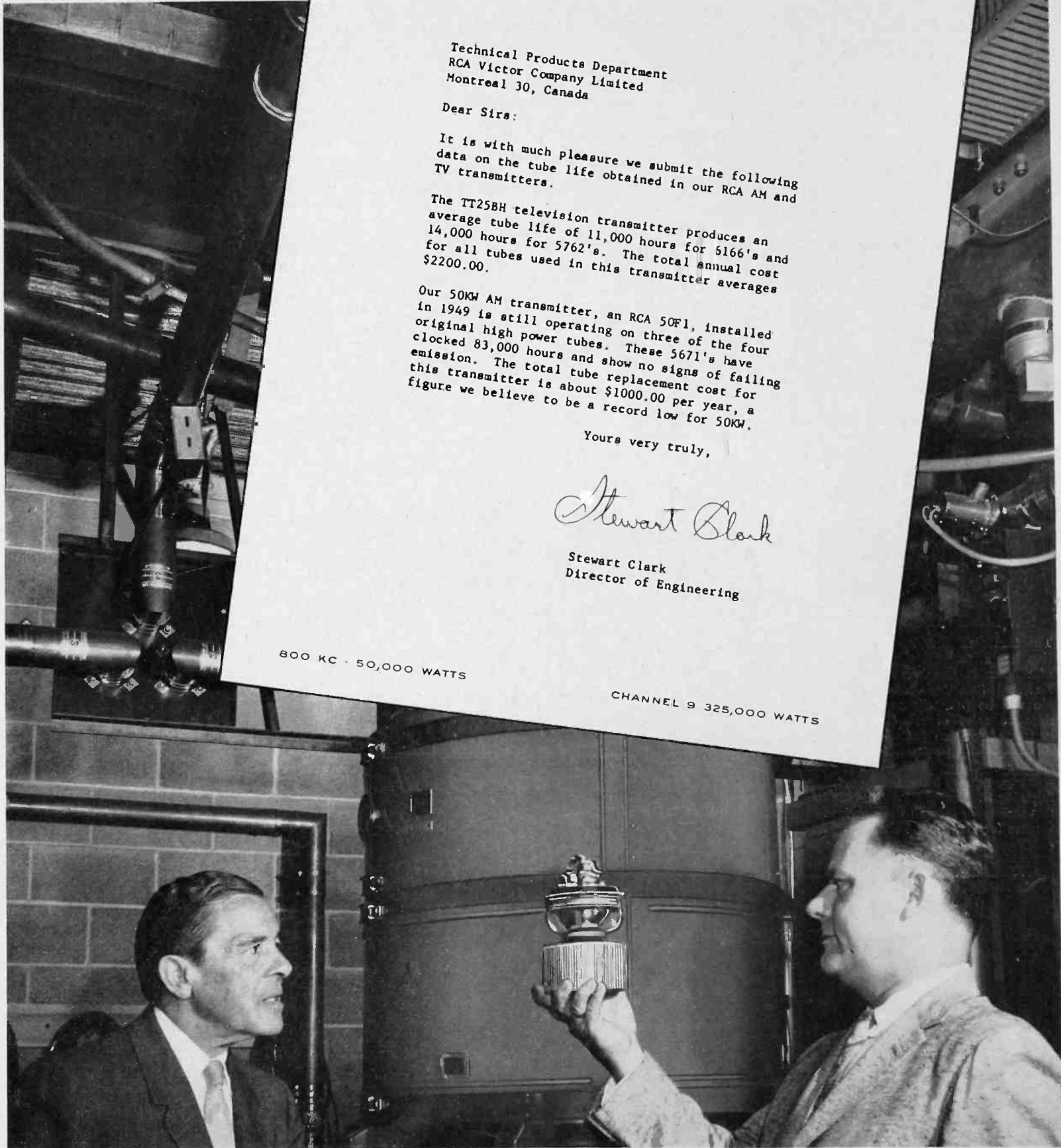
Northern Broadcasting Limited and associate companies, Frontenac Broadcasting Company Limited, and Kawartha Broadcasting Company Limited, operate radio stations CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay, CHEX Peterborough and CKWS Kingston, and television stations CHEX-TV Peterborough and CKWS-TV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

G. N. MACKENZIE LIMITED HAS  SHOWS

like *The Jim Ameche Show*

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

The letter from CKLW, reproduced here, speaks for itself. Our photograph shows the writer, Mr. Stewart Clark, CKLW Director of Engineering, holding up one of the #5762 tubes for Mr. J. E. Campeau, President of the station. In the background is the station's TT25BH transmitter.



AM CKLW TV
WESTERN ONTARIO BROADCASTING CO. LTD.
A DIVISION OF IICO GENERAL INC.
825 Riverside Drive, West,
 WINDSOR, ONTARIO
 May 24, 1960

J. E. CAMPEAU
PRESIDENT

Technical Products Department
 RCA Victor Company Limited
 Montreal 30, Canada

Dear Sirs:

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

The TT25BH television transmitter produces an average tube life of 11,000 hours for 5166's and 14,000 hours for 5762's. The total annual cost for all tubes used in this transmitter averages \$2200.00.

Our 50KW AM transmitter, an RCA 50F1, installed in 1949 is still operating on three of the four original high power tubes. These 5671's have clocked 83,000 hours and show no signs of failing emission. The total tube replacement cost for this transmitter is about \$1000.00 per year, a figure we believe to be a record low for 50KW.

Yours very truly,

Stewart Clark

Stewart Clark
 Director of Engineering

800 KC - 50,000 WATTS

CHANNEL 9 325,000 WATTS



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

BBC Claims Largest and Best Factory

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

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

The studios at the Centre are the

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

There will be seven studios when the Centre is completed, and space is available on the site for more. The first studio to go into operation is one of three with a floor area of 8,000 square feet. Formerly, the BBC's largest studio occupied 6,000 square feet.

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

Artists' accommodations include thirty-six star dressing rooms, and 85 dressing rooms which range from rooms for four to crowd rooms for twenty-five. More than 600 performers can be accommodated.

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

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

CBC APPOINTMENT



WILLIAM E. CHEVRIER

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

NEWSCASTER WANTED

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

Apply with letter and tape:

Allan Slaight,
Program Director,
Radio Station CHUM,
Toronto, Ontario.

EDUCATION RANKS HIGH ON KVOS-TV

SINCE ITS INCEPTION in 1953, KVOS-TV, Bellingham has engaged in a number of educational and public service activities.

On Project 12, a program aired every Saturday, a panel of senior high school students from British Columbia and northwest Washington interviews a foreign university student, a member of a foreign consulate or a visitor from another country. During the three years that the program has been running, over 10,000 high school seniors have participated in the activities of Project 12. This year KVOS will send two students, David Wahl and Andy Danilyiw to foreign countries of their own choice.

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

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

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

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

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

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

AGGRESSIVE

New Radio-Television Station in Eastern Ontario requires the services of a competent, reliable

NEWSMAN

He must have experience in gathering, preparing and delivering the news. In return he will be offered a responsible position, with almost unlimited opportunity.

A letter, or call, giving personal information and brief work history will be

NEEDED

Operations Manager,
CJSS-Radio,
Cornwall, Ontario

\$50.00 REWARD

for information leading to my accepting a position in radio station management, before Nov. 1, 1960.

Eleven years experience all phases, five years present position sales manager (Ontario Kilowatt Station); prefer substantial control and profit-sharing.

Write or wire:

Box A510
Canadian Broadcaster,
219 Bay Street,
Toronto, Ontario.

SCHWERIN TEST DATES

CANADA

JULY 1960 TO DECEMBER 1960

TORONTO

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

NOTE: For information regarding French Television Commercial Testing, contact:

L. O. Thompson, Schwerin System, EM. 4-6372.

TELEVISION PRODUCER REQUIRED BY LARGE TORONTO AGENCY

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

Apply giving full details of experience and salary requirements to:

Box A511
CANADIAN BROADCASTER
219 Bay St., Toronto, Ont.

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



FROM AMPEX... IN A CHOICE OF TWO MODELS

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



A NEW VIDEOTAPE* TELEVISION RECORDER

The years-ahead Ampex features

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

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

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

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

For complete detailed information write:

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

AMPEX

*TM Ampex Corp.

CFTO-TV

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

At this writing, our Sales Manager Al Bruner, has been introducing our Toronto National Sales Representatives to the trade; Fred Ellis, Neil MacDonald and Bernie Le Maitre bring a wealth of agency, station and client knowledge to our organization. They are the nucleus of a team geared to work with agencies and clients to achieve the maximum sales potential that is TO-TV. Covering the Regional sales front and

headed by Ted Delaney are Robert Baum, John Bromley, Bob Clinton and Eric Jackson. The balance of our sales organization in Canada and the United States will be finalized soon.

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

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

Joel Aldred