



Canadian
BROADCASTER

Vol. 19 No. 15

TORONTO

August 4th, 1960

CKCY's CGE MOBILE STUDIO helps to emphasize the flexibility and immediacy of radio. With numerous broadcasts interspersed throughout each broadcast day, more and more listeners are attracted to CKCY in order not to miss anything going on. Above, John Meadows reports on shipping conditions in the St. Mary's River. Story on page 4. The photo is by Thomas.

- CBC ANNUAL REPORT 3
- PROGRESS OF SECOND TV STATION 10

RADIO REACHES THE FLAGPOLE SITTERS

But there are many other --- and more important --- specialized groups that radio lets you reach day after day.

- **HOUSEWIVES** --- that huge group of women who control such a big share of every dollar spent on retail purchases. They're almost always near a radio, receptive to your message.

- **RURAL LISTENERS** --- never easy to reach with other media --- they depend heavily on radio.

- **TEEN-AGERS** --- steadily developing their own buying habits and strongly influencing those of their parents --- have an addiction to radio that is boundless.

- **SPORTS FANS** --- who avidly follow their favorite teams via radio --- like other special groups --- are strongly influenced by what they hear.

With Radio, you can pick these or any other radio audience that wants what you have to sell—and turn the right people into customers.

We're ready to help you do it!



Radio Division

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

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

Canadian BROADCASTER

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

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Vol. 19, No. 15

25c a copy (Directory Issues 50 cents) — \$5.00 a Year — \$10.00 for Three Years

August 4th, 1960

You Can't Sell Without The Right Copy

The buying and selling of broadcast advertising on a purely statistical basis has worked well, in spite of criticism from everyone, except the stations which get the contract. But there is room for further improvement.

Recently we ran two help wanted ads in the same issue of this paper. They were the same size and ran next to each other on the same page. Whatever statistical yardstick you applied, you came up with the same answer. And what happened?

Advertisement "A" drew one reply and "B" received 43. Why? How could this be?

The answer is that "A" was advertising a run-of-the-mill job on a Canadian station, while "B" was announcing an opening in the Caribbean Islands.

Radio and television stations and their representatives do everything in their power to sell their *area*, their *medium* and their *station*. Yet they make no effort to help the agencies make their advertising work better by helping them to prepare more effective selling copy. Stations do this regularly in the local field, but nationally it is neglected.

Maybe it would be presumptuous to tell the agencies how to write copy. But broadcasters and their reps do not hesitate to offer "advice" on market and media selection which is an agency responsibility too.

On the face of it, it is practical and economical for the agencies to tape their commercials and send duplicates to all the stations they propose to use. This results in one of three things. A sophisticated strictly metropolitan commercial will be broadcast in farming communities; the stations in these areas will be given a miss because the copy

— not the product mind you, but the copy — is not "rural"; or the agency will turn out an innocuous piece of copy calculated not to offend anyone, in the hope that it will do a good enough job to justify its cost.

The independent broadcasting stations refer to themselves as "selective stations", because they enable advertisers to buy where they can derive the most benefit rather than having to take a network package which includes areas in which they have no interest. Surely it would be a simple matter to extend this "selectivity" into the creative field of copy and advertising ideas, because, for all that they are sisters under the skin, the Colonel's lady and Judy O'Grady do *not* both make all their domestic purchases for the same reasons.

"Ladies and gentlemen" is a common way of addressing an audience, yet we used to know a station on which this phrase was forbidden. Why? Because in this particular area, the people preferred to be addressed as "Folks!"

Undoubtedly there are many products, such as soap and breakfast food, whose appeal is the same for all levels of society, and in rural and metropolitan areas alike. In such fields, the broadcast media do well. But there are many products, which, for some reason or another, are never heard of on the air. They have been using the newspapers for generations, so why change?

This may be the reason why broadcasting is left out in the cold in these instances. Then again, the *real* reason may be that these accounts do not use radio or television because nobody has ever told them how.

Third Column

KNOCK, KNOCK. WHO'S THERE?

THE LATEST in the series of "buck" contests run by CHUM is the "Bucks For Knocks" contest. Listeners are awarded one dollar for submitting "knock-knocks" which are used on the air.

Previously, CHUM has run the "Bucks for Breaks" contest, in which listeners were given a dollar for usable station breaks; the "Bucks for Bick's" contest, with dollars being awarded for having Bick's Pickles in the house; the "Bucks for Yucks" contest for jokes; and the "Bucks For Clucks" contest in which listeners made attempts to cluck like a chicken.

Here are a few of the "knock-knocks" which have been used in the "Bucks For Knocks" contest.

"Knock, knock. Who's there? Eisenhower. Eisenhower who? Eisenhower late for work already on account of listening to CHUM."

"Knock, knock. Who's there? Leopoldville. Leopoldville who? Leopoldville listen to CHUM all day if his wife vill let him."

"Knock-knock. Who's there? Sam and Janet. Sam and Janet who? Sam and Janet evening I'll win the knock-knock contest."

"Knock, knock. Who's there? CHUM. CHUM who? CHUM people will do anything for a dollar."

Al Farrell, CHUM's promotion manager, says that these small prize contests seem to attract more attention and interest than contests offering large cash awards.

(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.



International Business

WILL TO WORK IS MAIN ASSET OF ORIENTAL INDUSTRY

BUSINESS COMPETITION in the Orient, especially in the field of electronics, is not a temporary situation, and it is one which Canadian business has to investigate and act upon if it is to continue in the field of world business.

Stuart M. Finlayson, president of Canadian Marconi Company, who has travelled extensively in the east, points up the tremendous growth of population in various Oriental cities. For example, in Tokyo alone, there are something like nine and a half million people, or half as many as

there are in all of Canada. In the whole of Japan, there are more than ninety million, compared with seventeen or eighteen million Canadians.

In Hong Kong, there are three million people, as compared with eight hundred thousand before the war. In Indonesia, there is a population of between eighty and ninety million people; and in the complex made up of Burma, Siam, Malaya

and what we call the free part of Viet Nam, we find close to another hundred million people.

Mr. Finlayson waxes emphatic about the concepts about the Orient which are common in Canada and a good part of the rest of the world, and which he feels "are leading us down a path of complete illusion."

He would like to see the popular idea that the Oriental, and particularly the Japanese, is "a copyist and that he is somehow or other stealing our brains and riding on our backs in many respects" put adequately in focus. "I wonder what we are", he asks.

"Shouldn't we stop to think about a few of the cardinal things that we take as common, everyday, and ask ourselves where they came from?"

"Where did the railway originate?"

"Where did radar come from?"

"Who invented the magnetic compass?"

"Who created the first workable automobiles and the first internal combustion engines?"

"Who designed the diesel engine in its first form?"

"There are many other things that one could mention, which did not originate in North America, but we have been very successful in copying them very completely, and we have, of course, in some cases improved them."

Mr. Finlayson does not believe that the Oriental is any more of a copyist than anyone else is, and, as he puts it, "there is good evidence that he's beginning, perhaps in a small way, to originate useful forward-looking techniques and technology."

THE SWEAT-SHOP FALLACY

It is believed that Orientals work in sweat-shops under a kind of indentured slave-labor system. Mr. Finlayson saw some of these sweat-shops.

"I was privileged", he says, "to see eight or nine of the very prominent Japanese electronic firms and their factories, and I could tell you right now that I would be very proud if we had some of these sweat-shops here in Canada, in which to employ our people."

There was, as an example, the transistor plant he visited, where

there were four thousand people employed. Everybody wore a white smock and all the girls wore kerchiefs on their heads. A large part of the plant was air-conditioned.

This plant, he found, was supplied with the very latest in machinery, and, at the present time, it is turning out nearly four million transistors a month.

He was shown statistics which indicated that the Japanese transistor manufacturer has already surpassed that of the United States by a significant margin, and there is a clear indication that this margin will continue to increase. In this factory, there were certain techniques which he does not believe have been employed on this continent.

The theory that the Oriental produces a second-rate shoddy product is one which should be de-tonated, Mr. Finlayson believes.

As regards electronic products, which are his main interest, he emphasizes that their products are not shoddy.

"They are well-conceived; they are well put together; they are well engineered; their quality control and their test methods are first class; and their products are not only not shoddy, but in some respect we could emulate them without disadvantage to ourselves."

While admitting that labor throughout Japanese plants receives a daily wage which about equals the hourly pay of their Canadian counterparts, he points out that "in behind those labor rates is what, to us at least, would be an incredible will to work."

THE WILL TO WORK

Far from stemming from slave-driving methods, "the work pace seems primarily to arise from the desire on the part of the Oriental to work, because if you don't work, you don't eat -- a very simple concept which perhaps we have allowed to drift into the back of our minds."

Mr. Finlayson doubts seriously whether the Oriental wants to emulate our standard of living. This is his answer to the popular belief that the problem of competing with the Orient will be solved when their standard of living rises to equal ours.

He feels that the Oriental has a standard of his own, and that the chances are good that, as he moves forward industrially, he will develop different standards, adapted to his background and history, which will not necessarily be competitive with our standards at all.

Even if the Japanese lifted their way of living to our standards, and he doubts that this will happen in the foreseeable future, he says: "What about the eighty odd million people in Indonesia? Maybe they'll

just step in the breach." And then there are the hundred million in the Burmese-Malaya complex. And then the Indians who work for 42 cents a day.

Mr. Finlayson stresses the importance of trading with these people. He points out that, at the present time, Canada is selling to Japan "something of the order of about four dollars for each two-and-a-half to three dollars that we buy from them".

He pinpoints the problem as "the incredible will to work, the incredible eagerness to serve a customer." He wonders if sometimes "we haven't kind of forgotten some of these principles."

On the other side of the question, Mr. Finlayson points out that any nation, including the Oriental, has limitations, such as lack of primary materials; difficulty in importing such material when they need it; language; climate. He feels that "it is not reasonable to assume that any nation can continuously go ahead and not encounter something that will hold up its progress or even push it backward."

THE STORY MUST BE TOLD

His great concern is that recognition of the problem is not as widely spread as it might be.

After business has recognized the problem, the next step, he says, is to "discuss it among ourselves, dispassionately, in simple language, and in terms likely to appeal to the listener."

"I think we have to sit down, company by company, industry by industry and group by group and think about the thing."

Managers can acquire the information and see that the people in their own companies and their own industries and elsewhere are acquainted with the facts.

On the labor side, he believes that we must persuade our work forces to abandon all those facets of modern industry which are non-productive. He stands for the elimination of unnecessary paper work, and non-productive manufacturing procedures.

"The more competitive we make ourselves", he says, "the more sure we are to maintain employment at a maximum level and at the best possible rates that can be thought of."

"We must be fair, and at the same time we must be firm with ourselves and our employees in their own interests as well as that of the company and the industry."

Once business itself is thoroughly cognizant of the problem, Mr. Finlayson feels that it ought to be possible to "persuade our friends in Ottawa, or wherever else they may be, how something could be done

(Continued on page 7)



Stuart M. Finlayson

CKOS
TV
YORKTON
SASKATCHEWAN

THE VOICE OF THE
WEALTHY PRAIRIES

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

FOR EVERY DAY
TRAVEL or
UNIQUE AND
GLAMOROUS
TRIPS call us

CLAIRE WALLACE
TRAVEL BUREAU LTD.

126-a Cumberland St.,
Toronto, Ont.
(City parking opposite our door)
WA. 5-4284

G. N. MACKENZIE LIMITED HAS ^{the} SHOWS

like The New Automotive Sales Library

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

Advertising

Ont. Radio May Not Get Liquor Revenue

RADIO STATIONS in Ontario have little or no hope of getting any of the beer and wine advertising money expected to be available with the bringing into effect of the new Ontario Liquor Advertising Code August 1.

Members of the Canadian Radio Station Representatives Association were told this by various speakers at a meeting in Toronto last week. Also at the meeting, as onlookers, were Dr. Andrew Stewart, chairman of the Board of Broadcast Governors; William Pearson, BBG legal counsel; and William Collings, chairman, and Colonel S. Woodrow, legal counsel, of the Liquor Control Board of Ontario.

The CRSRA consists of the heads of the fifteen firms which act as national sales representatives for almost all of Canada's radio stations. Presiding at last week's meeting was Association President Robert Leslie of National Broadcast Sales.

Members of the Association who had been delegated to approach the different brewery and winery companies and their ad agencies, gave reports which showed that with little exception no radio advertising was contemplated by any of the companies in Ontario despite the new Liquor Advertising Code.

Many breweries feel that the Code is too restrictive. The BBG regula-

tions state that nothing less than a ten-minute program can be purchased and that the only advertising content allowable in such programs is a mere introduction and closing: "This program is brought to you with the compliments of the ABC Brewery."

The representatives repeatedly reported that those they contacted stated that until radio obtained parity with print, in which (effective September 1) advertising will be allowed to include "product, brand, body label, trade marks, established slogans, recipes and copy descriptive of the merits of the product" the use of radio would not be considered worth the money to advertisers.

The meeting heard several radio announcements which had been written to conform with the print regulations and it was suggested that if the BBG could amend its rules on radio advertising, agencies were prepared to buy the medium on such a basis.

Neither Dr. Stewart or members of the LCBO official group made any comment on the announcements.

The meeting was also attended by a committee from the Central Canada Broadcasters, Association, headed by Cam Ritchie of CKLW-Radio-TV, Windsor. He said representations were being made to the BBG at the next meeting in September.

**WELCOME
TO
CJCH-TV
HALIFAX**

After more than ten years in association with CJCH-Radio, we are proud to announce that we have been appointed national sales representatives in Toronto and Montreal for Halifax's new Television Station CJCH-TV.

We pledge the same service and co-operation to agencies and their clients which goes hand in hand with Mulvihill representation.

**Paul Mulvihill
& Co. Ltd.**

TORONTO

MONTREAL

ORIENTAL INDUSTRY (Continued from page 6)

differently, from a legislative point of view, that would assist labor, would assist employment, would assist industry either generally or in particular, depending on the circumstances. How can our tax burden be reduced?"

FACE THE FACTS AND ACT

The problem is not insoluble. Mr. Finlayson is sure of that. He even feels that it is a good thing that we are faced with "an economy up on stilts. Sooner or later," he says, "one of the stilts is going to get on a round stone and slip out from under us, or else somebody is going to pull the bottom of the stilt out and we are going to come down with a terrible crash."

To sum up, in his own words, Mr. Finlayson says:

"Isn't it wise for us to face up to the problem in the first instance, and try to apply to our international trade and our relations with the

Oriental the same kind of philosophy that we are trying to apply in our dealings with ourselves?"

"Our suppliers are our customers and our customers are our suppliers. We've been accustomed to competition, and, goodness knows, in the electronic business we don't need any more. We've got all we can handle, plus about two hundred per cent.

"But that doesn't mean that we have to think of it in that sense internally, and then, somehow or other, put ourselves in a completely illogical position of going to a foreign country and saying: 'You mustn't compete with us. That's a specialty just for North America. We are different'.

"If we do, not only will we lose face in the mind of the Oriental, but we will have opened up for his economic attack a tremendous fissure in what otherwise would be a much more solid situation."

1000 watts **CFCO Chatham** 630 kcs.

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

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



























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

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

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

CHATHAM, Elgin 2-3000

P.O. Box 550

		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 & Towndraw in Toronto
Forjoe & Co. in the U.S.A.

CFAC, Calgary

CELEBRATES 38th WITH SPONSORS

IN CELEBRATION of CFAC, Calgary's 38 years on the air, a party for local sponsors, representatives of national advertisers and representatives from local advertising agencies, was held in the Palliser Hotel in Calgary. On display was a teletype machine set up for regular operation and an exhibit of CFAC awards. These included:

1945 - Beaver Award - CANADIAN BROADCASTER, to Earle Connor, for distinguished service to Canadian radio by his willingness to cooperate with other station engineers during the years of equipment shortage.

1951-52 - BILLBOARD's 14th annual Radio & Television Promotion Competition. First place in Radio-As-A-Medium Promotion, 5,000 - 20,000 watt stations.

1952 - Canadian Radio Awards - First award in the Drama-Non-Network Class to the program *Breeches From Bond Street*, produced by Clarence Mack, in recognition of the excellence of its aim,

West, for notable achievement in radio advertising.

1956 - Beaver Award - CANADIAN BROADCASTER, for distinguished service to radio and television broadcasting, for their initiative and originality in promoting "Ipana Week in Calgary" by enlisting the cooperation of school, church and other community groups.

1960 - "Miss Telephone Personality 1960" - Lois Martin - for the Telephone Order of Personality and Service. Awarded by the Advertising and Sales Bureau of the Calgary Chamber of Commerce.

Certificate of Commendation to Clarence Mack and CFAC for an outstanding contribution toward the betterment of overall programming by constructive talk and participation in BMI program clinics.

A live broadcast was done from the stage of the hotel, which was directed by assistant production manager, Clarence Mack. Also participating were production manager George Brown, newsman George

TENTH THE
M
PER
N TV HITS!

shows —
AUDIENCE.
AM COST!

PENDENT TV,
MASS-APPEAL,
HOWS.

DICKSON

turned out the Canadian RADIO years: also locally "CE!". 7 years. locally televised: (in British TV.)

-TV, Roy went to Independent TV. shows (6 series -- Full House, Pix, and has a series of "number!", scheduled by 244 more, by

E TOP TEN, some THE No. 1 SPOT! of that of song-'n-

their fairness and "ion" was a factor, s were so devised es unquestionably

now returned to far from settled ager to talk over -sponsorship, of a que and original ready to go, a lot

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ROY BEAT TO BEAT SHOW. WHY AUDIENCE? ROY BEAT TO BEAT SHOW. WHY AUDIENCE? ROY BEAT TO BEAT SHOW. WHY AUDIENCE? ROY BEAT TO BEAT SHOW. WHY AUDIENCE? ROY BEAT TO BEAT SHOW. WHY AUDIENCE? ROY BEAT TO BEAT SHOW. WHY AUDIENCE?

ABRACADABRA, in its second nonstop year in Britain, and (taped ahead) running there now. Fascinatingly different; real hit; huge mail-puller. Currently under option.

THE \$1000 WORD, developed from long-term success "Turnabout". Top-Tenned regularly (in £'s); increased to 45 minutes, and worked up to No. 1 among all ratings!

TRY FOR TEN! A simple, unique, rapid-fire format. Particularly low-budget; at present being considered for British TV. Loaded with viewer-participation, suspense.

CLAIM TO FAME, the first true Canadian panel-game, ran over a year in local TV (Hamilton) and a great favorite. Plenty of visual stuff; now booked for Wales.

FULL HOUSE, another big success in Britain, has many unique angles. Started regionally, and was soon taken over by entire network. Got a tremendous press.

AROUND THE WORLD IN 80 WAYS. A most original format. Full of twists, cliffhangers. Actually highly educational, without being any the less fun to watch.

SOAPBOX, a simple and very different sort of program. Aired for 26 (good in U.K.!) regionally, developed huge following (main topic in pubs!) and drew stacks of mail.

THINK OF A NUMBER! Once an interlude on our "P.M." show for CHCH. Now a 15-minuter, incredibly inexpensive. Rivets viewer-attention. (Taped for Fall in Britain.)

THE FACTFINDERS, lively audience-participation game: not a quiz, yet all of it.



WHOOPIING IT UP at CFAC, Calgary's 38th anniversary party are local sponsors, representatives of national advertisers and local advertising agencies. The celebration was held in the Palliser Hotel in Calgary.

Its form and content and the quality of its performance.

1953 - National Safety Council - Award presented to Jenkin's Groceries for the exceptional service to safety with CFAC's *Toast & Marmalade* program.

1954 - Beaver Award - CANADIAN BROADCASTER, for distinguished service to Canadian broadcasting.

1954 - Ohio State University, 18th American Exhibition of Educational Radio-TV programs, honorable mention, for the program series *This Week*.

1955 - Ohio State University, 19th American Exhibition of Educational Radio-TV programs, first award in the Regional Classification for a Public Affairs Program, for the program series *State Your Case*.

1955 - Ohio State University, 19th American Exhibition of Educational Radio-TV programs, honorable mention in the Regional Classification for a program directed to special interest groups, for the program series *Today in Business*.

1955 - First award - presented by the Advertising Association of the

Lavalley and announcer Doug Short. The humorous aspect of the show was provided by CFAC's Stu Phillips and the Cowtown Jamboree, John Church of the farm service department, who was dressed as a typical southern Alberta farmer, sports director Eric Bishop and chief engineer Earle Connor.

Men and women from every department of CFAC were introduced and feature recognition was given to sponsors who had been with the station for more than twenty-five years. As a conclusion to the broadcast, manager Don Hartford gave his personal thanks to all local sponsors and representatives.

After the program, guests adjourned to the main ballroom for informal chatter and refreshments. The wife of each advertiser present received a long playing record.

DICKSON IS AUDIENCE! DICKSON IS AUDIENCE! DICKSON IS AUDIENCE! DICKSON IS AUDIENCE!

Bans Payola and Quiz Rigs

A BILL WHICH would tighten regulation of US radio and television broadcasting won approval in the House commerce committee last month.

The measure would allow the Federal Communications Commission to suspend a broadcast license or fine the station \$1,000 a day if it operated improperly. Also, the FCC could limit licenses to a short term if it was doubtful about the applicant.

The legislation would provide the first flat ban on payola and the rigging of quiz shows. Violators would be subject to criminal prosecution, with a maximum fine of \$10,000 and a year in jail.

Circulation

of any
Private Station in
ONTARIO

Elliott-Haynes

Paul Mulvihill
& Co. Ltd.

TORONTO - MONTREAL

Representing these television stations

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

CALDWELL EQUIPMENT
has ALL the SOUND EFFECTS
447 JARVIS ST. • TORONTO 5 • WA 2-2103

		FIRST
	IN	
* 26		OF
	BBM	
HALF		

auditorium allowed members of the audience to put their questions directly to the surgeon.



PAT MURRAY

This versatile family man has made "PANORAMA" a Supper Time "must" in Western Ontario television homes.

Western Ontario is sold on **CFPL-TV**
CHANNEL 10 LONDON

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

IN OPERATION BY JANUARY, 1961

in Canada by Stovin-Byles and in the US by Weed & Co. Details of programing plans and sign-on and sign-off times are not available yet. The station expects to hit the air November 1.

CHAN-TV, VANCOUVER

President and general manager of Vantel Broadcasting Co. Ltd. is Arthur F. Jones. Vice-president is Ted Eakins and station manager is Ray Peters. Other staff members include: Ken Bray — operations manager; M. F. (Tosh) MacDonald — commercial promotion; Ernie Ross — chief engineer; Dale Donaldson — assistant chief engineer; Mervin Stone — program manager; Roy Jacques — news director; Keith Cutler — executive news producer; Lucille Cameron — talent director; Terry Hardcastle — production assistant and Bob Freedman — office manager and chief accountant. CHAN-TV will broadcast with a power of 180 kilowatts video and 94 kilowatts audio. Broadcast hours will be from 12.00 noon to 2.08 a.m. Monday through Friday, 9.00 a.m. to 2.08 a.m. Saturday and 11.00 a.m. to 1.08 a.m. on Sunday.

The station calls itself "Greater Vancouver's Own Television Station", and says it will offer complete promotion and merchandising facilities, campaign progress reports and market studies to advertisers.

CHAN-TV estimates that within the A coverage area there are 864,800 people in 260,400 households of which 228,160 have television sets. Within their B coverage area there are 214,000 people in 64,800 households of which 48,600 have television sets.

The station intends to pay special attention to local news and as a step towards this aim they will have two specially equipped mobile units that can provide on the spot coverage of any event in any part of the city at any time of the day or night. Rates are: \$550.00 for one hour in Class "A" time for one occasion only and \$140.00 for a one minute spot in Class "A" time.

CHAN-TV is being represented in Canada by All-Canada Radio & Television Limited. It hopes to be on the air by mid-fall.

CFCF-TV, MONTREAL

General manager of CFCF-TV is Richard E. Misener; Vin Dittmer is business manager; R. J. Johnston is sales manager; S. B. Hayward, program manager; Jim Boyd is operations manager; J. C. Douglas is chief engineer and John Logan is controller. Power of the station will be 325 kilowatts video and 160 watts audio. Their programing day will start at 9.55 a.m. and end at 12.30 a.m. every day of the week. They expect to begin telecasting in January of next year. CFCF-TV rates are \$1,000 for one-hour in Class "AA" time and \$250.00 for a one minute announcement in Class "AA" time.

Offices of CFCF-TV are located at 7200 Hutchison Street, Montreal 15. The telephone number is CRescent 3-3681.

They will have three studios. One will be a 20 x 30 studio for sports, news, panel and interview shows. The other two will be 50 x 70, to be used interchangeably for production of more elaborate live programs. One of these larger studios will have a built-in theatre-type auditorium for the regular accommodation of studio audiences. Seating capacity will be 150.

The studio plant is designed, according to CFCF-TV, so that it can be almost doubled by the addition of two more 50 x 70 studios and their associated equipment, when the need arises.

They will have two mobile units equipped with Marconi Mk. IV cameras. One for live coverage of local events and the other for videotape recording.

CFCF-TV will broadcast on channel 12 over a total radius of 62 miles from the centre of Montreal.

The station is represented in Toronto, Winnipeg, Calgary, Vancouver and Montreal by All-Canada Radio & Television Limited. Reps in the US are Weed & Co.

CFTM-TV, MONTREAL

Tele-Metropole Corporation expects to have their station on the air by the end of January, 1961.

President of the company is J. A. DeSeve; Paul L'Anglais is vice-president; Andre Ouimet is second vice-president and controller general and Maurice D. Godbout is secretary-treasurer.

So far, staff members include Roland Giguere — manager; Maurice Bastien — film director and Maurice Doucet — chief engineer. All three were formerly with the CBC in Montreal.

There is no information available at the present time concerning, rates, representation or programing.

CFTM-TV will operate with a power of 325 kilowatts video and 195 kilowatts audio. In their application to the BBG they proposed to broadcast only 55 hours a week at the start of operations.

At the present time there is no information about CFCN-TV, Calgary; CBXT, Edmonton; CJCH-TV, Halifax and Bushnell Broadcasting in Ottawa.

The progress of the new Toronto station CFTO-TV was reported in the July 21 issue of this paper.

Gunsmoke Renewed

Gunsmoke, distributed by Caldwell Television Film Sales, has been renewed in 34 Canadian markets by Remington-Rand, through Cockfield, Brown and the Javex Company, through MacLaren Advertising. The renewal was for an additional 52 weeks of the program. This makes four years that Remington-Rand will have sponsored Gunsmoke. Javex is in its second year with the show.

Grant Takes Over At BBM

DUNCAN C. GRANT has been appointed executive vice-president of the Bureau of Broadcast Measurement, succeeding Charles A. Burton who has resigned due to ill health.



Duncan Grant Graham Wallace

Grant was born and educated in Toronto, graduating from the University of Toronto.

For the past seven years he has been Ontario sales manager of the E. B. Eddy Company heading three Ontario offices and in charge of the sale of all products which include fine paper, paperboard and consumer products.

Prior to that he was with Dow Chemical of Canada as sales promotion and merchandising manager of all products.

He is past president of the Toronto Advertising and Sales Club, a member of the Carlton Club and the Board of Trade.

Appointed to the job of members relations is Graham Wallace, well experienced in public relations and promotion. He was formerly with the CBC and Commerce Clearing House (CCH) Canadian Limited.

Nielsen Moves Into Japan

A. C. NIELSEN Company, the world-wide marketing and advertising research firm, has signed a five year contract with the Nihon Television Network Corporation of Tokyo, the major broadcasting organization in Japan.

Nielsen Television Index service for Japan results largely from personal on-the-spot studies by Arthur C. Nielsen, founder and chairman of the research firm, culminating in his formal agreement with Matsutaro Shoriki, chairman of Nihon Television Network.

Japan's interest in metered television audience measurement points up the rapid growth of Japanese television, which is keeping in step with the nation's expanding economy.

In Tokyo, with a population of more than nine million, more than 40% of the families now have sets, while other metropolitan areas have experienced similar growth rates in set ownership.

Initially, the new Nielsen service to Japan will measure the Tokyo and Osaka television areas. It is contemplated that it will be progressively extended to other major television areas in the country.

As a syndicated operation the service is available to all stations, advertisers, agencies and others with business interests in Japanese television.

Japan becomes the thirteenth country in which Nielsen research services are available.

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2 TO 3 TIMES THE AUDIENCE.
FRACTIONAL PROGRAM COST!

AVAILABLE, FOR INDEPENDENT TV,
ORIGINAL, LONG LIFE, MASS-APPEAL,
LOW-BUDGET SHOWS.

CREATED BY

ROY WARD DICKSON

Roy, you may remember, turned out the THREE longterm TOP Canadian RADIO hits ("FUN PARADE", 17½ years; also locally televised. "TAKE A CHANCE!", 7 years. "TURNABOUT", 6 years; also locally televised: then networked for 3 seasons in British TV.)

After 244 shows on CHCH-TV, Roy went to Britain to await Canadian Independent TV. There, he has aired 231 shows (6 series -- Turnabout, The £1000 Word, Full House, Pix, Soapbox, and Abacadabra) and has a series of 13 on tape, "Think of a Number!", scheduled there for this Fall. Exactly 244 more, by coincidence!

EVERY SERIES MADE THE TOP TEN, some frequently, ONE GAINING THE No. 1 SPOT!

Their cost was a fraction of that of song-'n-dance and drama shows.

They were acclaimed for their fairness and integrity wherever "competition" was a factor, and all formats in such cases were so devised as to make these qualities unquestionably obvious to viewers.

Roy (and family) have now returned to Toronto. Though, of course, far from settled down yet, he's ready and eager to talk over plans for sponsorship, or co-sponsorship, of a limited number of his unique and original shows (of which he has 33 ready to go, a lot of them PROVEN).

A few of them are listed at right

INDEPENDENT TV IS JUST ABOUT HERE. ROY WARD DICKSON IS BACK. PLAN TO BEAT BUDGET PROBLEMS WITH A DICKSON SHOW. WHY SPEND FAR MORE FOR FAR LESS AUDIENCE? INDEPENDENT TV IS JUST ABOUT HERE. ROY WARD DICKSON IS BACK. PLAN TO BEAT BUDGET PROBLEMS WITH A DICKSON SHOW. WHY SPEND FAR MORE FOR FAR LESS AUDIENCE? INDEPENDENT TV IS JUST ABOUT HERE. ROY WARD DICKSON IS BACK. PLAN TO BEAT BUDGET PROBLEMS WITH A DICKSON SHOW. WHY SPEND FAR MORE FOR FAR LESS AUDIENCE? INDEPENDENT TV IS JUST ABOUT HERE. ROY WARD DICKSON IS BACK. PLAN TO BEAT BUDGET PROBLEMS WITH A DICKSON SHOW. WHY SPEND FAR MORE FOR FAR LESS AUDIENCE?

ABRACADABRA, in its second nonstop year in Britain, and (taped ahead) running there now. Fascinatingly different; real hit; huge mail-puller. Currently under option.

THE \$1000 WORD, developed from long-term success "Turnabout". Top-Tenned regularly (in £'s); increased to 45 minutes, and worked up to No. 1 among all ratings!

TRY FOR TEN! A simple, unique, rapid-fire format. Particularly low-budget; at present being considered for British TV. Loaded with viewer-participation, suspense.

CLAIM TO FAME, the first true Canadian panel-game, ran over a year in local TV (Hamilton) and a great favorite. Plenty of visual stuff; now booked for Wales.

FULL HOUSE, another big success in Britain, has many unique angles. Started regionally, and was soon taken over by entire network. Got a tremendous press.

AROUND THE WORLD IN 80 WAYS. A most original format. Full of twists, cliffhangers. Actually highly educational, without being any the less fun to watch.

SOAPBOX, a simple and very different sort of program. Aired for 26 (good in U.K.!) regionally, developed huge following (main topic in pubs!) and drew stacks of mail.

THINK OF A NUMBER! Once an interlude on our "P.M." show for CHCH. Now a 15-minuter, incredibly inexpensive. Rivets viewer-attention. (Taped for Fall in Britain.)

THE FACTFINDERS, lively audience-participation game; not a quizz, yet full of facts-'n'-fun. Offered British network, lost out to our established "Full House".

HOW? Highly original informational program, lots of prestige for educational quality, without sacrificing completely commercial entertainment values, mass-appeal.

THINK OF A WORD! Praised by both London ITV outfits, good bet to be aired there later. Excitingly different, 3 games in 1. Unusual gimmicks. Natural for mail.

MAY WE TALK IT OVER?

DICKSON

PRODUCTIONS LTD.

WHILE GETTING SETTLED USING TELEPHONE NO. -- AT. 4-1931

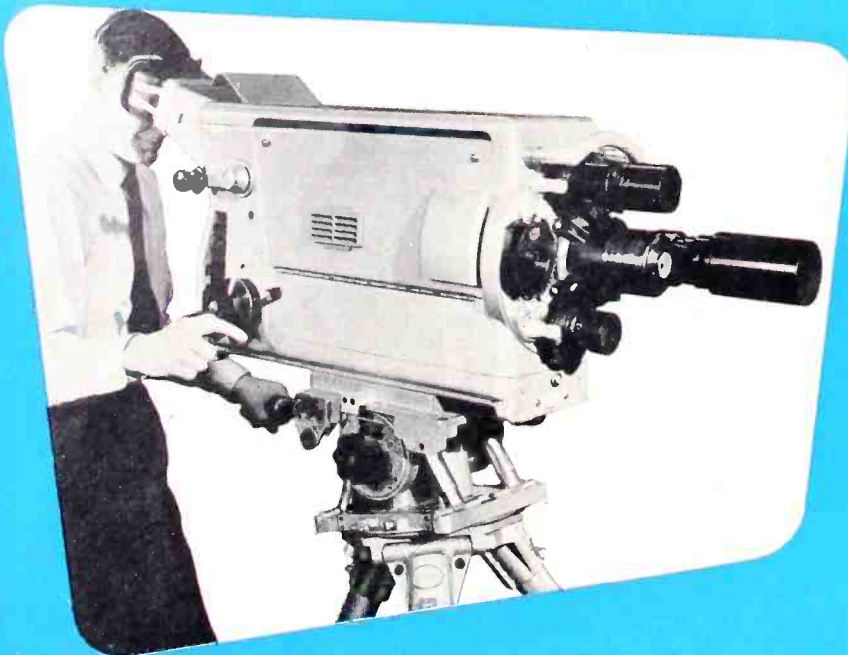
Your message telephoned there will receive prompt efficient attention.

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

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

THE MARK IV IMAGE ORTHICON CAMERA FEATURES:

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

FIRST CLASS PICTURE QUALITY:
 The 4½" Image Orthicon tube gives a picture quality substantially better than any other type or size.

LIGHT AND COMPACT:
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 Tel. CR. 7-7571,
 CALGARY

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

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

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

CUTS & SPLICES



Bob Miller

Roffman to Make Two Films

TAYLOR-ROFFMAN Productions Ltd. is now preparing to film two Canadian novels for theatrical release.

The company's two principles, Yvonne Taylor and Julian Roffman, last year co-produced *The Bloody Brood*, which is currently on circuit in Canada and the US and is scheduled for European distribution shortly.

Casting will begin next month for the first production, *You Only Live Twice*, based on "The Well", by Sinclair Ross. Budget for the film will be \$500,000. Screenplay has been completed by Howard Koch.

The script is now being written for the second production, a \$1,000,000 film based on Colin McDougall's "Execution". The book, a Governor General's Award winner, is a story of the Canadian Army in action in World War II. Locale of the movie will be Italy.

NFB Wins Five More

THE NATIONAL Film Board has won five more awards in international competitions for its productions, bringing to 28 the number of prizes captured by the Board in the past three months.

Fishermen won a first prize and a bronze medal in the documentary class at the First South African International Festival in Bloemfontein, South Africa.

The Skilled Worker and *Man On The Assembly Line* each won special mention diplomas at the International Labor Film Institute Film Festival in Stockholm, Sweden.

On A Day Off won third prize in the "promotional films for public participation" category at the 1960 World Planning and Housing Congress in San Juan, Puerto Rico.

Sledge Hammer, a television clip, was the winner of a diploma at the Advertising Film Festival in Venice, Italy. This award was won in competition with 583 other entries from thirty countries.

Crawley Plans 2nd Series

NOW THAT Crawley Film's RCMP series is running in about 48 markets in the US, the company definitely plans to produce a second 39-part television series, although it has not been decided whether it will be a continuation of *RCMP*.

The program will be written later this year, produced during the spring and summer and on the air by fall, 1961.

Crawley Films has another series which is currently running on both the English and French networks. Called *New France*, the document-

ary series of thirteen episodes was made last year and tells of the peoples who live on the north shore of the St. Lawrence.

"Danger Man"

THREE MAJOR sales have been announced by ITC of Canada Ltd. *Danger Man*, a new 39-part series produced in London, debuts on the CBC English network on September 28. It will also be distributed selectively in French Canada under Labatt Brewery sponsorship, through J. Walter Thompson, Montreal.

Pat McGoohan, voted British TV's best actor of the year last season, stars in the series as a lone-wolf NATO security agent.

Interpol Calling, which ran on the English network last year, will be shown on the French network next fall, sponsored by Procter & Gamble.

WB Sells Post-'49 Films

WARNER BROS. Pictures, Inc., has sold the television rights to about 110 post-1949 feature films to Creative Telefilm and Artists of Toronto.

The transaction is the first of what is expected to be the release of newer films by all seven major Hollywood film companies.

Terms of the WB deal have not been released, but *VARIETY* reports that a minimum down payment of about \$100,000 per film is called for, plus a 50 per cent profit participation after Creative Telefilms recovers all costs and distribution fees.

EP Films Belvedere Series

EDWARD PRODUCTIONS Ltd., Montreal, are now filming a series of commercials for Belvedere Cigarettes featuring locations across the country.

This is a continuation of an eighteen-part series which the film company shot for Belvedere last year. Agency for Belvedere is McCann-Erickson, Montreal.

The new commercials will feature different locations and a new jingle.

but they will carry forward the coast-to-coast popularity theme which was the basis of the 1959 campaign.

Location shooting has begun and the featured personalities are again Russ Thompson for the English-language series and Guy D'Arcy for a parallel series in French.

More than fifteen commercials are planned, using locations from the Maritimes to British Columbia. To add extra interest, Edward Productions' animation department is now in the process of devising a series of unusual matte effects.

Supervising for the agency are Bill Munro, radio-TV director, and Bruce Ronald, creative director. Ed Kostiner is directing the series.

"Riverbank" Sold In US

THE THIRTEEN-PART children's television series, *Tales of the Riverbank*, has been bought for syndication in the US this fall.

Paul Hance Productions Inc., New York, is the company which will distribute the series. For the past twenty-odd years, the Hance company has been a producer of industrial films for such clients as Corning Glass and the US Navy. *Riverbank* is one of the first TV series which

the company will distribute through its new department.

Agent in the deal for Dave Ellison and Paul Sutherland, producers of the series, was Fran Batchen, formerly of the CBC, National Film Board and Caldwell's, who now has her own company, Batchen Films, in New York.

Under the terms of the contract, provision is made for the extension of the *Riverbank* series and for the possible production of several new children's shows.

Travel Films

WESTMINSTER FILMS Ltd., Toronto, are now making two tourist films for the Ontario Department of Travel and Publicity.

The pictures are about the Huronia and Muskoka regions. Each is twenty minutes in length, in color with sound. They are for non-theatrical release in the US and Canada.

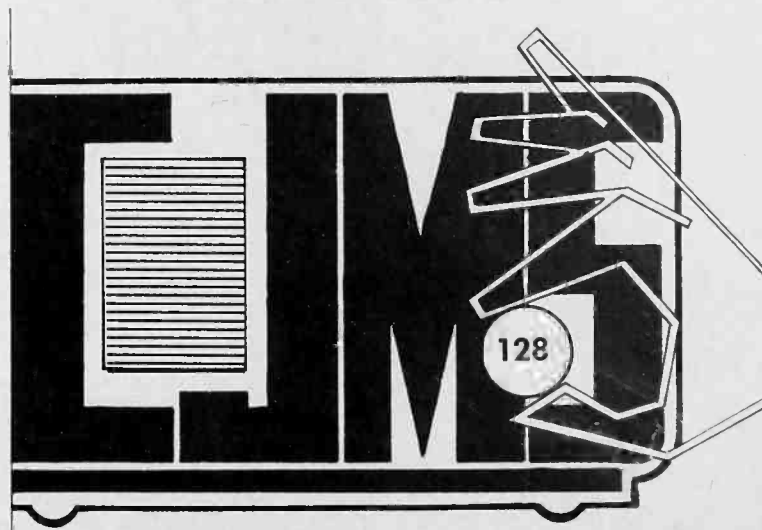
Ronald Macdonell wrote the scripts. Director is Roy Krost.

Now

10,000

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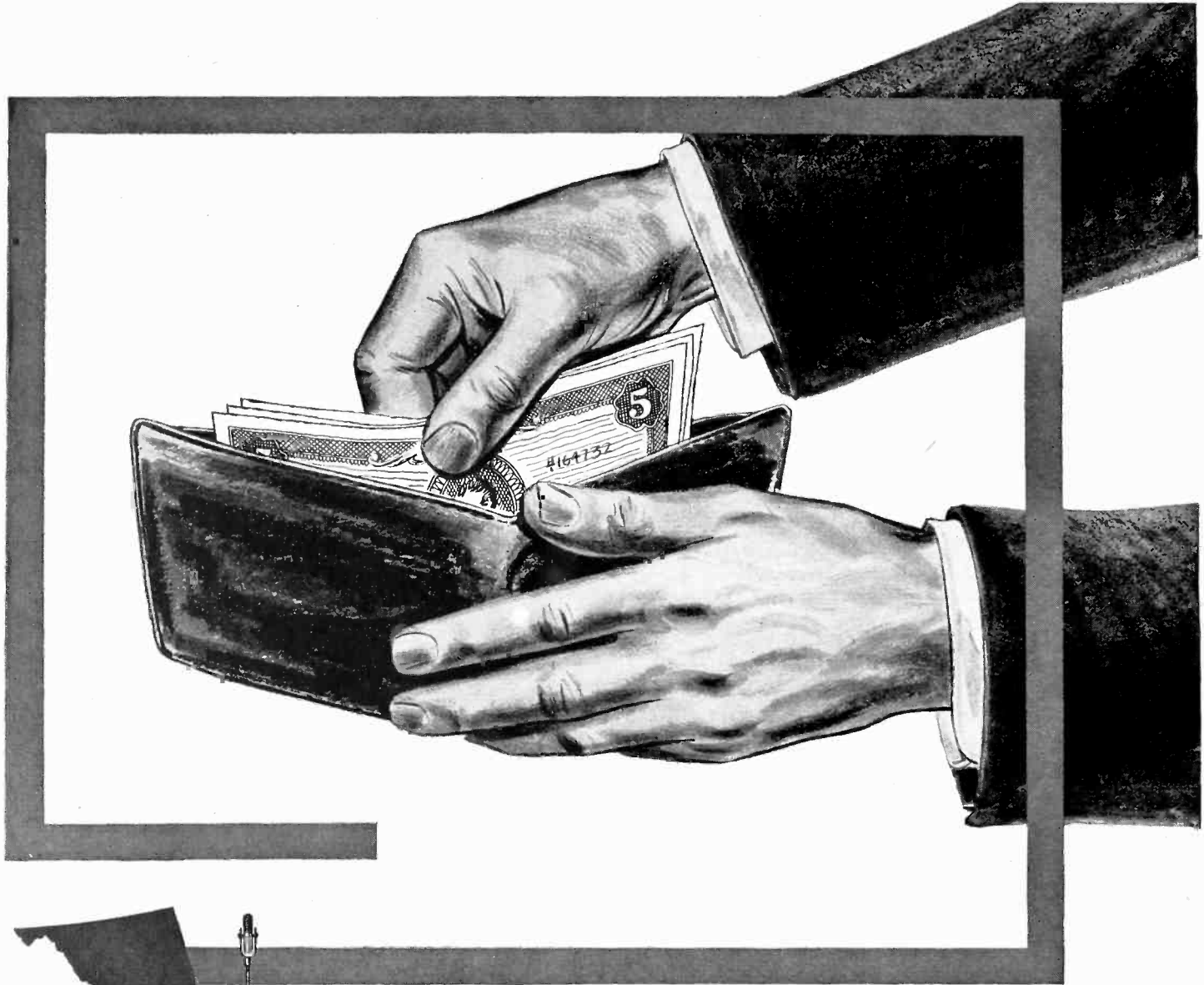
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You cover this rich, responsive market completely when you schedule B.C. radio. Over half a million* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

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THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

"WHEREVER YOU GO THERE'S RADIO"

Report from UK

CANADIAN SUCCEEDS AS TV PRODUCER IN UK

by LAWRENCE MASIDLOVER

A MAN TO BE admired is Toronto-born Alvin Rakoff. He knows what he wants and he gets it — and he is not afraid of being outspoken.

With this as a pattern in life he has already achieved success in two careers and is now busy working towards success in a third.

When Rakoff left Canada eight years ago to gain experience as a BBC-TV producer, he had cut out a career for himself as a first-class newspaper reporter and broadcaster.

Since his five year "apprenticeship" on the BBC staff in London, he has produced and directed at least 50 plays. Since then he has been responsible for many notable TV productions as an independent director both in this country and in America and has also made TV films.

He was also the first BBC producer to go to France to direct a play on a Eurovision exchange scheme.

Now Rakoff is yet tackling another medium — the cinema. Already he has made two movies, *Passport To Shame* and *Treasure Of San Teresa*.

"They were good experience and made good box office attractions but were really flops," he says.

And this statement might well explain the phenomenal success gained by this talented young man — he is highly self-critical and seldom satis-

fied with his work.

EXTROVERT - - SO WHAT?

"I may be an extrovert," he told me when I met him in London, "but so what? I reckon I'm still less of an extrovert than most people in the business."

For, directly to the point himself, he dislikes "dillydallying" by others.

When I saw Rakoff he had just spent the day with Frank Harvey, (responsible for the successful British movie *I'm All Right Jack*) working on the script of a new independent film, *The World In My Pocket*, which will be shot at the end of August.

This will be an international film in every sense of the word. Starring Rod Steiger, Nadja Tiller, Peter van Eyck and Ian Bannen, *The World In My Pocket* is being adapted from a novel by James Hadley Chase.

The unit goes on location in Marseilles and Niemes while studio shots are taken in Berlin. The plot? — a robbery by an international gang of crooks.

When filming is completed Rakoff hopes to return to England to direct *A Memory Of Battle*, a new TV play by Leo Lahman, on BBC-TV in November or December.

Rakoff has been to the USA three times in the past year to direct TV plays for NBC and CBS. But surprisingly he has never returned to Canada to work.

"I've been invited many times," he admits, "but I don't like the way television is run out there. Unless there's a strong reason I won't return."

CBC LIVES IN A FALSE ERA

"Last winter I agreed to do some work for CBC but changed my mind at the last moment. Why? Well, I guess that CBC are still living in a false era and can call the tune of practically everyone in the business.

"There are now many outlets for a Canadian producer throughout the world. So why should I go back? CBC won't admit it but they are deeply involved in sponsorship. I know they have to toe the sponsor's line. You see in Canada the sponsor is supposed only to purchase time and have no say in the running of the show.

"But a TV producer or director is still exposed to interference. At least in America they are open about it.

"Sponsors get in the way in Canada. Unless you play ball with them you haven't got a dog's chance. They exert their will over a producer's conception of duty.

"If I had to work under these conditions, I would want to become a sponsor myself — not stay a producer.

"A sponsor may have the right to have his say but I must be in a position to decide if I am to go along

with him — or quit a program. In Canada it's dishonest and if I go over I feel I would have pressure exerted on me."

BBC TAUGHT ME ALL I KNOW

So for Rakoff, Britain is the centre for his activities. While with BBC-TV he was made to produce other things as well as plays.

"It was good training," he said. "In the early days I had to work on outside broadcasts, variety and music programs. I was also forced to learn the technical side as well as the creative side of TV. Now at least I know what methods are used to help get a show on the air. This I feel is very important."

So why did Rakoff leave the BBC.

"I developed the technique of TV production and felt there were other media I wanted to explore and learn about. So I then went to make TV films," he told me. "But I still feel I owe my first allegiance to the BBC. After all, they taught me all I know. . . ."

Rakoff was responsible for the first six pilot films in another Canadian's (Robert Beatty's) Dial 999 series, before progressing to feature films. Now, for him, the future is bright. As an independent director of repute in Europe and the USA, he limits himself to only four or five TV plays a year, which allows him to pursue his latest interest — the cinema.

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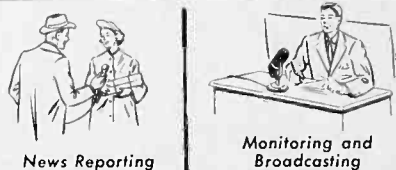
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The FI-CORD a precision built tape recorder that offers amazing fidelity and high sensitivity in a compact unit. Fully transistorized, the Fi-Cord is equipped with its own speaker for full volume playback and monitoring. In addition the Fi-Cord operates on re-chargeable long life batteries for extra value. Price, including microphone, tape and batteries — a low

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CFTO-TV CHANNEL 9 — WORLD



TELEGRAM

The contract for supplying equipment for CFTO-TV channel 9, Toronto, is signed by Joel Aldred, right, president of Baton Aldred Rogers Broadcasting Ltd. Looking on is John D. Houlding, president of RCA Victor Company, Ltd.

In June this year Baton Aldred Rogers Broadcasting Ltd. entrusted RCA Victor Company Ltd. with the largest single order ever placed anywhere for television studio and transmitting equipment.

We of RCA Victor know that our hundreds of clients across Canada will join us in welcoming this enormously important new TV station to the group of RCA equipment owners.

Among its many other unique features, CFTO-TV Toronto is the country's first TV station equipped for live programming in colour. It is first with a fully equipped tape and camera mobile unit. It will be the first to use a ground weather radar system for visual weather demonstrations.

Here is a partial list of the equipment and services to be supplied by RCA Victor:

MOST MODERN TV STATION

TRANSMITTER EQUIPMENT:

RCA custom-built TW-9A9 travelling wave antenna mounted on an 815 ft. tower.

RCA TT-50AH 50KW TV transmitter with power cutback kit.

RCA TT-2AH 2KW standby TV transmitter.

1,000 ft. RCA 6 $\frac{1}{8}$ in. Universal Transmission line.

1 — RCA 50KW custom-built air-cooled filterplexer.

STUDIO EQUIPMENT:

Completely transistorized custom-built RCA switching and control system, especially designed for the addition of automation.

9 — RCA TK-12 4 $\frac{1}{2}$ in. I.O. studio cameras (monochrome).

1 — RCA TRT-1A TV tape recorder (monochrome).

Complete RCA ground weather radar system.

FILM EQUIPMENT:

3 — RCA TK-21C vidicon film cameras (monochrome).

3 — RCA TP-15 film multiplexers.

3 — RCA TP-7A slide projectors.

1 — RCA TP-8B random access slide projector.

MOBILE UNIT:

3 — RCA TK-12 camera chains.

1 — RCA TRT-1A tape recorder.

RCA TVM-1A 6,000 mc microwave system.

COLOUR EQUIPMENT:

2 — RCA TK-41A colour studio camera chains with approved colour processing equipment and monitors.

1 — RCA TK-26A colour film camera chain with automatic light control.

2 — RCA TRT-1A tape recorders (colour).



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

GEM SESSION with CHAT TEEVEE

The type of bathing suit a gal buys these days depends on whether she wants to slink or swim.

Old accountants never die. They just lose their balance.

Sadie Dudenhafer says that these new sport cars are for the birds . . . there's no room for argument.

Medicine Hat has a huge greenhouse industry, with a total of 23 acres under glass, and an annual volume of \$2 million, Canada's second largest.

About the only consolation the average taxpayer has is that he doesn't have to pay taxes on the amount he thinks he's worth.

Asking a woman her age is like buying a used car . . . you know the speedometer's been turned back, but you don't know how far.

Medicine Hat has three metal fabricating companies with products ranging from jail cells to fire hydrants, and two furniture companies who'll make anything from church pews to aluminum doors.

Pity the Toronto clergyman who bought a used car . . . then didn't have the vocabulary to use it.

CHAT TEEVEE

Medicine Hat's
Best Advertising
Buy!



THE POSSIBLE ROLE of television in the service of international understanding is being studied by Unesco, which sponsored a meeting of TV producers and directors from eleven networks at Unesco House in Paris June 29 to July 1.

The TV men were welcomed by Mr. Vittorino Veronese, director-general of the United Nations Educational, Social and Cultural Organization, which we know as Unesco. In his address, he said:

"Every day, ten thousand new television sets are purchased in the world. Every day, 50,000 new viewers watch programs on the screens in their homes. What television offers is easily accepted. That is why this new instrument, placed at our disposal by technology, is a formidable means of communication."

Mr. Veronese told participants in the meeting that their conclusions "will be useful, not only to the television services you direct but also to all the new stations throughout the world which are seeking the best way to use this means of communication. Their field has already reached 50 member states", he said, "to which will soon be added fifteen countries, which, in Africa, Latin America and Asia, are studying with great faith the establishment of television stations within their borders."

The meeting occupied itself with a study of ways and means of coordinating TV networks for producing and broadcasting programs to serve the cause of international understanding. Participants, who represented 92% of the world's television receivers, worked on the means of eliminating obstacles to the exchange of programs.

Unesco has been requested to work with the International Film & Television Council in order to set up an efficient information service covering available programs of

OVER THE DESK

international understanding. Participants also suggested the creation of an annual prize for the program making the best contribution to this understanding and asked Unesco to study ways of establishing and administering the prize.

In addition, television networks were asked to produce films on the lives of children suitable for viewing by children of all countries. These films, it was suggested, should be shot in either 16 or 35 mm so that they could be shown in any language by any television network. They could be exchanged, without cost, by networks.

Finally, the meeting discussed ways of co-operation between television organizations and the United Nations and its specialized agencies.

Among participants were network representatives from France, Czechoslovakia, the Soviet Union, Mexico, United States (CBS), Japan, Poland, Canada (CBC), Germany (Norddeutscher Rundfunk) and Italy. Representatives of the United Nations and its specialized agencies also took part in the discussion.

A THOUGHT IN PASSING

UNESCO'S commendable desire to increase understanding between the countries of the world by means of TV would presumably entail films showing other countries how we live in Canada.

Supposing just one film was to be made reflecting life in Canada, what would be the subject?

Carrying the supposition a little further, what is a typical Canadian? Is he the head of a family who is engaged in manual or technical work in industry; a farmer, and if so, is he an Eastern dairyman, a western wheat grower or cattle farmer, or a BC (or Niagara Peninsula or Annapolis Valley) fruit grower? Or perhaps he is an office worker, or miner or fisherman? This is a good question — exactly what is a typical Canadian?

Perhaps the occupation of the breadwinner is not the standard on which the typical Canadian should be judged. If this is the case, what is the standard? The money he earns? (It is quite a high figure compared with most other countries.) The books he reads? (Without examining the statistics, he does not appear to be a voracious reader.) Interest in

the arts? (This is only beginning.) Sports? (High interest here.)

With a new philosophy being introduced into the broadcasting business, it seems to us that this picture of the typical Jack Canuck is of ever increasing importance. Not only that, but there is considerable evidence that an attempt is being made, both by the broadcasting industry and by people in it, to get at some of the answers.

BARE FACTS DEPARTMENT



COWBOY SINGERS, flap-jack cooks and Indian dancers got some competition in Calgary last month while the Stampede was on. Tourists and sightseers stopped dead in their tracks when they saw this attractive girl parading the downtown streets, all intent on finding out whether or not her sign was telling the truth.

SAFETY CAMPAIGN

IN AN EFFORT to alert motorists and pedestrians, CKBB, Barrie, ran a seven-day campaign prior to the introduction of crosswalks in the city. The promotion, called *Radio Alive*, consisted of 500 station announcements and many taped messages contributed by city merchants.

SILENCE IS GOLDEN

A contributor has sent in this story from an un-named English magazine, which we duly credit, if anonymously:

A small boy reached his sixth birthday without ever speaking. Then, one day at supper, he suddenly said: "There isn't enough sugar in this cocoa."

His astonished mother said: "This is the first time you have ever spoken."

"Up to this time", the child said, "everything has been all right."

And so, on the off chance that you may feel that this column has been all right so far, I shall bring it to a close with the customary — Buzz me if you hear anything, won't you?

Dick Lewis

CKTB—ST. CATHARINES

Programming to the Whole Family
soon to be
10,000 WATTS DAY
(5,000 — NIGHT)

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

Representatives:
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Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB

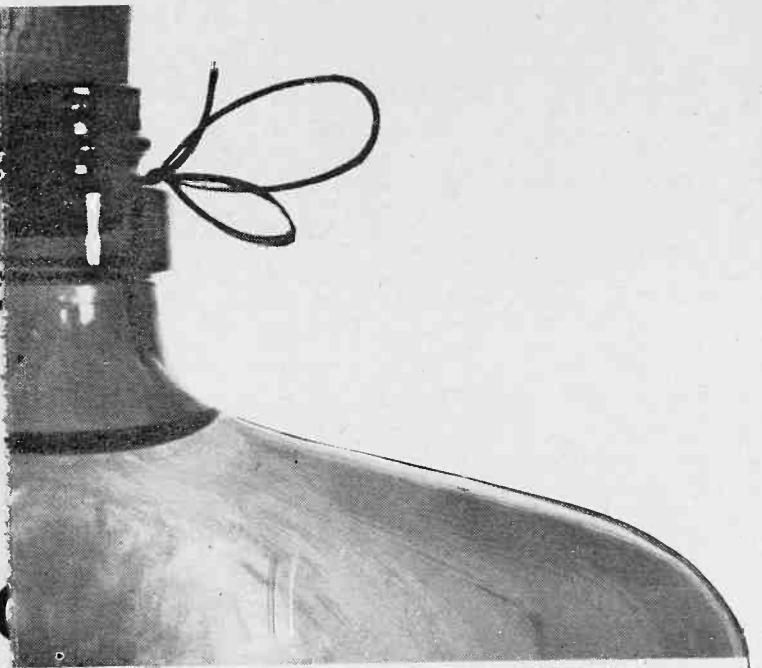
ST. CATHARINES



"ONLY KVOS TV

B.C.'s TWO

CANADA'S 3rd R



KVOS
and Gre

over one
Columb
message

top rated

ELIXIR

FOUNDED ESPECIALLY AS A

URE FOR

ER AILMENTS

chronic indecision • Soothes client wrath
lagging sales • Restores positive thinking

MULA - CONTAINING

94,400 B.B.M. Units

10,000 Int'l Watts

in special blend of Music, News, Sports and

utilized on the air and at point of purchase.
ownmanship, Creativity, and a flair for the
teasing taste.

NS FOR USE

**AS REQUIRED TO ACHIEVE MAXIMUM
ROUND TONIC. BENEFICIAL ANYTIME.**

ARE!

ted to copy our formula. To all outward
resemble ours. Do not be deceived! The

genuine, one-and-only Elixir for media buyers bears only this trade mark:



CHANNEL 1060

CFCN

MADE IN CALGARY



RAB, New York

CAR DEALERS USE MOST LOCAL RADIO

WHO'S WHO IN local US radio advertising was recently revealed in a special Radio Advertising Bureau report which ranks 52 local business categories in the order of their importance to the overall \$380-plus million local radio revenue total.

The RAB report, which is based on an extensive survey of radio stations throughout the US, names new and used car dealers as the heaviest users of local radio. Almost 98% of all stations report some revenue from car dealers, with the average station with car business deriving 10.9% of its local income from this source.

Supermarkets — independent and chain — are the second most active radio users in the list of local business categories RAB has tabulated, analyzed and mailed to its more than 1200 member stations. Supermarkets account for more than 6% of radio's local revenue, and 92.5% of stations responding, list these stores as clients.

Other leading local advertisers are ranked in this order: appliance stores, department stores, furniture stores, banks, soft-drink bottlers, movie theatres and tire, battery and accessory dealers.

Many other advertisers, while spending less money in local radio, are nevertheless clients of a high percentage of the stations surveyed. More than eight out of ten stations report carrying laundries, drug stores, night clubs and restaurants and jewelers as radio sponsors. Laundries, for example, make up almost 2% of the average station's overall local income and more than 81% of all stations report laundries as customers.

According to the Bureau, stations can now compare their own income from various categories against the "norm" for all RAB stations. The survey results will also serve to ferret out some sources of business which may have been overlooked in the past. They will also demonstrate graphically to "hold-out" merchants the importance of radio advertising, by showing them the depth and extent of radio activity among other retailers in the same field.

An earlier study of local radio business was developed by RAB and released to member stations in January, 1959.

Telecasts 'Copter Landing

A FEATURE OF one of CKX-TV, Brandon's recent *Focus* programs was the landing of a 5,550 pound Armed Forces helicopter directly in front of the station's studios. Out of the 'copter stepped Flight Lieutenant John Barton in charge of the Helicopter School, Canadian Joint Air Training Centre, Rivers, Manitoba and co-pilot Flight Lieutenant Vern Traskey of the Canadian Army Flight Aircraft School. They were greeted by *Focus* host John Gilbert.

Viewers were told of the many military and civilian uses of Armed Forces helicopters—search, crash and survival, field surveys to check storm, flood and crop conditions. Barton, considered to be one of the top helicopter pilots, related the events leading up to his recent acquisition of an RCAF Commendation for saving the life of an Indian woman in the north country.

CBC APPOINTMENT



MANAGER —
STATION CBLT

Michael Hind-Smith

J. W. R. Graham, CBC director of TV operations (Ont.), announced the appointment of Michael Hind-Smith, as manager of CBLT, key station of the CBC's English-language television network. As station manager, Mr. Hind-Smith will be responsible for new development in local programming, sales and promotion of CBLT.

The position of station manager for CBLT has been newly created. It reflects new developments planned by CBLT in the Toronto area. Mr. Hind-Smith plans to give special attention to local programming to provide for the special needs of the growing market served by Channel 6.

OVER THE DESK

national understanding. Participants also suggested the creation of an annual prize for the program offering the best contribution to understanding and asked Unesco to try ways of establishing and administering the prize.

In addition, television networks were asked to produce films on the lives of children suitable for viewing by children of all countries. These films, it was suggested, should be shot in either 16 or 35 mm so that they could be shown in any gauge by any television network. They could be exchanged, without cost, by networks.

Finally, the meeting discussed ways of co-operation between television organizations and the United Nations and its specialized agencies. Among participants were network representatives from France, Czechoslovakia, the Soviet Union, Mexico, United States (CBS), Japan, Canada (CBC), Germany (Rundfunk) and Italy. Representatives of the United Nations and its specialized agencies also took part in the discussion.

A THOUGHT IN PASSING

UNESCO'S commendable desire to increase understanding between the countries of the world by means of TV would presumably entail films showing other countries how we live in Canada.

Supposing just one film was to be made reflecting life in Canada, what would be the subject?

Carrying the supposition a little further, what is a typical Canadian? Is he the head of a family who is engaged in manual or technical work in industry; a farmer, and if so, is he an Eastern dairyman, a western wheat grower or cattle farmer, or a BC (or Niagara Peninsula or Annapolis Valley) fruit grower? Or perhaps he is an office worker, or miner or fisherman? This is a good question — exactly what is a typical Canadian?

Perhaps the occupation of the breadwinner is not the standard on which the typical Canadian should be judged. If this is the case, what is the standard? The money he earns? (It is quite a high figure compared with most other countries.) The books he reads? (Without examining the statistics, he does not appear to be a voracious reader.) Interest in

the arts? (This is only beginning.) Sports? (High interest here.)

With a new philosophy being introduced into the broadcasting business, it seems to us that this picture of the typical Jack Canuck is of ever increasing importance. Not only that, but there is considerable evidence that an attempt is being made, both by the broadcasting industry and by people in it, to get at some of the answers.

BARE FACTS DEPARTMENT



COWBOY SINGERS, flap-jack cooks and Indian dancers got some competition in Calgary last month while the Stampede was on. Tourists and sightseers stopped dead in their tracks when they saw this attractive girl parading the downtown streets, all intent on finding out whether or not her sign was telling the truth.

SAFETY CAMPAIGN

IN AN EFFORT to alert motorists and pedestrians, CKBB, Barrie, ran a seven-day campaign prior to the introduction of crosswalks in the city. The promotion, called *Radio Alive*, consisted of 500 station announcements and many taped messages contributed by city merchants.

SILENCE IS GOLDEN

A contributor has sent in this story from an un-named English magazine, which we duly credit, if anonymously:

A small boy reached his sixth

ATHLETICS

CBC Radio Will Provide Direct Olympic Coverage

THE CBC'S RADIO networks will provide complete coverage of the Olympics direct from Rome, August 25 to September 11.

On the Trans-Canada Network, Ward Cornell and Thom Benson will give a 15-minute report every night, except Sunday, at 6.45 p.m. EDT.

On the Dominion Network, Doug Smith will provide coverage every night except Sunday, from 7 p.m. to 7.30 p.m. EDT.

This year, about 7,000 entrants

will take part in 241 events covering 18 different sports categories. Results of these events, as well as interviews, color and background, will be heard on the Monday-through-Saturday CBC radio broadcasts. In addition, a special program featuring a description of the closing ceremonies of the Olympics will be broadcast September 11.

Doug Smith's broadcasts on the Dominion Network will be sponsored by BOAC, through Pemberton, Frieman, Bennett & Milne, Ltd., Montreal.

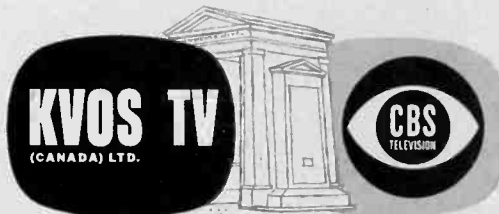


**“ONLY KVOS TV DOMINATES
B.C.’s TWO MAJOR CITIES...
CANADA’S 3rd RICHEST MARKET!”**

KVOS provides 100% coverage of Greater Vancouver and Greater Victoria in “A” contour. This means that over one million viewers, in 264,000 TV homes in British Columbia, watch *your* message on KVOS-TV. And that message is presented in good company — surrounded by *top rated* CBS shows and award-winning special features.



one TV station  *had to be unique*



CHANNEL 12

VANCOUVER OFFICES — 1345 Burrard St. — MU. 1-1212
STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco

*Gordon Reid
President, KVOS (Canada) Ltd.*

Programs for Sale

FOUR TV PRODUCTION HOUSES WORK UNDER ONE ROOF



FOUR SEPARATE companies under one roof hope to do big things in the field of television program and commercial production.

These four groups, Dominion Motion Pictures, Taylor Video Corporation, Caravan Television Productions, and Affiliated Television Productions, have combined their facilities under Canadian Film Industries, in the belief that it is better to have a piece of the pie than to try and have all of it. There is however, no financial connection

between any of them.

Dominion Motion Pictures, headed by Joe Dunkelman, formerly of Screen Gems, with Alan Cullimore, formerly of Cousens Productions, is concerned mainly with the production of films. Their first endeavor along these lines is a half hour show called *Marine Presents*. The show, produced by DMP for Taylor Video, is described as an elegant women's show, featuring items on fashion, make-up, travel, food and other things of particular interest to

women.

Cullimore who directed the pilot says that it was filmed in one day using multi-cameras.

They hope to sell a series of *Marine Presents* in the U.S. and Canada.

Taylor Video Corporation is headed by Maurice Taylor with Jim Langston as second in command. They will have a permanent videotape installation and mobile unit currently being built by Canadian General Electric.

Caravan Productions is being managed by Rick Campbell. They will, as their name suggests, be concerned with television program productions. Their first program is the *Rick Campbell Show*, a pilot of which was produced live in their studios last month. The program can best be described as Canada's answer to Jack Paar.

The picture, taken just before the "dry run" started, shows from left to right, Maurice Taylor, president of Taylor Video Corp., the program moderator Rick Campbell, special guest star Ann Sheridan and another guest Mary Lou Benson.

The company is now screening the show for prospective sponsors.

The fourth group is an American firm from New York, Affiliated Television Productions. Their activities will be confined to the production of series and animated films and commercials.

CFCL-RADIO

TIMMINS

10,000 Watts

**Ontario's
Most
Powerful
French Voice**

**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

Representing these radio stations

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

**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.

MOST POWERFUL SATELLITE ON EARTH

LEWISITE

SOUND ADVICE

Never water your drink. Your mouth waters it enough to spoil it anyway.

• • •

OVERDOING IT

Then there's the enterprising announcer who decided he was going to sample all the products he had to talk about on the air, until he had to read commercials for six laxatives.

• • •

NEW DEAL

Why don't we quit looking for the differences between ourselves and other countries and start concentrating on our similarities?

• • •

AUDREY STUFF

Then there's the gal who was so dumb she thought that Bach's "Air For the G String" was specially written for playing at burlesque shows.

• • •

SAFETY FIRST

The best way to succeed in politics is to take a long look at every problem which arises and then take a firm stand on both sides of it.

• • •

CRUEL CANDOR

When the super-colossal-mammoth spectacular finally got on the air, one critic summed up the consensus when he wrote "(it) was presented last night on the network after an insufficient number of postponements."

• • •

THE RATS HAD LEFT

There is a type of music heard quite frequently on the air these days which can only be compared to an orchestra fiddling away for dear life on a sinking ship.

• • •

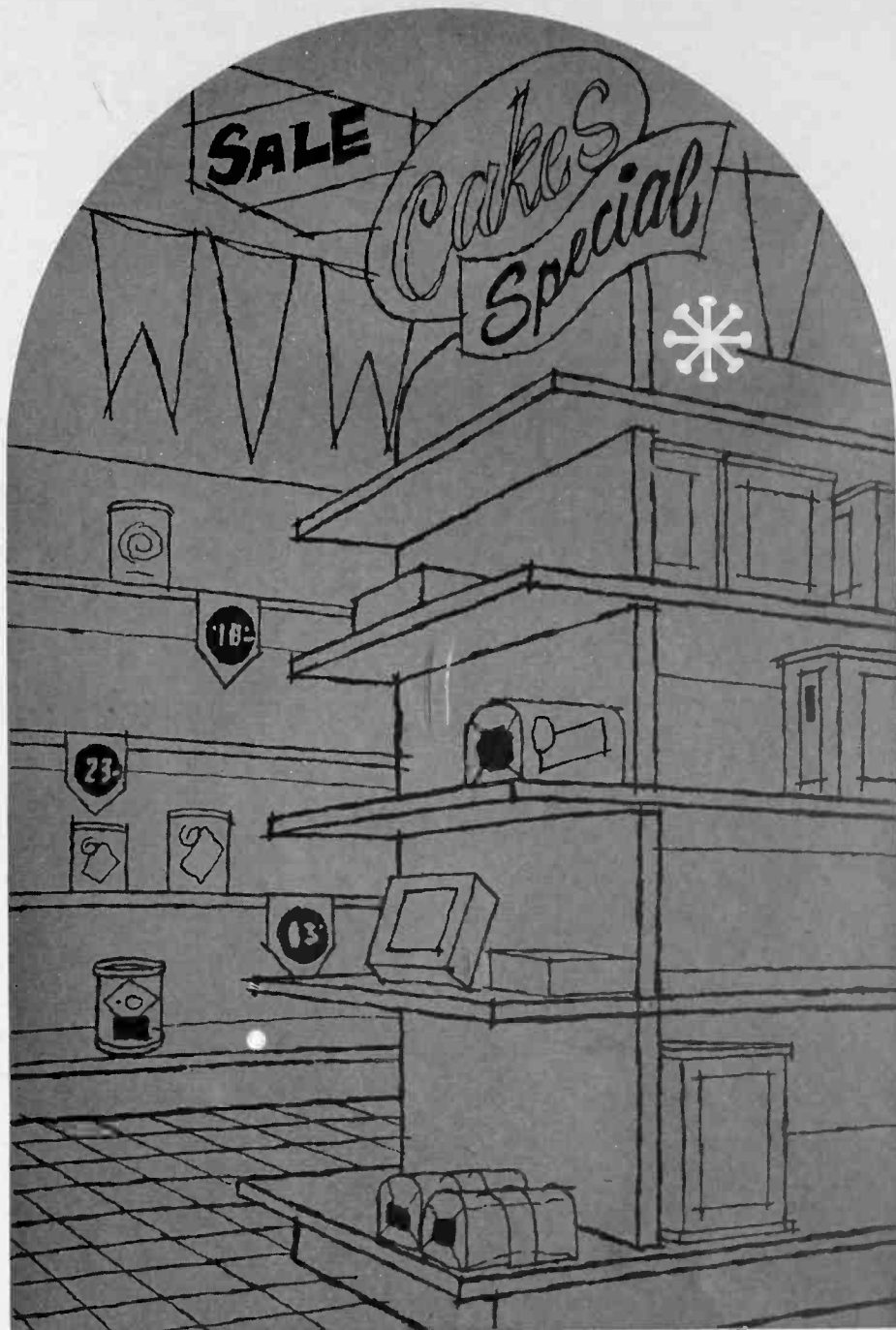
ACCURATE PROGNOSTICATION

The learned meteorologist peered interminably into his telescope, made several rapid calculations on his blackboard and then felt a stabbing pain in the little toe of his right foot and proclaimed: "I forecast rain".

• • •

NOTE TO READERS

It is perfectly all right to laugh at the profound material contained in this column as it is generally recognized as being quite amusing.



responsability

fundertful

RADIO 63 CKRC

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

SIGHT & SOUND

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



Ian Grant

LEVER BROTHERS' two selective television buys, *Sea Hunt* and *Peter Gunn*, are due to kick off on or about September 15. They are both scheduled to run on about 35 stations.

In picking time slots for the programs, Lever's have tried to get as close as possible to 8.00 p.m. for *Sea Hunt* and 10.00 p.m. for *Peter Gunn*.

The French version of *Sea Hunt* will start on all French-language stations September 20, except CBFT, Montreal. Lever's are going to wait until the new station, CFTM-TV, gets on the air before they place the show in Montreal.

PROCTER & GAMBLE are still negotiating for times and air dates for their six selective buys: *Wyatt Earp*, *Real McCoys*, *Rebel*, *Wanted: Dead or Alive*, *I Love Lucy* and *People's Choice*.

They expect to have the complete station lists within the next few weeks.

WELL, THE CBC has decided what programs it is going to run this fall and at what time they are going to run them, but they still don't know who is going to sponsor them.

The only official word from the Corporation in the last few weeks has been the Ford Motor Company of Canada business.

During the coming season the company will participate in seven series. Five of these will be live Canadian productions and two will be American shows.

The five CBC produced series will be the *Jack Kane Show*, *Juliette*, *Jeunes Visages*, *La Pension-Velder* and a variety show for next summer, to be selected. The two American

programs are *Klondike*, based on the book by columnist Pierre Berton and *Tennessee Ernie Ford*.

Ford will co-sponsor all except the *Ernie Ford* show and the summer variety program. These two will be sponsored entirely by Ford-Monarch-Falcon, who will also take half of the *Jack Kane Show* and *Jeunes Visages*. The agency is J. Walter Thompson.

Juliette, *La Pension-Velder* and *Klondike* will be sponsored by Meteor-Mercury-Frontenac, through Vickers & Benson.

WITH THE SALE of *Danger Man* to the complete English network and *Interpol Calling* to the complete CBC French-language network in Canada, Independent Television Corporation's sales for the first six months of 1960 have gone over the \$1,000,000 mark.

Danger Man, the new adventure series starring Patrick McGoohan, was sold for all of French-Canada for sponsorship by Labatt's Brewery, through J. Walter Thompson. This is the third series ITC has sold for all French-Canada within the last three months.

The other two programs are *Interpol Calling*, sponsored by Procter & Gamble and *Fury*, sponsored by General Foods.

MOLSON'S BREWERY is entering the Ontario television markets with half-hour syndicated shows. They are apparently looking at several shows, one among them being *Sergeant Bilko*. The agency is MacLaren Advertising.

KELLOGG'S Special K is starting a radio campaign August 15 to run for seven weeks. Stations across

the country will be used. The agency is Leo Burnett Co. of Canada Ltd.

A CONCENTRATED television campaign will introduce Washettes, a new Canadian-made product, into the Toronto and northern New York markets this August.

Washettes are sheets of towelling impregnated with detergent. They are being promoted as "the greatest new dishwashing discovery in 19 years." The product is made by T. & W. Products Ltd. in Belleville, and distributed by Washettes Corporation Ltd.

Bradley, Venning, Hilton and Atherton Ltd. signed Rabko Television Productions Ltd. to produce three commercials for next month's introductory campaign.

The first commercial, made at Shelly Films Ltd. last month, featured Byng Whitteker demonstrating the product. The one-minute film was directed by Reg Batten. Bill Jimmi was cameraman. Further commercials in the series will feature Byng Whitteker and June Dennis.

Twenty spots a week will be run for an indefinite length of time on several stations in the area.

DOW CHEMICAL will be running a radio campaign for their product Glycol during the month of September. Running on stations across the country it will consist of a heavy concentration of spots on the weekends.

The agency is MacManus, John & Adams.

PAUL MULVIHILL & Co. Ltd. has been appointed to handle the national representation in To-

ronto and Montreal of the new television station in Halifax, CJCH-TV.

In announcing the appointment of reps, Finlay MacDonald, president of CJCH-TV, said that the contract for transmitter, tower and antenna has been awarded to Canadian General Electric, while the contract for the studio building went to Annapolis Valley Construction Co.

J. A. FERRY has been appointed manager, western operations, MacLaren Advertising Co. Ltd.

A former account executive and account supervisor and, most recently, director of western marketing for another major advertising agency, he will co-ordinate and direct all phases of the MacLaren operation in western Canada.

LATEST ADDITION to the Toronto office of Young & Rubicam Limited, is Julian AvRutick, as an executive.

He brings with him an extensive agency background in the areas of drugs, cosmetics and airlines. He was most recently with J. Walter Thompson, Toronto.

MONTE HUTTON of the broadcast services division, All-Canada Radio and Television, is leaving to join the retail sales staff of CFCF-TV, Montreal. He starts August 8.

Monte joined All-Canada in June of '59. Before that he was a salesman with Evergreen Press in Vancouver.

His replacement is Fred McCurdy, who comes to the company from the sales promotion department of MacLaren Advertising. Prior to that he spent several years in radio stations in Ontario and British Columbia.

Also leaving All-Canada this month is Ross McCreath's private secretary, Thea Thornton, who joined them 18 months ago when she left the PR department of MacManus.

CKNW APPOINTMENTS



GLEN GARVIN



PHIL OAKES

Effective July 1, Bill Hughes, Manager of CKNW, announces the following appointments:

GLEN GARVIN as Promotion Manager. Prior to joining CKNW, Mr. Garvin served as Advertising and Sales Promotion Manager for Inland Natural Gas Company in Vancouver. Previous to this he was for eight years Manager of the Kamloops and District Board of Trade, Manager of the Tourist Promotion Bureau and a member of the B.C. Government Tourist Council. For several years prior to this Mr. Garvin was engaged in retail and wholesale sales and advertising in Eastern Canada.

PHIL OAKES as National Sales Representative. Mr. Oakes is the former Advertising and Sales Promotion Manager of Oppenheimer Bros., one of B.C.'s most progressive food brokerage houses. Mr. Oakes was associated also with American Corn Products Company and the Rowntree Company of Canada where he served in the sales promotion field. Mr. Oakes is a member of the Vancouver Board of Trade.

CKNW DIAL 98

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

John & Adams. Thea is going to the industrial relations department of the Ontario Hydro.

ONE OF THE latest staff additions at CFTO-TV, Toronto, is Dr. Bill K. Byram to the position of director of research and development.

For the last four years he has been supervisor of analysis and reports, Audience Research Department, CBC, Ottawa.

Prior to that he worked with the Dominion Bureau of Statistics on the 1951 census, the National Defence Department as chief editor of the Bureau of Current Affairs and Lever Brothers, in the sales promotion and publicity department.

WHAT MAKES a timebuyer tick?

The Radio Advertising Bureau of New York hopes to provide the answer in time for their Regional Management Conferences which get under way in September.

To find the answer, RAB is currently conducting a survey of some 300 timebuyers, representing more than 200 ad agencies, in some 25 US cities, hoping to learn first hand the wants and needs of the men and women who are directly or indirectly responsible for the purchase of millions of dollars worth of radio time annually.

Typical of questions being asked are:

What information do you think a station should put in its trade ads?

What are five main factors a time-buyer looks for in selecting a station?

What are the biggest headaches stations give you?

What day of the week is most convenient for you to see station men?

How much protection do you require for accounts?

CKY LIMITED APPOINTMENT



Sid Boyling

Appointment of Sid Boyling as General Manager of Manitoba's 50,000-watt top-rated station is announced by L. E. Moffat, president.

Mr. Boyling, though young, has 29 years broadcasting experience, having started in the early thirties with CHAB, Moose Jaw. He is a recognized program specialist, is a past president of WAB, past director of CAB, past president and general manager of CHAB.

Mr. Boyling and his wife, Phyllis, son Stephen, and daughter Catherine take up residence in Winnipeg at once. In his new post at CKY he succeeds Mr. J. M. Davidson, recently appointed manager of the new television outlet.

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



Interested people like the women's views of Betty Kennedy AND INTERESTED PEOPLE BUY!

Betty Kennedy is the voice of women in Toronto. Every day at 3:05 on 'RB she keeps them posted on women's club activities . . . food and fashions . . . and all that's important and interesting to women.

Hour by hour . . . day by day . . . week by week audience averages prove that 'RB rates Number One in Metro Toronto and throughout its regional range. Pick the top for top sales potential . . . 'RB!

Betty Kennedy speaks with authority to her audience . . . and they listen with interest! That's why you can't miss when you pick a spot with Betty Kennedy or any of the top personalities on '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.

CFRB .. 1010 - 50,000 WATTS

Ontario's Family Station

Research

Nielsen Reports Now Cover Four Cities

REPORTS ON viewing habits in Canada's four major centres, which account for more than 45 per cent of the country's television homes, will be released this month by the broadcast division of the A. C. Nielsen Company of Canada Ltd.

Program preferences and TV station ratings supplied by these reports for July will be the first time that such measurements have been made available to the broadcasting industry supported by the findings of the Recordimeter, a patented device which is attached by Nielsen field representatives to each television set in sample homes, and shows the volume of television viewing by each home.

The reports on the four major marketing areas represent the third step in the Nielsen plan for extended broadcast measurement service in Canada. The first step was the installation of Nielsen Recordimet-

ers in the homes of Toronto and district viewers and the subsequent release of a series of regular reports containing broadcast and audience data covering such items as total listening and viewing, number of homes reached, total area audience and the composition of the audience viewing the different television programs.

The second step was NCS '60 — a national radio and television coverage service released in March of this year designed to supply the two broadcast media with a basic measurement equivalent to print media's delivered circulation.

Step four in the Nielsen plan will take place during October-November when television reports will be made available covering 15 markets across the country. The Nielsen Coverage Service indicates that these fifteen markets represent over 80 per cent of the nation's television homes.

Moore Appointed To CBC's London Office

SPENCER MOORE has been appointed London representative of the CBC. He has been director of programs for the CBC's Ottawa region since 1959.

Moore, whose appointment became effective August 1, replaced Don Bennett, the CBC's London representative for the past three years.

Among Moore's responsibilities will be liaison work with the BBC and supervision of all CBC radio and television programs emanating from London. He will also be in charge of the corporation's foreign

office in that city.

Born in Weyburn, Sask., Moore began his broadcasting career with CKBI-Radio, Prince Albert, and later worked for CFQC, Saskatoon, and CKNW, New Westminster. During his seven years in private radio, he wrote, announced and produced a variety of programs and organized and directed drama classes.

Moore joined the CBC Talks and Public Affairs department in Winnipeg as a producer six years ago. In 1956, he was transferred to Ottawa as senior producer of Talks and Public Affairs.

Get the **BIG PLUS** on **CBC RADIO** in **British Columbia**

- PLUS — more adult listeners per dollar!
PLUS — coverage of 220,400 listeners via 35 repeater stations!
PLUS — complete competitive protection

Contact your nearest CBC Radio Sales office for details regarding the successful commercial operation of CBU and CFPR in British Columbia!

CBC RADIO SALES

FILM NEWS REPORTER

Age 41. With 4 1/2 years West TV Experience. Has been 3 1/2 years Roving Reporter/Cameraman with Magnetic Sound Camera operating and interviewing, News Scripts & Commercial Photography. Non-drinker — Has references; seeks position in larger market, or one of new TV Stations. Write:

BOX A 512, CANADIAN BROADCASTER, 219 BAY STREET, TORONTO, ONT.

A RADIO JOB WITH TV OPPORTUNITIES

Radio-Television station, near Montreal and Ottawa, needs competent, reliable radio announcer experienced in preparing and delivering quality record shows for mid-day audience. Responsible position with almost unlimited possibilities and some TV. Write or call giving personal information and brief work history.

Operations Manager, CJSS-Radio, Cornwall, Ontario

Programming

CHCT-TV FILMS GOLF SERIES

A FILMED GOLF series, Alberta Medal Play Golf, featuring eight of the province's leading pros is scheduled for a seven week run on CHCT-TV, Calgary. The seven 90-minute shows are being offered to Alberta stations. (Class "B" spots, 1 minute \$65.) The programs are

run on Sunday evenings and are repeated the following Saturday afternoon.

run on Sunday evenings and are repeated the following Saturday afternoon. Players participating in the series are: Peter Olynyk, Edmonton Mayfair; former Alberta Open and Edmonton city Open winner. Frank Willey, Edmonton Riverside; former Alberta Open winner. Malcolm Tapp, Banff Springs; British Columbia competitor. Jack Reynolds, Red Deer; former B.C. Amateur Champion. Ernie Tate, Earl Grey, Calgary; veteran western Canada campaigner. Henry Martell, Edmonton Highlands, former Canadian Amateur Champion, Canadian Professional Golfers Association winner and former Alberta Open Champion. Frank Gowler, Canyon Meadows, Calgary; former runner-up, Alberta Open. Bud Loftus, Country Club, Cal-



gary; three time winner, Alberta Open. The matches were filmed on three different courses to give a variety of scenery and offer a greater challenge to the golfers. The first round games were played at the Earl Grey Golf Club, Calgary, and the second

round games at the Canyon Meadows Golf and Country Club, Calgary. The final was played at the Banff Springs Hotel Golf Club.

The filming was done with a single S.O.F. Auricon camera mounted on a gas powered golf car. In the picture, film-man Vern Kent, shoots some footage of one of the tournament's shot-makers. Approximate filming time for each match amounted to eight and one-half hours with an additional ten hours of editing time for each game.

Total prize money for the matches is \$1,100. The four first round matches are worth \$50 to each player. The winners advance to the second round and two matches are played, each man receiving \$100. The two winners meet in the final at Banff, with the winner receiving \$200 and the runner-up \$100. The last match features an opening interview with Bing Crosby.

Pathé-Deluxe Buys Out Shelly Films

A NEW COMPANY has been formed which has bought the plant and equipment of Shelly Films Ltd., Toronto. The company, Pathé-DeLuxe of Canada Ltd., which is owned jointly by Pathé Laboratories Inc. and DeLuxe Laboratories Inc., of Hollywood, Chicago and New York, will operate under the direction of Roger Beaudry as vice-president and general manager. Beaudry was formerly with Shelly Films.

Pathé-DeLuxe is retaining virtually all the personnel formerly employed by Shelly Films. The new company will continue to function

as a theatrical and television film and sound laboratory.

Leon Shelly is setting up his own independent office, as Leon Shelly & Company, and will act as general sales agent for Pathé-DeLuxe.

In their separate entities in the States, Pathé and DeLuxe do all the laboratory work for Twentieth Century Fox, United Artists, Universal Pictures, Columbia Pictures, Ziv Television, MCA, Allied Artists and American International Pictures, besides a great deal of the work for the three major US television networks.

G. N. MACKENZIE LIMITED HAS the SHOWS

like The New Automotive Sales Library

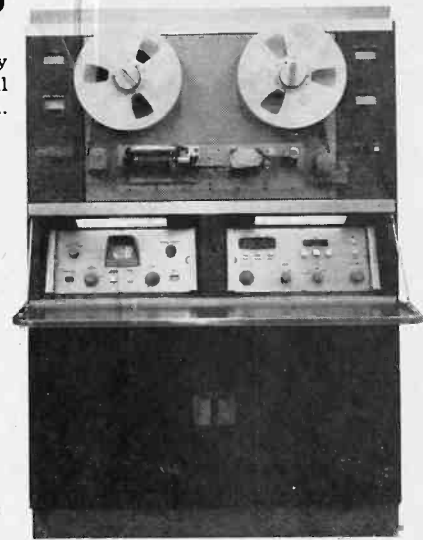
MONTREAL TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway

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

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Progress report No. 1 for August—

Our first program schedule came off the press this week. Details of live programming, including comprehensive outlines are available now from our sales offices. Following the success of our initial pilot in the drama series "Call Emergency" we have just video-taped "The Things We See" built around top Canadian art critic, Alan Jarvis. "The Things We See" is designed to be a major prestige vehicle in the field of Canadian TV.

More live Canadian programming is being completed by Rai Purdy, CFTO-TV's Director of Programs and his Executive Producer, Murray Chercover. Our Production team under their supervision is being steadily augmented by men and women who are highly skilled in creating and producing top-flight television programs.

Joel Aldred