



Canadian
BROADCASTER

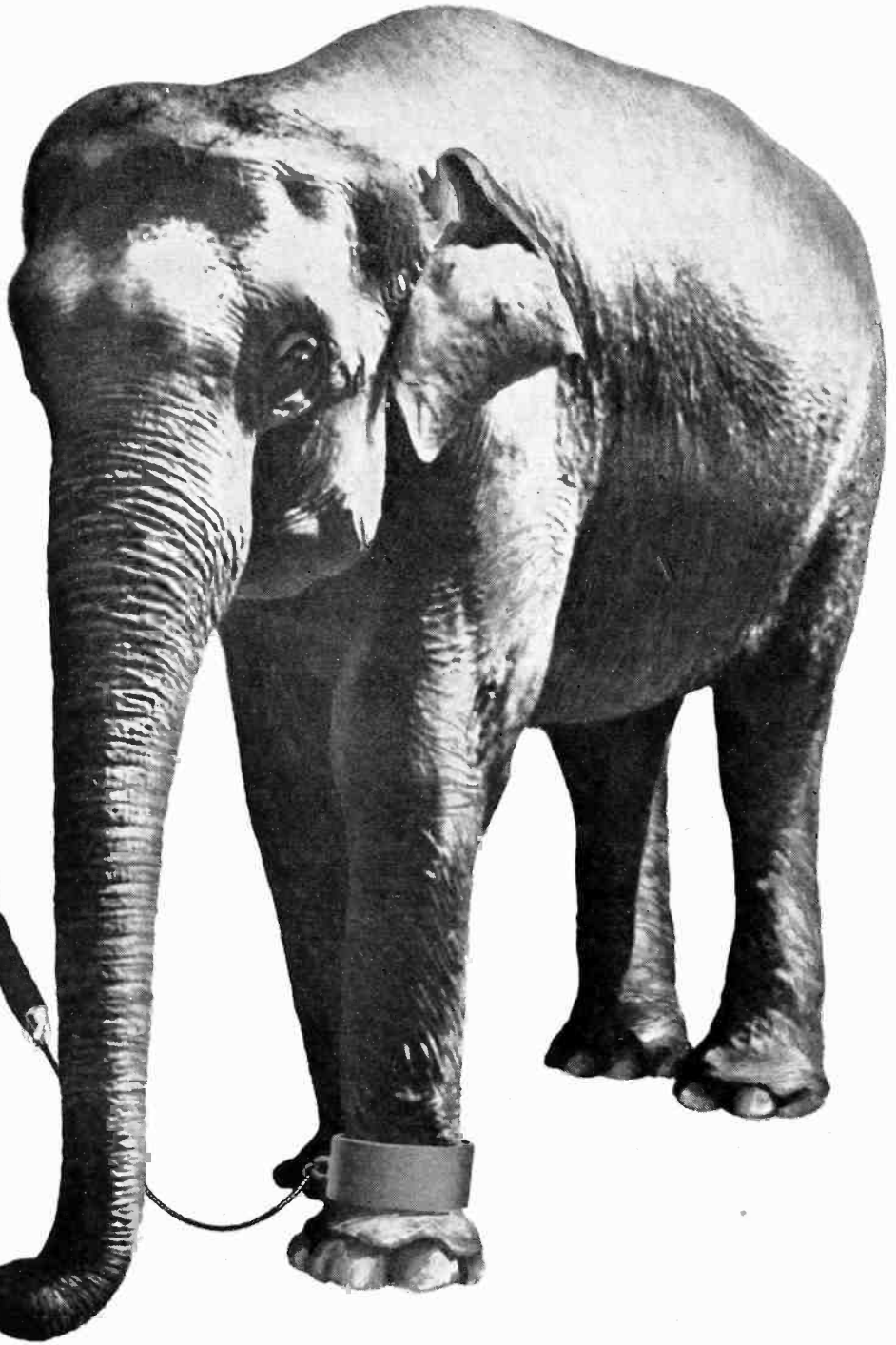
Vol. 19, No. 22

TORONTO

November 17th, 1960

Canada's top comics, Wayne and Shuster, returned to the CBC recently for the first of seven shows. Following the show, Baker Public Relations Services Limited entertained for their client, General Foods Limited. Laughing it up are, from left, Johnny Wayne; John Bull, Baker account supervisor for General Foods; Mrs. L. A. Miller; L. A. Miller, president of General Foods; Frank Shuster; and Nick Pahlen, Baker radio-TV director.

• *One Code for Commercial
and Pay T.V.?*



*“Look what
radio
sold me!”*

*(and I don't even
like pets)*

Well, we may exaggerate the persuasive powers of radio a leetle. But mull this over: the greatest instrument of communication is the human voice. Radio has a voice . . . a soft woman's voice, describing the gentle cleansing action of your brand of toilet soap . . . a resonant man's voice, using enthusiasm and conviction in describing

the way your make of automobile handles the curves.

The voice of radio could have an uplifting influence on your sales curve. The easiest way to find out is by calling, visiting, or writing, The Canadian Association of Broadcasters, representing 162 radio stations.

THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

Head Office: 108 Sparks Street, Ottawa 4, Canada • Toronto Office: 200 St. Clair Ave. W., Toronto 7, Canada



CAB WANTS ONE CODE FOR COMMERCIAL AND PAY-TV

Telemeter Claims Its Target Is Movie-Goers Not Tele-Viewers

THE CANADIAN Association of Broadcasters, supported by the CBC, is preparing to wage war on the so-called "wired" television systems in Canada.

Parliament's Select Committee on Broadcasting will hear a submission from the CAB, asking that Canada's 250-odd community antenna systems and single pay-as-you-view operation be brought under control of the Board of Broadcast Governors. The matter will be raised early in the session of Parliament which opened today.

BBG control of these facilities would mean that the wired systems — which now feed mostly U.S. programs by coaxial cable to their subscribers — would have to cancel many shows, and revamp programming to meet the BBG's 45 per cent content ruling.

Why are the wired systems not BBG-controlled now? The reason lies in the Broadcasting Act of 1958, which defines broadcasting as "the wireless transmission of writing, signs, signals, pictures and sounds of all kinds . . . intended to be received by the public."

Therefore any TV operation using coaxial cable does not come under the Act, and is exempt from the long list of statutes and regulations which apply to radio and television stations.

The CAB, which represents most private TV stations, holds that its members and the wired systems produce the same end result — a picture on a viewer's screen. Therefore the same controls should govern both.

The CAB further charges unfair competition, in that the opposition may use American shows ad lib, whereas stations must attain a 45 per cent Canadian content by next April, and 55 per cent a year later.

ALLARD WANTS EQUALITY

Jim Allard, executive vice-president of the CAB, explained the viewpoint of the association:

"Our prime interest is that of equality of opportunity and framework, not merely an extension of regulations. To put it another way, our attitude is that all these organisms which are producing the same end result should be playing with the same deck of cards under the same set of rules.

"If the appropriate authorities are prepared to relax or remove the regulations now applying to those organisms defined as 'broadcasting' under the appropriate legislation, we would be perfectly happy to have the same situation apply to all other organisms."

Allard pointed out that the CAB has several times publicly expressed its doubts about the advisability of discretionary regulation or control applied to broadcasting. These doubts, he said, indicated a preference for a situation in which broadcasting, like all other forms of publication, operates within the framework of the rule of common law.

"If, however, there are to be specific discretionary controls on one way of achieving a certain end result, it is our feeling that a policy of equity and fairness demands that those same specific discretionary controls, no more and no less, should apply to all means of producing the given end result," Allard concluded.

FITZGIBBONS CAN'T SEE IT

E. E. Fitzgibbons, president of Trans Canada Telemeter — which operates Canada's only pay-as-you-view TV system — failed to see why the broadcasters are crying unfair competition.

"We see Telemeter as another movie theatre in the area," he explained. "We are trying to pick up the lost theatre audience, those people who have stopped going to the neighborhood movie because of such inconveniences as poor parking facilities."

Famous Players Canadian Corporation Limited, parent company of Trans Canada Telemeter, operates nearly 400 theatres in Canada and, said Fitzgibbons, "there are problem children among them." Telemeter is a good solution to the neighborhood theatre problem, he said.

A recent Elliott-Haynes survey, he pointed out, showed that Telemeter subscribers were watching only movies, with no other special attractions. Consequently, Telemeter is "a marginal interest," he contended. Further, Telemeter installation in no way hinders the subscriber from watching free TV at any time.

Trans Canada Telemeter would welcome an opportunity to present its views to the Select Committee on Broadcasting, Fitzgibbons said.

If the community antenna owners fight back — and it is almost certain they will — their main argument will be: Any TV owner can put up his own rooftop antenna. How then can you legislate against a group of viewers who link their sets by coaxial cable to one community antenna or, for that matter, to the studios of a coin-box operator?

The CBC, though it is not affected by competition from the wired systems, is in sympathy with the private broadcasters. A corporation spokesman has said that it will back the CAB's submission to the select committee.

Telemeter will be reaching 6,000 subscribers in Etobicoke by mid-November, a spokesman said. For one dollar put in a coin box on their sets, these subscribers get a full-length movie without commercials.

Each five-dollar Telemeter installation gives the viewer three channels. Two of them are devoted to first-run movies, and operate only in the evening. The third is for sports and other events not shown on free TV, late-night movies, and some free daytime shows.

Ceiling for the Etobicoke system has been set at 6,000 sets, Fitzgibbons said. When it is reached, the company will "consider" expanding; and the logical place to expand is

into Toronto. At best, he said, Telemeter could hope to reach 25 per cent of Toronto homes.

CHARGE-A-VISION COMING UP

Meantime a second pay-TV system is ready to get under way. General Instrument-F.W. Sickles Canada Ltd., of Waterloo, Ont., is readying a pilot installation at Sault Ste. Marie, Ont., which will be in operation by Christmas.

The *See Now, Pay Later* system operated in conjunction with the Superior Community System, will make use of Charge-A-Vision, a Canadian-developed unit which can be installed on any TV set. Subscribers will pay drop charges customary with community antenna systems; and every two months they will pay for programs viewed, as recorded on a meter. There will be

three channels — one at a dollar per hour, one at 50 cents, the third free.

Community-antenna TV reaches a much wider Canadian public than pay TV. In the past five years, more than 250 systems have sprung up across the nation, both in cities and outside. Subscription varies from 5,000 to a couple of dozen.

Quebec has the most community antennas, though there are some in every province. Antennas placed on hilltops in Quebec are able to pick up good TV signals from both sides of the St. Lawrence River.

Originally, community antennas were erected in areas where residents otherwise would not get good — or any — TV reception. Since the system has proved financially successful, however, many others have been set up in cities.

Research Shows . . .

Pay-As-You-Viewers Spend 80¢ Weekly

A RECENT SURVEY among Telemeter (pay-as-you-view) subscribers in Etobicoke showed that the 204 families interviewed spent an average of 80 cents on Telemeter programs in the week previous to the survey.

The probe, by Elliott-Haynes Limited, took a sampling of 286 among the Etobicoke subscribers, who will number 6,000 by mid-November. Most of the conclusions, however, were based on a sampling of 204. Myles Leckie, vice-president of Elliott-Haynes, said that results of the current survey largely paralleled those of a 1,200-sample project completed earlier this year.

The Elliott-Haynes figures were quoted — by both sides — in a Washington hearing of the Federal Communications Commission hearing. The FCC was considering an application by RKO General to conduct a three-year trial in Hartford, Conn., of Phonevision, a new method of pay TV; and the application was opposed by Connecticut theatre owners.

Phonevision requires FCC approval because it is a form of broadcasting — transmission of a scrambled TV signal which is unscrambled by a device installed on the subscriber's set — rather than a wired system like Telemeter.

The anti-Phonevision group used the Etobicoke survey to show that pay TV is uneconomic. Phonevision supporters countered that in those circumstances, no other group had anything to fear from it.

Elliott-Haynes asked a series of six questions in the latest survey. They follow, with the answers they elicited:

"During the past week, the following programs were on Telemeter . . . Which ones did you or members of your family watch?" Total completed reports, 204. No shows, 70

(34.3 per cent); one show, 90 (44.1 per cent); two shows, 39 (19.1 per cent); three shows, 5 (2.5 per cent).

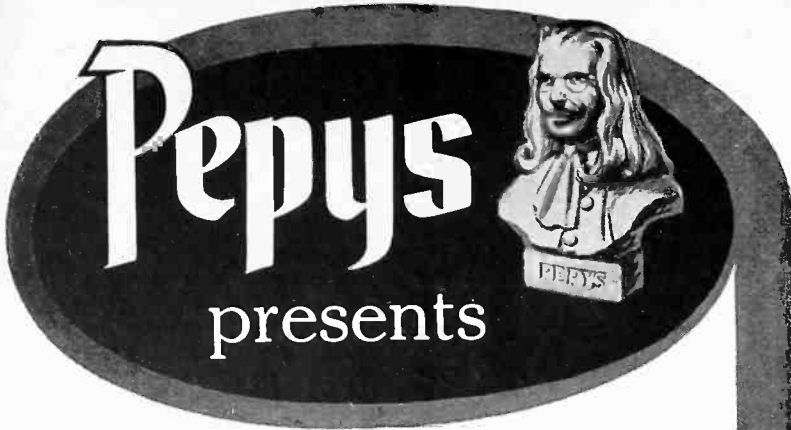
"Money spent on Telemeter shows". Total completed reports, 204; total shows seen, 183; total dollars spent, \$163.50; average weekly expenditure (204 families), 80 cents; average weekly expenditure (134 families, who viewed one or more shows), \$1.22.

"Did you or members of your family watch a Telemeter program last evening?" Total completed interviews, 286; watched Telemeter program, 42 (14.6 per cent); did not watch Telemeter program, 244 (85.4 per cent).

"If you watched a Telemeter program, what show did you watch?" Total watching Telemeter, 42; *Killers and Gidet*, 26 (61.9 per cent); *Ice Palace*, 10 (23.8 per cent); *Let's Make Love*, 2 (4.8 per cent); *Hollywood*, 2; don't remember show, 2.

"Which shows did you or your family previously watch?" Total completed reports, 204; *Sleeping Beauty and Grand Canyon*, 41 (20.1 per cent); *Oscar Wilde*, 34 (16.7 per cent); *Hollywood*, 29 (14.2 per cent); *Let's Make Love*, 22 (10.8 per cent); *Killers and Gidet*, 21 (10.3 per cent); *Les Girls*, 16 (7.8 per cent); *Daddy Long Legs and Carmen Jones*, 15 (7.4 per cent); *Ice Palace*, 5 (2.4 per cent); total shows seen, 183 (89.7 per cent).

"During what period did you watch Telemeter programs last night?" Total watching Telemeter, 42; 7-7:30 p.m., 24 (57.1 per cent); 7:30-8 p.m., 29 (69 per cent); 8-8:30 p.m., 32 (76.2 per cent); 8:30-9 p.m., 35 (83.3 per cent); 9-9:30 p.m., 34 (81 per cent); 9:30-10 p.m., 32 (76.2 per cent); 10-10:30 p.m., 11 (26.2 per cent); 10:30-11 p.m., 2 (4.8 per cent); after 11 p.m., 1 (2.4 per cent); average time spent, 2.4 hours per evening.

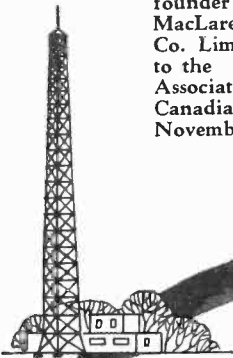


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CO. LIMITED

QUALITY . . .

"Surely, the way to sell decent goods is to sell them decently, with fair regard for competitors, proper consideration for the amenities of modern life, and stringent adherence to facts. Advertising does not need shoddy servants. It is quality that counts — quality of product, quality of the printed word, quality of the advertising presentation. These are the big things that sell."

From a speech by
J. A. MacLaren,
founder of
MacLaren Advertising
Co. Limited,
to the
Association of
Canadian Advertisers
November 3rd, 1932.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER
RADIO STATIONS

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

TELEVISION STATIONS

- | | |
|---------------------------------------|--------------------------|
| KVOS-TV Serving
Vancouver-Victoria | CKTM-TV Trois-Rivieres |
| CKOS-TV Yorkton | CJBR-TV Rimouski |
| CKOS-TV-I Dauphin | CKCW-TV Moncton |
| C-JAY-TV Winnipeg | CKAM-TV Campbellton |
| CJSS-TV Cornwall | CJON-TV St. John's Nfld. |
| CJOH-TV Ottawa | CJOX-TV Argentina |
| CHOV-TV Pembroke | CJCN-TV Central Nfld. |

ZBM-TV Bermuda

Education

ONT. TEACHERS CITE CJIC AND CFOR

TELEVISION STATION CJIC, Sault Ste. Marie and CFOR, Orillia, brought home the honors in their divisions of the Ontario Teachers' Federation annual Broadcast Awards.

hour broadcasts; *Adventure in Art*, 39 programs; *Music Festival Shows*; *Rumpus Room*; *Safety Patrol*, 39 programs; and *Technical School Choirs*.

CFOR, winner in the radio divi-



In the picture, Ruby McLean of Leamington, president of the 50,000 member OTF, congratulates (left) Ken McDonald, program director of CFOR and R. H. Ramsay, manager of CJIC-TV. The awards are given to radio and television stations in Ontario which through their programming "encourage public interest in education." CJIC-TV was cited for the variety and inclusiveness of its education programming — the most comprehensive of any submission.

Programs included in the station's submission were: *Let's Look at Our Schools*, a thirteen week series from a complete classroom in the studios; *Board of Education Reports*, 26 programs; *Sports Clinic*, 39 half-

sion, received praise from the judges for its initiative and the breadth of its education programing. Particularly noteworthy, in their opinion, was the narration by Hon. E. C. Drury, former premier of Ontario, of his own book, *All For a Beaver Hat*, a history of Huronia.

The station also took the microphone into actual classes in Orillia, Gravenhurst and Bracebridge, to broadcast lessons which were being taught. It visited the Ontario Athletic Leadership Camp at Lake Couchiching, reported Home and School events, reviewed new books at the public library, broadcast high school games and met and encouraged classes to visit the station buildings.

CKVR-TV, Barrie, received an Honorable Mention for "a definite contribution to education."

Other stations commended for their submissions were: CKWS-TV, Kingston, CKCO-TV, Kitchener, CBLT, Toronto, CJRH, Richmond Hill, CHWO, Oakville and CHUM, Toronto.

Warren Holte says . . .

Almost HALF of Alberta's Farms are in our area . . .



and that's
ONE BIG CHUNK
no matter
how you
slice it!

SOON
10,000 WATTS



REPS:

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

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(And all the regular departments)

Canadian BROADCASTER

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Editor &
Art Editor
Editorial D

Circulation
Advertising
Production
Ottawa Co

Newspapers Are More To Be Pitied Than Feared

Too often, when some critic speaks harshly on the subject of broadcasting, a voice is raised in protest — "But look what the newspapers do?" And what we say in reply is — "Who cares?"

It would be well to reflect on the fact that the total of 138 daily papers in the peak year of 1913 has diminished to a current 104 including several weeklies which have become dailies. (*Canadian Advertising Sept. - Oct. 1960*). In contrast, the total number of private radio stations in 1940 was 72 and today totals 192. (These figures are for radio stations only and exclude the CBC). In addition to this there are 48 privately-owned TV stations, also excluding the CBC.

Is it not time for Canadian broadcasters to concentrate on evolving their own program patterns, without feeling inferior to their diminishing competitors? Of staffing their own stations without feeling that only newspapermen can write news?

More even than broadcasters, the publishers, in the past few years, have been subjected to spiralling costs. Newspapers have a manufacturing problem which does not exist in broadcasting.

As a result of it all, newspaper publishers have pulled out all the stops. They have resorted to gimmicks, ranging from accident insurance to guessing games. They have pushed hard news into the background, to replace it with sensationalism and frivolity, so that they now appear as entertainment magazines rather than legitimate newspapers.

As regards national and international news, you see the same stories emanating from the news services, printed word for word in papers across the country. There are even central editorial points, where stories are written and then transmitted to associated papers by electronic type-setters.

Especially week-ends, news in the papers is almost smothered out with advertising.

Murder and other crime stories predominate over world-shaking news.

With few exceptions, art, culture and those "finer things", which the broadcasting authorities consider so essential, are conspicuous by their absence.

Publishers are motivated almost entirely by circulation figures, which are the main influence for newspaper advertisers.

But all this is the publisher's problem.

• • •

Radio has grown up through the past three decades along lines which have become traditional, as to programs and other fare. Now a new element is introducing changes in the shape of "formula broadcasting". This is evoking all kinds of criticism, as change always will. It is perfectly normal and healthy. As we see it there is only one danger.

New style "formula" broadcasting has wide acceptance. This is not an opinion. It is a statement of fact. But it is also a fact that there is still an audience for "traditional" broadcasting.

The new, fast-moving "formula" style has its place. But so has the old. Why then should the old established way be entirely scrapped. Cannot the new style be added to the old, in order that the public may be enriched with the old and the new, instead of making it a toss-up between the old or the new?

When a newspaper replaces news with gimmicks to entice readers, it does so because it is in a panic brought about by broadcasting competition. Let's not get into the race of trying to out-gimmick them. Let's stand on our own feet and work out radio and television patterns expressly for radio and television.

Head Potential

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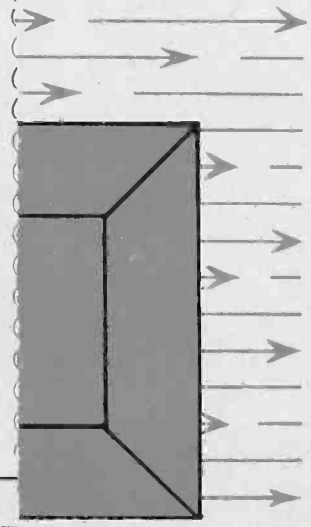
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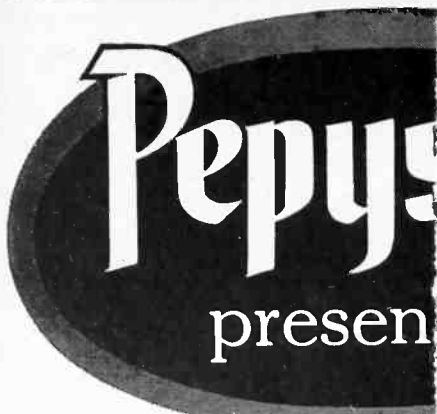
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RADIO RIBS



Permits



BEST AWAKENS IN FM RADIO

Meet In Ottawa November 29th

MACLAREN ADVERTISING CO. LIMITED

"Surely, the way to sell... them decently, with fair regard... proper consideration for... modern life, and stringent... Advertising does not need... It is quality that counts... quality of the printed word... advertising presentation... things that sell."

From a speech by J. A. MacLaren, founder of MacLaren Advertising Co. Limited, to the Association of Canadian Advertisers November 3rd, 1932.

station to retransmit the signals from CHBC-TV, Kelowna.

Saddle Mountain, B.C.: by Horace Card; to establish a television station, to rebroadcast programs from KXLY-TV, Spokane, Wash., Channel 4 to Nakusp, B.C.

Mount Sentinel, B.C.: by Mount Sentinel Television Co-Operative; to establish a satellite television station, to retransmit on Channel 5 the signals of KXLY-TV, Spokane, the Crescent Valley, B.C., area.

Vanderhoof, B.C.: by the CBC; to change in the frequency of RT Station CBRV, Vanderhoof, from 580 kilocycles to 1,110 kilocycles, the power to remain at 20 watts omnidirectional.

Banff, Alta.: by CHCA Television Limited; to establish a satellite television station, to retransmit the signals of CHCA-TV, Red Deer, Alta.

Coronation, Alta.: by CHCA Television Ltd.; to establish a satellite television station, to operate as a satellite of CHCA-TV, Red Deer.

Red Deer, Alta.: by CHCA Television Limited; for an increase in the ERP of CHCA-TV, from 6,600 watts ERP (video) to 13,200 watts, and from 3,300 watts ERP (audio) to 6,600 watts.

North Battleford, Sask.: by North-Western Broadcasting Company Limited; to establish a television station at North Battleford on Channel 3, with ERP of 3,900 watts (video), 2,000 watts (audio), EHAAT 5 feet.

Estevan, Sask.: by Soo Line Broadcasting Co. Ltd.; to establish an AM radio station on a frequency of 1,280 kilocycles, with a power of 100 watts, to operate as a satellite CFSL-Radio, Weyburn, Sask.

Sioux Lookout, Ont.: by the Sioux Lookout Chamber of Commerce; to establish two satellite television stations at Sioux Lookout, to retransmit the signals from WDSM-TV, Superior, Wis., and KDAL-TV, Duluth, Minn., to cover the Sioux Lookout and Hudson, Ont., areas.

London, Ont.: by London Free Press Printing Company Limited; to increase in the overall height above grade level of the antenna of PL-TV to 1075 feet.

Ottawa: by James Alan Stewart on behalf of a company to be incorporated; to establish an AM station at Ottawa, on the frequency of 1,250 kilocycles, with a power of 1,000 watts.

Ottawa: by CKOY Limited for an increase in the power of CKOY-Radio from 5,000 watts day and night to 50,000 watts.

Mount Tremblant, Que.: by the CBC to establish a French language television station on Channel 11, with ERP of 1,000 watts (video) and 300 watts

(audio) to operate as a satellite of CBFT-TV, Montreal.

Mont Laurier, Que.: by the CBC; to establish a French language television station with an ERP of 4.64 kilowatts (video) and 2.32 kilowatts (audio), to operate as a satellite of the proposed satellite station at Mont Tremblant.

Ste. Foy, Que.: by Télévision de Québec (Canada) Limitée; for an increase of the ERP of CKMI-TV, Ste. Foy from 5,600 watts (video) to 13,850 watts and from 2,800 watts (audio) to 6,770 watts.

Valleyfield, Que.: by Jean-Claude Lefebvre on behalf of a company to be incorporated; to establish a French language AM radio station, on the frequency of 1,370 kilocycles, with a power of 1,000 watts.

Pointe Claire, Que.: by Lakeshore

Broadcasting Limited; for an increase of power of CFOX-Radio from 1,000 watts to 5,000 watts on the assigned frequency of 1,470 kilocycles.

Frobisher, NWT: by the CBC; to establish an AM radio station on a frequency of 1,200 kilocycles with a power of 40 watts.

In addition, the BBG will hear three applications for change in the share of ownership of licensees, which would result in a change of ownership or control of the licensee.

Applications seek: transfer of 7,041 common shares of capital stock of Rideau Broadcasting Limited, CJET-Radio, Smith Falls; transfer of 1,000 common shares of capital stock of CHFI-FM, Toronto; transfer of 1,500 common shares of capital stock of CJAD Limited, Montreal.

FANS SHOWER BLUE BOMBER TACKLE



CLIFF GARDNER of CKRC, Winnipeg, was co-chairman and emcee for "Buddy Tinsley Night" last month, when fans paid tribute to the hard-hitting Blue Bomber tackle. At Winnipeg Stadium, Tinsley and his family receive the plaudits of the crowd. He was presented with a new car and other gifts from the fans.

THREE US STATIONS FORM ALASKA NETWORK

STATIONS KBYR, Anchorage, KFRB, Fairbanks and KJNO, Juneau, have formed a network known as Radio Alaska. The move was made possible by the Federal Communications Commission's approval of the purchase of KJNO by J. Chester Gordon, president of the Anchorage and Fairbanks stations.

Radio Alaska reaches 71 per cent of the total population.

"Bubbling Buck" Emory, announcer and program director at KFRB, has moved to KJNO as station manager.

Neill Attends IAA Meeting

D. MALCOLM NEILL, president of CFNB-RADIO, Fredericton, represented Canada's private broadcasters at a recent international conference in South America.

Neill, past president of the Canadian Association of Broadcasters, flew to Santiago, Chile, as delegate to a meeting of the directors of the Inter-American Association of Broadcasters.

S. N. MACKENZIE LIMITED HAS the SHOWS

like the New C. P. MacGregor Show

- MONTREAL 434 St. Catherine St. W. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1131 Richards St.

STOVIN-B

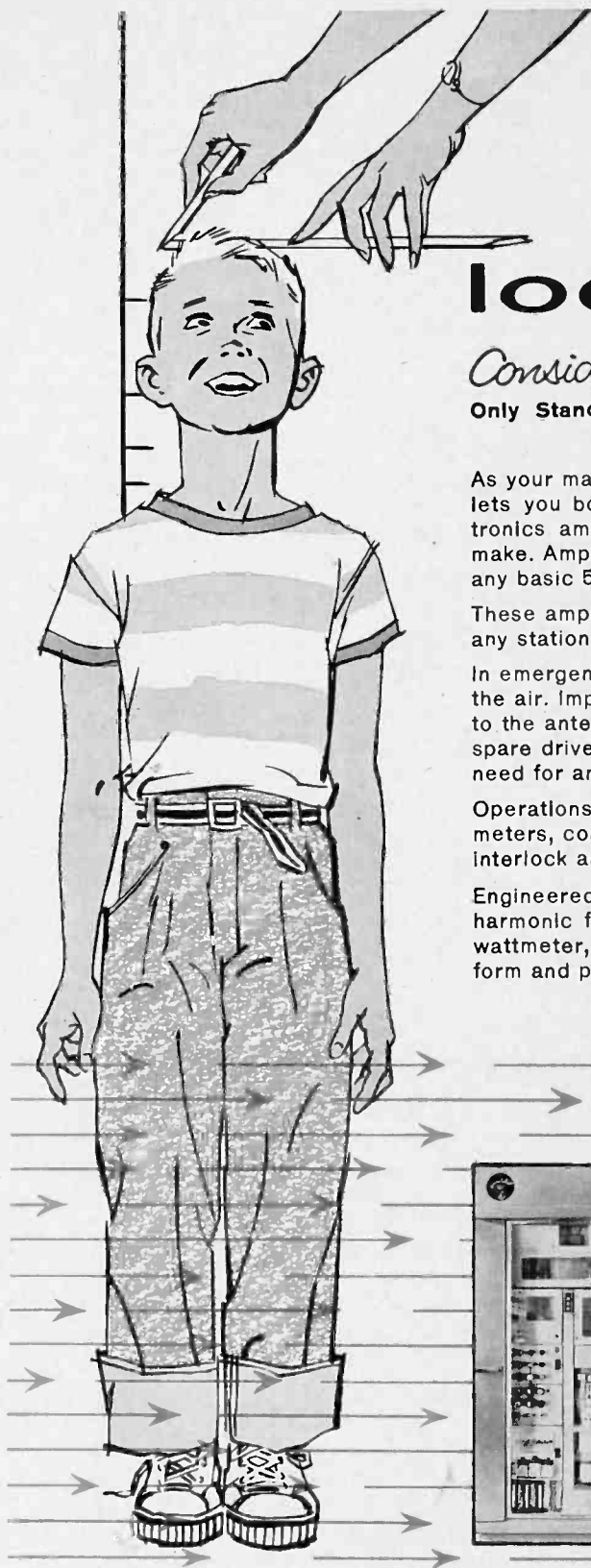
Radio and Television Stations MONTREAL TORONTO WINNIPEG VANCOUVER

- CJOR Vancouver CKLN Nelson CKXL Calgary CJNB N. Battleford CKOM Saskatoon CJME Regina

TELEVISION

- KVOS-TV Serving Vancouver-Victoria CKOS-TV Yarkton CKOS-TV-I Dauphin C-JAY-TV Winnipeg CJSS-TV Cornwall CJOH-TV Ottawa CHOY-TV Pembroke

ZBM-TV Berr.



look ahead

Consider "Growth Potential"

Only Standard Electronics TV transmitting equipment can grow from 500 to over 50,000 watts.

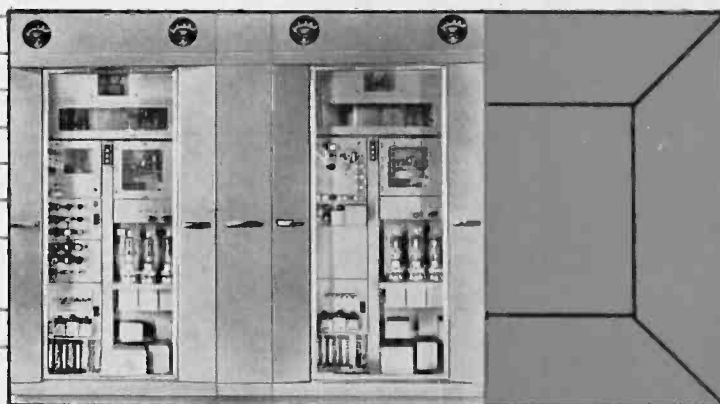
As your market grows, so can your station. "Growth Potential" lets you boost power economically by adding Standard Electronics amplifiers to your present equipment, regardless of make. Amplifiers of 10 - 25 and 50 KW output may be used with any basic 500 watt driver.

These amplifiers are self-contained units; easily adaptable to any station layout.

In emergencies, the built-in Patchover protection keeps you on the air. Impedance matched units permit connecting the driver to the antenna in seconds, in the event of amplifier trouble. A spare driver can provide full power in reserve, eliminating the need for an entire transmitter line-up for standby.

Operations and maintenance are planned-for. Large-faced meters, controls mounted in front, full length glass doors, and interlock and overload systems make daily work easier.

Engineered auxiliary equipment includes: antenna diplexer, harmonic filter, linearity correction amplifier, RF dummy load wattmeter, vestigial side-band filter, visual demodulator, waveform and picture monitoring console.



Standard Electronics TV transmitting equipment is distributed in Canada by

Northern Electric

COMPANY LIMITED

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CFQC'S
"LADIES CHOICE"
Monday through Friday

for Sampling & Promotion on "LADIES CHOICE"

CONTACT OUR REPS
Radio Reps - Canada
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THE RADIO HUB OF SASKATCHEWAN

TCA-CPA Announcement

LONG TRIPS: LESS—SHORT ONES: MORE

AIR TRAVELLERS are going to pay less for their longer trips and more for their shorter ones under a proposed fare revision plan announced by Trans-Canada Air Lines and Canadian Pacific Airlines this month. The same announcement, which sees January 2, 1961 as the starting date, says that the new structure will extend economy class (now called tourist) travel and will introduce seasonal excursion rates 25 per cent lower than standard tourist fares.

The TCA-CPA press release says that this will, in most cases, bring about reductions in fares on non-stop routes over 600 miles in length, maintain fares in the 400 to 600 mile range at close to present levels, and increase fares on those routes under 400 miles long.

Round-trip first class discounts will be dropped. There will be one-way fare reductions of as much as \$27 and increases to a maximum of \$17 in similar classes of service, the release says. Also, both lines will now provide economy service to every North American city they serve.

With the introduction of the new tariff, round-trip excursions will be made available eight months of the year (excluding June 1 to September 30) on a 23-day and 24-day return basis within Canada. Fares for these, the release says, will be "up to 25 per cent lower than the new

regular economy fares, introducing, in effect, new low fares on most routes."

For instance, the new CD-8 and Britannia round-trip excursion fares between Montreal and Vancouver will be \$182 as compared to the present lowest U.S. jet fare between New York and Seattle of \$277. The excursion fare between Toronto and Vancouver will be \$166; Winnipeg and Vancouver, \$95; Calgary and Montreal, \$141; St. John's, Newfoundland and Montreal, \$97.

Both lines will increase free baggage allowances from 40 to 44 lbs for economy class travel, and from 40 to 66 lbs for first class, bringing domestic baggage allowances up to present overseas standards for the first time.

The largest fare increase shown in the release is \$10 — from \$46 to \$56 on the round trip, first class, between Toronto and Montreal. For the same trip economy class the increase would be from \$32 to \$40, a matter of \$8.

Coincident with the introduction of the new fare structure, both lines will offer economy-class service to every North American city they serve.

Economy class service on DC-8's, Britannias, Vanguards and Viscounts will be "identical and of high quality, including the serving of hot meals," the release says.

Cite Newscast In Trial

RADIO STATION CKEC, New Glasgow's chief announcer, Rod MacDonald, was subpoenaed by the Crown to refute a witness who testified that an accused murderer had said he heard a radio report at eight o'clock on the morning that a dead man had been found in an industrial plant.

MacDonald said in court that he had read a newscast for the first time at ten fifteen in the morning — two and a quarter hours after the accused was quoted as saying he had heard of the murder.

The charge, built around circumstantial evidence in connection with the shooting of a watchman, ended in a jury's verdict of "not guilty."



PAUL L'ANGLAIS
President

PAUL L'ANGLAIS INC. APPOINTMENTS

In conjunction with the opening of new offices in Montreal and Toronto, President Paul L'Anglais announces four new executive appointments. These key members of the rapidly-expanding organization offer to advertisers extensive experience in Radio and Television services. Paul L'Anglais Incorporated represents the large French-Canadian market through CFTM-TV Montreal, CHLT-TV and CHLT-Radio Sherbrooke, and CKRN-TV Rouyn.



GUY DAVIAULT
Dir. of National Sales
Montreal



GILLES LOSLIER
Ass. Dir. of National Sales
Montreal



GASTON BELANGER
Dir. of National Sales
Toronto

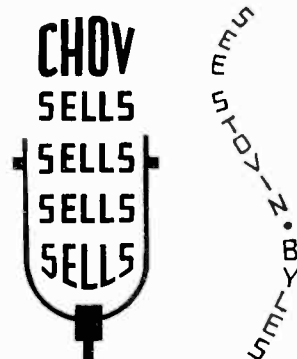


KARL STEEVES
Dir. of Research and Planning
Toronto

PAUL L'ANGLAIS INC.

1405 DE MAISONNEUVE • LA 6-9201
MONTREAL

234 EGLINTON EAST, SUITE 502 • HU 7-4666
TORONTO



The UPPER OTTAWA
VALLEY MARKET

(\$111,540,000 Buying \$\$\$)

RADIO . . . PEMBROKE

BBG MAPS THOUGHTS ON RADIO REGS

A PREAMBLE to the Board of Broadcast Governors' upcoming public hearing on radio regulations was issued this week — in the form of a BBG statement, indicating its general lines of thinking on radio broadcasting problems. The public hearings at which the regulations will be discussed will open in Ottawa November 29.

Issued by Dr. Andrew Stewart, chairman of the board, the statement dealt with radio regulations in the following categories:

Station promotion: The board is contemplating the placing of limits on the extent and nature of radio promotion, especially as it regards contests and prizes.

Spot advertising announcements: It is not uncommon to have 300 commercial, promotion, and public service breaks in a radio station's air time between 6 a.m. and midnight. The board feels that this disrupts the continuity of programming.

Variety in broadcasting service: The board is looking for the possibility of greater choice, on the part of listeners, in one broadcasting area. This concern is largely in the case of multi-station areas. The reliance on ratings, which place emphasis on the number of listeners, the board feels, does not ensure the

objectives.

Canadian content: The board realizes the difficulty of the problem, and is giving consideration to adequate regulations.

FM regulations: The board proposes to announce separate regulations for FM broadcasting, designed to maintain quality of programming.

Beer and wine advertising: Since there appears to be no move toward a uniform code among the provinces to deal with beer and wine advertising, no change in the BBG regulations seems warranted at this time.

Network regulations: Having amended television network regulations, the board will include a similarly amended code for radio broadcasting.

Other proposals: These include the introduction of a standard log form. The board intends to introduce into radio broadcasting regulations a section similar to Section 6(6) of the Radio (TV) Regulations. This section states that if a broadcaster is not conforming to the provisions of the act, the board can require the licensee, following a public hearing, to enter into program contracts with other parties and "to make his facilities available at certain hours for programming."

CFCN-TV ANTENNA IS CGE'S LARGEST



NOW AT CFCN-TV, Calgary, is this 173-foot ultra-power television transmitter, built for the station by Canadian General Electric, shown here on an elaborate test bed at Rexdale, Ont.

The antenna is the largest of its type yet built by CGE and will give CFCN-TV a maximum power of 100 KW with a directional pattern. Shipped to Calgary in four sections, it will be erected in stages atop the station's 344 foot tower making an overall height of 517 feet.

CGE, which has already supplied similar antennas to CHAU-TV, New Carlisle and CHCA-TV, Red Deer,

is currently producing two more, for CKX-TV, Brandon and CJCH-TV, Halifax.

Spark Hockey Interest

AN ALL DAY mobile and spot campaign were used recently by CKDA in helping the Victoria Cougars open their Western Hockey League season. The promotion took place in front of the Memorial Arena and the game drew over 4,000 people. CKDA carries all Cougar games, home and away.

Wherever You Find People, You'll Find TELEVISION

Remember the people who used to be proud of the fact that they didn't own a television set? They're now as rare as three dollar bills. As television turned local, it became more important, more immediate, more not-to-be-missed.

There are now 3,571,300 Canadian TV homes.

CAB Member Stations

CJON-TV,	St. John's	CFCJ-TV,	Port Arthur
CJCN-TV,	Grand Falls	CJIC-TV,	Sault Ste. Marie
CFCY-TV,	Charlottetown	CKLW-TV,	Windsor
CHSJ-TV,	Saint John	CKNX-TV,	Wingham
KCKW-TV,	Moncton	CJAY-TV,	Winnipeg
CHAU-TV,	New Carlisle	CKX-TV,	Brandon
CKRS-TV,	Jonquière	CHAB-TV,	Moose Jaw
CKBL-TV,	Matane	CKBI-TV,	Prince Albert
CFCM-TV,	Quebec City	CKCK-TV,	Regina
CKMI-TV,	Quebec City	CJFB-TV,	Swift Current
CKRN-TV,	Rouyn	CFQC-TV,	Saskatoon
CKTM-TV,	Three Rivers	CKOS-TV,	Yorkton
CFCF-TV,	Montreal	CHSA-TV,	Lloydminster
CFTM-TV,	Montreal	CFCN-TV,	Calgary
CJSS-TV,	Cornwall	CHCT-TV,	Calgary
CKVR-TV,	Barrie	CHCA-TV,	Red Deer
CKWS-TV,	Kingston	CFRN-TV,	Edmonton
CHEX-TV,	Peterborough	CJLH-TV,	Lethbridge
CKCO-TV,	Kitchener	CHAT-TV,	Medicine Hat
CHCH-TV,	Hamilton	CJDC-TV,	Dawson Creek
CFPL-TV,	London	CFCR-TV,	Kamloops
CKGN-TV,	North Bay	CHBC-TV,	Okanagan
CKSO-TV,	Sudbury	CHAN-TV,	Vancouver
CFCL-TV,	Timmins	CHEK-TV,	Victoria

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404

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

Toronto 7

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

Public Service

BLOOD DONORS DELIVER IN CKLW-TV STUDIOS

THE RADIO and TV studios of CKLW Windsor became a blood clinic for a 26-hour period last month — and the result was a new Canadian record in donations.

By the time the October 20-21 clinic ended, 1,162 Windsrites had come to the Riverside Drive studios to give their blood.

An urgent appeal for donors led to the station's offering its facilities to the Windsor Red Cross, and conducting the 26-hour simulcast in quest for blood. The Red Cross clinic, under the direction of Mrs. Herman L. Savage, moved into the building. Hospital beds and cots filled the studios, corridors and offices.

Mayor Michael J. Patrick issued an official proclamation naming the period CKLW Blood Donor Day, and visited the studios right around the clock for TV and radio broadcasts. Other visitors included Norman Spencer and Hon. Paul Martin, Essex County members of Parliament.

The clinic opened at 1 p.m. October 20, and went straight through to 3 p.m. the following day. Donors thronged to the studio. Many of them were brought in cars donated by taxi companies and auto dealers.

Entertainment was not forgotten, with many TV and radio personal-



BILL KENNEDY emcees the telethon which accompanied the 26 hour blood clinic at CKLW, Windsor. There was a total of 1162 donors.

ities on hand to greet the donors and perform for them.

Members of the Windsor Police Department and the Corps of Commissionnaires offered their time to direct the crowds.

A check of Red Cross records showed that the Windsor Telethon drew more blood donors than any previous clinic, beating a record of 1,070 donations at Camp Ipperwash in 1942.

BBG HELD CLOSED MEETING FOR SASK-ALTA TELECASTERS

THE BOARD OF Broadcast Governors met October 20 in Saskatoon, for a closed session.

Purpose of the *in camera* meeting was to discuss problems of "securing the maximum use of available television channels and extension of television service in order to meet the needs of the public of western Saskatchewan and eastern Alberta.

The representatives, under the chairmanship of Carlyle Allison, included Dr. Mabel Connell of Prince Albert, and J. F. Brown of Vancouver.

Invited to the meeting were representatives of any licensed broadcasting station in the two provinces, interested in the extension of TV service in the prescribed area. Also to be heard were persons interested in applying for a licence to operate a station in the area.

At public hearings in Ottawa September 26-27, the BBG deferred action on two applications to instal TV facilities in the district. The deferments, specifically made because of the October 20 meeting in Saskatoon, were of applications by Monarch Broadcasting Co. Ltd. and Central Broadcasting Co. Ltd. to operate private commercial TV stations.

WHO'S WHO IN BROADCASTING AND ADVERTISING?

See Our Next Issue



1st.

IN SASKATCHEWAN...

serving the Great Prairie West

Out of a total circulation of 200,914 adult persons, 87,826 (43.7%), listened only to CK-Radio.

(Special Elliott-Haynes Unduplicated

Audience Report, October, 1960;

B.B.M. Spring 1960.)



CKCK RADIO REGINA Representatives All Canada Radio & TV Ltd.

*The
Quality
Story of
FM
Radio*

CHFI-FM

98.1 MEGACYCLES

FM Radio has come of age; just phone Don Wright or Andy McDermott for our new book which answers your question on the quality medium.

While we always aim at quality audience, we are rather flattered by the latest quantity figures. Nearly all day CHFI has more metro Toronto audience than one of the 5000-watt independents. In a good number of periods, we are out in front of the 50,000-watt network flag ship and another 5,000-watt independent.

Andy McDermott -- EM. 6-8944

Don Wright -- EM. 3-1317

**more enjoyable for listening
more profitable for selling**



REMOVE THE GUESSWORK

through Nielsen Broadcast Index Reports

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

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

HALLMARK PLANS MAMMOTH SOUND STUDIO

THE CONVERSION of a huge Toronto warehouse into a professionally equipped sound recording studio gets under way this month.

The building, at 22 Sackville Street, has been leased by Hallmark Studios Limited; the completed facilities will be operated under the name of Hallmark Recordings Limited. Tenders have been called for alterations.

John Gallagher, Hallmark president, said that the renovated building, which will be ready early in the New Year, will house two recording studios, one with 7,600 square feet of floor space, the other with 1,000 square feet.

Ceiling of the large studio will be 28 feet high — ideal for recording purposes.

"I won't say that the completed studios will be the biggest in North America," said Gallagher, "but they will be among the biggest. The important thing is that they will provide facilities for any recording job, of whatever size, right here in Canada. With one of the world's biggest entertainment centres only 60 minutes away by air, we hope too to bring in business from the United States."

Doug Sanderson, treasurer of Hallmark, estimated the cost of the transformation at \$50,000. The building is acoustically sound now, he said, and one problem will be "dressing up" the concrete block walls without altering the acoustics.

Slated for construction are a control room, clients' room, and

re-mix room (which can be used as a second control room) — all on a deck overlooking both groundfloor studios.

EQUIPPED FOR STEREO

Don Hannant, sales promotion director for Hallmark, envisages additional use of the larger studio as a television studio, rehearsal hall, and small concert hall.

The studios will have equipment unique in Canada for three-channel stereo recording. In this method, there are three sound sources — left, middle, and right — which are mixed automatically at the recording session to produce simultaneous monaural. Then the three-channel stereo is split, left and right, into two-channel.

The second control room will be able to produce sum-and-difference stereo, in which there is one sound source, half picking up the actual sound and the other half the reverberated sound.

Equipment will include a \$15,000 Northern Electric console, modified by Hallmark's own engineers.

Gallagher said that the company is counting on the growing market in Canadian entertainment, which will become more marked when the BBG's Canadian-content regulations come into effect. Hallmark is ready now to produce complete packaged radio shows.

The company, which was formed seven years ago, will maintain its present quarters at 81 Grenville Street, for administration and small recording sessions.

Connoisseur TURNTABLES

... for broadcasting perfection

The Completely New Connoisseur 2 Speed Turntable ... built to exacting standards, smooth in operation and with a minimum of vibration. An outstanding turntable for those demanding the finest in reproduction equipment.

Check these features in this quality product:

- Powerful hysteresis motor.
- Rugged well ribbed zinc alloy platform.
- On/off switch with neon warning light.
- All components to .0001" tolerance.
- Shaft mirror-finished with diamond powder.
- Rumble practically eliminated with no metal to metal parts.
- Each turntable custom fitted to matching spindle.

Get complete information today.

\$59.50



SPECIFICATIONS

1. Speed is constant over 25% line voltage variation.
2. Motor speeds are 33-1/3 and 45 r.p.m.
3. Hum less than 80 dbs.
4. "Wow" less than 0.1% of rated speed.

ASTRAL ELECTRIC

44 DANFORTH RD.

SCARBOROUGH, ONT.

THIRTY YEARS WITH CBS WINS CFRB A GOLDEN MIKE



GOLDEN MICROPHONE Awards, marking thirty years' affiliation with the Columbia Broadcasting System's radio network, were presented to one Canadian and six U.S. stations, during the recent Seventh Annual Convention of the CBS Radio Affiliates Association in New York.

The stations were CFRB, Toronto, the first Canadian station to receive the distinction: WBT, Charlotte; WHEC, Rochester; WHP, Harrisburg; WTOP, Washington; KTRH, Houston.

The six awards brought the number of Golden Microphone Award holders to 21. The presentation be-

gan in 1957.

Accepting the award for CFRB from Frank Stanton (left), president of CBS is W. C. Thornton Cran, president of the station and Arthur Hull Hayes, president of CBS-Radio.

French-English Rate Card

TELEVISION de Québec (Canada) Limitée, owners and operators of CFCM-TV (French) and CKMI-TV (English), in Quebec City, have announced that as of November 1, 1960, the French and English markets will be available to the advertiser as a package on the two stations.

The combined rate card No. eight, which became effective April 1, 1960, will be used exclusively. For every announcement booked, the client automatically receives complete coverage of the audience in the same time classification. The new policy does not apply to contracts currently in effect on either station.

Station reps are Jos. A. Hardy &

Co. Ltd., Montreal and Toronto; Scharf Broadcast Sales Ltd., Vancouver; Weed & Co., New York and Chicago.

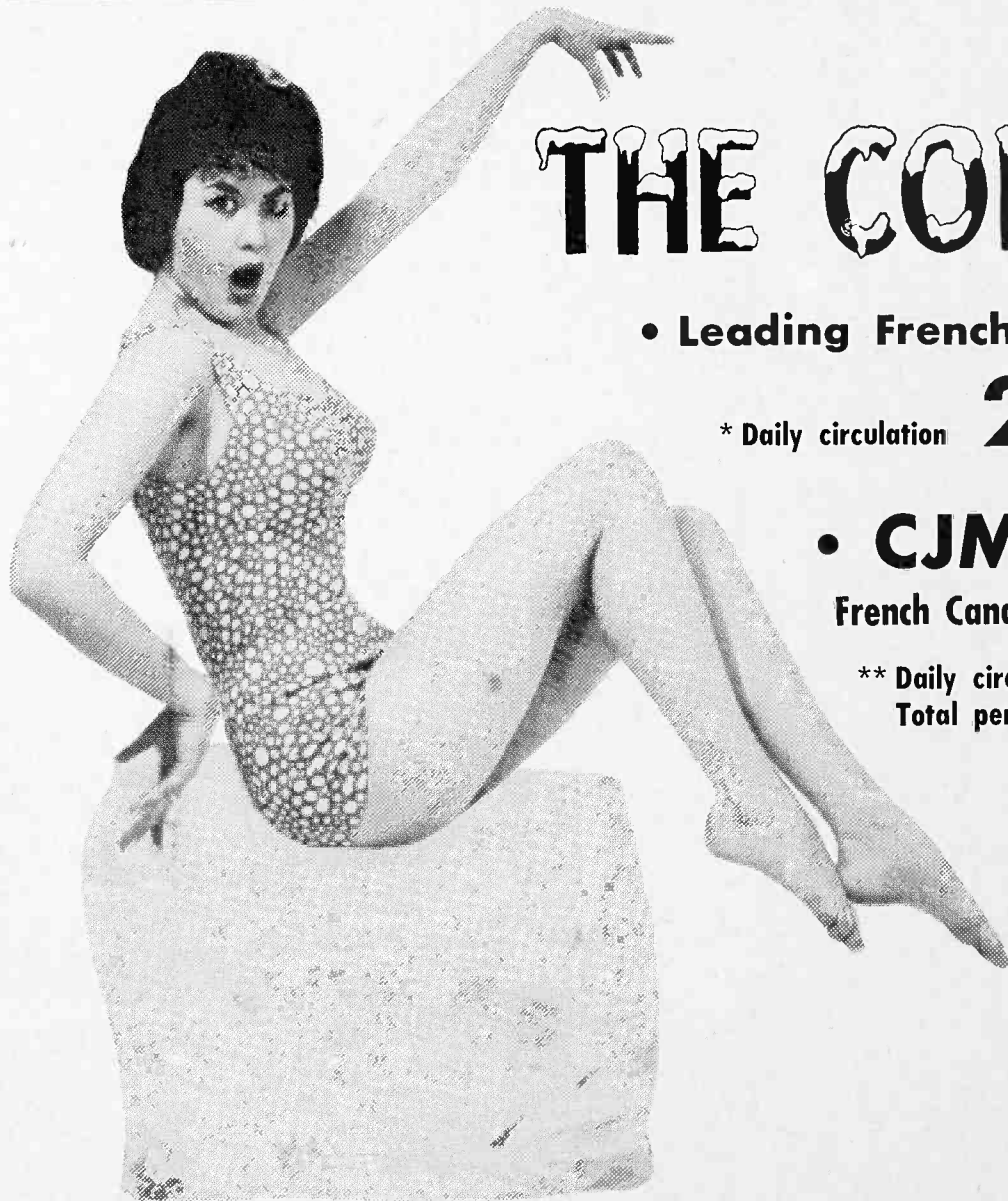
Jackpot Gets To Cripple

MRS. CLIFFORD KNIGHT who lives in North Woodslee, Ontario last month won the jackpot on CJSP, Leamington's *Call of Success* program. The show is sponsored by Success Wax, and the idea is to give away a cumulative prize to anyone who has Success Crystal Kleen Wax in the home.

When JoAnne Fillimore, hostess of the show, called Mrs. Knight, she learned that the lady was crippled and spent most of her time confined to bed.

Further conversation however, revealed that her daughter got her up every morning and put her in her wheelchair next to the telephone, in the hope that JoAnne would call.

JoAnne did not know that this situation existed and Mrs. Knight's name was selected at random in the normal manner. True to form, Mrs. Knight was by her phone as she had been for the past six months and won the jackpot of forty dollars.



THE COLD FACTS

• Leading French daily in MONTREAL

* Daily circulation **261,453**

• **CJMS RADIO**—the voice of French Canada in GREATER MONTREAL

** Daily circulation
Total persons reached **489,337**

THE **HOT** BUY IN MONTREAL

CJMS

1280 on your dial

* LA PRESSE: ABC Publisher's statement, average for 6 months ending 31/3/60

** ELLIOTT-HAYNES: Daily circulation, Summer, 1960

Representatives:

MONTREAL: CJMS Radio Montreal — VI. 9-5373
TORONTO: Stephens & Towndrow — EM. 8-3021
NEW YORK: Forjoe — OR. 9-6820

CUTS & SPLICES



Bob Miller

Triangle Productions

ROBERT LAWRENCE Productions (Canada) Ltd. have gone into the Videotape side of the business under an agreement with Taylor Video Corporation.

The agreement calls for RLP's exclusive use of TVC's mobile cruiser for television commercials. All productions on tape will be produced under a new corporation, Triangle Productions Ltd., with production headquarters at 38 Yorkville Ave., the site of RLP's huge studios.

The two RLP stages will be available for tape productions, Stage 1 measuring 110 feet by 70 feet and Stage 2, 47 feet by 38 feet. In addition, the new company will have for its use the Lakeshore Studios.

The staff of the new tape company will comprise a separate unit from RLP's film staff, with the exception of Marilyn Stonehouse as director of client services and Don Hall as studio manager.

Crawley Survey

FIFTY-TWO CANADIAN television stations — including CBC and the new second stations — recently completed a Crawley questionnaire regarding their use of free sponsored films.

Highlights of the survey, outlined in the latest edition of the newsletter, CRAWLEY COMMENTARY, revealed that 96 per cent of the stations will use free films for a total of one-and-a-half hours a week and often in prime time.

CBC APPOINTMENT



Don MacDonald

A. K. Morrow, director of the CBC's English networks and the Toronto area, announces the appointment of Don MacDonald as public relations officer for the Toronto area. The appointment will be effective November 1.

Mr. MacDonald joined the Corporation as an announcer-operator at CBX in his native city of Edmonton in 1948. He became the CBC's regional supervisor of outside broadcasts at Winnipeg in 1956, and the following year moved to Toronto as assistant supervisor of publicity for radio. Last December he was appointed director of information services.

The ideal lengths for free films, the survey reports, appear to be 13½ minutes and 28 or 28½ minutes.

On the average, only 25 per cent of the free films submitted to stations are rejected and these are turned down mainly because they have too much commercial content, not enough general interest for a TV audience or because of the poor physical condition of the prints.

Commenting on the favored types of films, many of the station people said there is no limit to the variety of Canadian subjects required as long as they tell their story in an interesting way.

Copies of the seven-page survey are available from any Crawley office to any Canadian company or organization interested in showing films on television.

Animated Children's Series

ANIMATION PRODUCTIONS recently completed five story boards for what is hoped will become a series of animated children's films.

Tentatively called *Uncle Horatio's Adventure Time*, the series will be full-cell animation, in color and split into 15-minute episodes.

Uncle Horatio, the title character, is a wise old owl. Co-stars in the series will be Herbert the Hippo, Morris the Moose, Betty the Goose, Bumblebee Freddie and Katie the Cow.

Format of the series is neither the slapstick humor in the *Huckleberry Hound* type of series nor the sweet and wholesome story line found in some of the Disney feature cartoons.

Each episode will contain a moral with the humor aimed directly at children.

On-The-Air Audition

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In the series, Victor Jory stars as a veteran San Diego detective, and in each episode he is aided in his sleuthing by a youthful plain-clothesman.

Robert Sparks, executive producer of *Manhunt*, says that the series is used as a testing ground for young actors who seem to have good potential. "The fellows who play rookie cops are taking on-the-air auditions."

While performing in the series, they are closely watched by executives of both Screen Gems and its parent company, Columbia Pictures. Episode by episode, the importance of the young actor's role increases. Everything from his attitude on the set to the nature of his fan mail is checked.

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The Travelling Salesman

AMONG THE CANADIAN film people currently away from the shop either for business or pleasure are John Pearson, ITC of Canada's general manager, now partaking of the Florida sun; Julian Roffman of Taylor-Roffman Productions, in the UK to discuss feature productions; and Ralph Ellis, president of Fremantle of Canada, also in England, talking with officials of ABC and Associated Rediffusion.

Speaking of Ralph Ellis, his com-

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Aside from stopping in England, Ralph was also in France, accompanied by J. Henri Tremblay, Fremantle's eastern sales manager. Last January, Joe Morgan of the Toronto office spent a month in London, followed in August by Ralph's secretary, Alma Rosenthal, who spent her vacation there. Colin Henderson, the accountant, is leaving shortly for a month's holiday in Australia and Ralph's current trip is the second trans-Atlantic hop for him this year.

Promote Disney Film On TV

TO PROMOTE the new Walt Disney feature film, *Swiss Family Robinson*, as a Christmas attraction, some \$15,000 will be spent in purchasing time on radio and television stations in Canada.

The money will be spent by Empire-Universal Film Distributors Ltd., who handle Disney features in Canada, and the local theatres which will screen the film.

Documentary Film Festival

THE GOLDEN SHEAF for Excellence, first prize in the recent International Documentary Film Festival held in Yorkton, Sask., was awarded to the National Film Board production, *Universe*.

An animated tour of the planets in the Solar System and an introduction to other galaxies, *Universe* was also awarded first place in the science category.

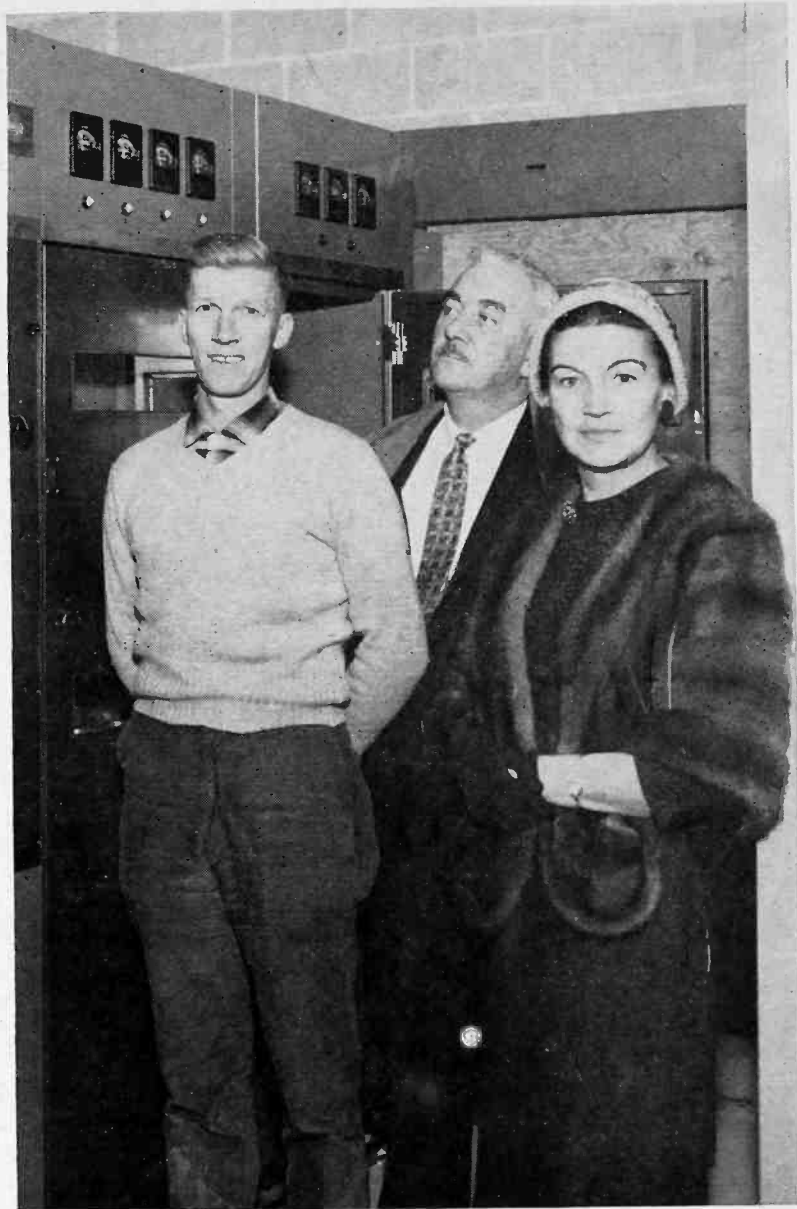
Competing in the Festival were films from fifteen countries. The Film Board's *As For Architecture* won top prize in the creative arts category. Other winners were:

Between the Tides (UK), in the natural history category; *Invitation to the Piano* (Japan), best industrial film; *Silk Scarves of Smyrna* (France), top sociological entry; and *The Face of South Africa* (SA), in the general category.

ANSWER-CANADA
A National Merchandising and Research Service
Through the use of telephone facilities, the following service is offered:
"WHERE-TO-BUY" INFORMATION
You can extend the effectiveness of your national advertising by just adding the line "Call Answer-Canada for the name of your nearest dealer". The trained Answer-Canada operator will supply the information and forward a complete record of calls.
For full details consult the white pages of your telephone book, ask information, or write...
ANSWER-CANADA
640 Cathcart St. Montreal
UN 6-2300
Affiliate: Answer America Inc.

NEW AUTOMATIC
STANCIL-HOFFMAN Model **S-7**
MAGNETIC FILM RECORDING/DUBBING SYSTEM
A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write or call for particulars.
WA. 2-2103
CALDWELL EQUIPMENT CO. LTD.
447 JARVIS ST. TORONTO

The greatest French advertising medium in Quebec
300 000 KV
CHLT-TV CHANNEL 7
SHERBROOKE
We cover the Montreal market



From right to left, Eileen Hyland, President of Hyland Radio-TV Ltd., Col. Eb Vance, Manager of CJIC radio, and David Irwin, Chief Engineer, stand proudly in front of their new RCA BTA-10K transmitter.

CJIC—Algoma's pioneer station boosts power with RCA Victor

CJIC... **first** in ratings. **First** with radio in Sault Ste. Marie 26 years ago... **first** with television 6 years ago... **first** with a mobile unit... and now, **first** with 10,000 watts, AM.

To keep ahead with your broadcasting facilities, in AM, FM or TV, consult your nearest RCA Victor Technical Products representative, in Halifax, Montreal, Toronto, Winnipeg, Calgary and Vancouver.



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

CUTS & SPLICES



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Promote Disney Film On TV

TO PROMOTE the new Walt Disney feature film, *Swiss Family Robinson*, as a Christmas attraction, some \$15,000 will be spent in purchasing time on radio and television stations in Canada.

The money will be spent by Empire-Universal Film Distributors Ltd., who handle Disney features in Canada, and the local theatres which will screen the film.

Documentary Film Festival

THE GOLDEN SHEAF for Excellence, first prize in the recent International Documentary Film Festival held in Yorkton, Sask., was awarded to the National Film Board production, *Universe*.

An animated tour of the planets in the Solar System and an introduction to other galaxies, *Universe* was also awarded first place in the science category.

Competing in the Festival were films from fifteen countries. The Film Board's *As For Architecture* won top prize in the creative arts category. Other winners were:

Between the Tides (UK), in the natural history category; *Invitation to the Piano* (Japan), best industrial film; *Silk Scarves of Smyrna* (France), top sociological entry; and *The Face of South Africa* (SA), in the general category.

CBC APPOINTMENT



Don MacDonald

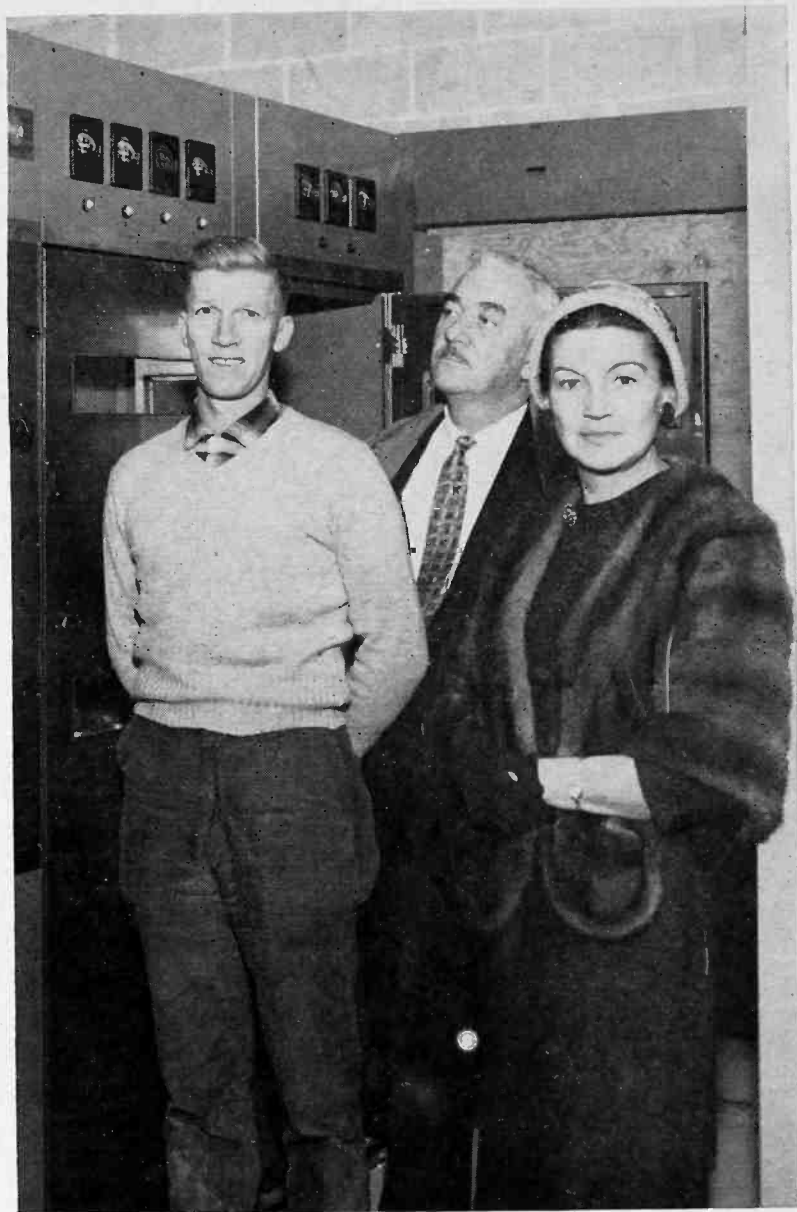
A. K. Morrow, director of the CBC's English networks and the Toronto area, announces the appointment of Don MacDonald as public relations officer for the Toronto area. The appointment will be effective November 1.

Mr. MacDonald joined the Corporation as an announcer-operator at CBX in his native city of Edmonton in 1948. He became the CBC's regional supervisor of outside broadcasts at Winnipeg in 1956, and the following year moved to Toronto as assistant supervisor of publicity for radio. Last December he was appointed director of information services.

ANSWER-CANADA
A National Merchandising and Research Service
Through the use of telephone facilities, the following service is offered:
"WHERE-TO-BUY" INFORMATION
You can extend the effectiveness of your national advertising by just adding the line "Call Answer-Canada for the name of your nearest dealer". The trained Answer-Canada operator will supply the information and forward a complete record of calls.
For full details consult the white pages of your telephone book, ask information, or write . . .
ANSWER-CANADA
640 Cathcart St. Montreal
UN 6-2300
Affiliate: Answer America Inc.

NEW AUTOMATIC
STANCIL-HOFFMAN Model **S-7**
MAGNETIC FILM RECORDING/DUBBING SYSTEM
A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write or call for particulars.
WA. 2-2103
CALDWELL EQUIPMENT CO. LTD.
447 JARVIS ST. TORONTO

The greatest French advertising medium in Quebec
300 000 KV
CHLT-TV CHANNEL 7
SHERBROOKE
We cover the Montreal market



From right to left, Eileen Hyland, President of Hyland Radio-TV Ltd., Col. Eb Vance, Manager of CJIC radio, and David Irwin, Chief Engineer, stand proudly in front of their new RCA BTA-10K transmitter.

CJIC—Algoma's pioneer station boosts power with RCA Victor

CJIC... **first** in ratings. **First** with radio in Sault Ste. Marie 26 years ago... **first** with television 6 years ago... **first** with a mobile unit... and now, **first** with 10,000 watts, AM.

To keep ahead with your broadcasting facilities, in AM, FM or TV, consult your nearest RCA Victor Technical Products representative, in Halifax, Montreal, Toronto, Winnipeg, Calgary and Vancouver.



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

**A
HALF-MILLION**

**People
are anxiously
awaiting
the arrival
of**

CJCH-TV

on air in January

**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

Representing these
television stations

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



AN ARRAY OF SPECIMEN credit cards dazzled a customer who stepped up to the cashier's wicket to settle his bill. He looked them all over and then asked, timorously: "Do you accept cash?"

This credit card business seems to be typical of the times, but it is only part of the story.

Because I am old enough to remember the day when a traveler had no choice for accommodation but a hotel, I have been storing up some thoughts, not all of them kindly, about the new-style auberges or hostelries, which bear the not very imaginative name of "Motels".

Streamlined to the n'th degree, decorated with austere flat colors of the "pastel" variety with scarcely ever a picture to break the monotony, and garnished with furniture which looks forever as though it was made up for a TV commercial, the rooms are what are known, for want of a better word I guess, as "modern".

Back in the "old days", knights of the road, or even fairly frequent travelers, got to know the managers and help at the hotels they visited regularly, and this feeling of familiarity made a visit to such places more pleasant on a personal basis. But how in hell can you be personal with a push-button?

In this mechanized day, the only personal contact you have at a motel is at the cash register, and usually strictly in advance. From then on, you're on your own.

Once you have checked. (and cashed) in, it's all up to you.

You wheel your heap to a parking space opposite Cabin 245; open the door, lug in your baggage, and that's it.

It's no use phoning for room service if you feel like a drink, even if your room is equipped with a house phone. There are glasses, carefully encased in sterilized glassine bags, in the bathroom, and ice — there's probably a container of the stuff, next to a soft drink slot machine, along the passage.

One thing about these rooms, they are usually well heated, with individual thermostats that enable you to do-it-yourself. This much I buy, because the atmosphere is

OVER THE DESK

usually hovering in the eighties when you walk in, and turning off heat is my favorite hobby anyhow.

You sleep on a "Snore-Good-Mattress", thoroughly sterilized of course and you bathe under a shower of crystal clear water, obviously chemically treated to protect you against something or other.

When you leave in the morning, no rosy cheeked landlord stands on the doorstep to wave you a hearty goodbye, with a long clay pipe grasped in his hard and horny hand. You've paid your money and got what you wanted, so you go. That's all.

Probably these motels came into being because of labor problems, which is as good a reason as any. They must save a great deal on labor, and I admit that the saving of tips is a consideration. But gradually the price of the rooms has crept up, until they are just about par with the old-style Royal Imperial in town. Frankly I'm for the old way. But then, why wouldn't I be?

I FOR INITIATIVE

SOMEWHERE IN the back of my memory lurks the story of the harassed radio producer who was trying and trying to get the sound of the rain falling on a wooden roof, or something like that. They tried everything without any luck. And then suddenly a genius — I think he was an operator — produced a bottle of Alka-Seltzer, put a tablet in a glass, poured in some water, held it against the mike, and Eldorado! that was it.

There was just one snag though — the sponsor — Bromo Seltzer.

I am not prepared to swear to the truth of this, or even that I didn't get the brands twisted, but, in similar vein, word comes from Quebec City of a battery promotion on Radio Station CHRC.

The sponsor is the B. F. Goodrich retail store there and they are pushing the idea of buying a battery before the snow falls.

The idea for the spots is to get the sound of tires skidding on the ice when the motor starts, to warn motorists that this tends to run down their batteries.

They hunted through the sound effects part of the record library for such an effect, but without success. What was to be done? Someone — they didn't say who — ran for some ice, spread it on the road, ran his car over it, while a station technician recorded the sound for broadcast along with the announcement, thereby chalking up an I for Initiative and one more satisfied sponsor for CHRC.

BROTH O' SOMETHING

EARLIER THIS month, *Front Page Challenge* hit a new high, or was it low, when contentious, some-

times cantankerous and definitely Irish playwright, Brendan Behan ("The Hostage", now on Broadway) was one of the mystery guests on the CBC's audience program.

His disguised voice (a tenor one even au natural) fooled Toby Robins. She asked if he was a woman. His reply was: "Just a minute; I'll have a look."

After the question period they asked him to describe his feelings about drama critics.

"They're like eunuchs in a harem", he said. "They see the trick done every night; they know how it's done; but they can't do it themselves."

STOP PRESS

PRESS RELEASES — we call them news items — come in all shapes and sizes. Try this one on your pianola. The names have been changed to protect the writer.

Melvin Mountebank, former medium director of Beaton, Boughten, Burton and Fink, has joined Zarathustra, Lavalliere and Klotz as radio-television director. Commenting on the loss of Mountebank, Burton Boughten, executive vice-president of BBBF said warmly: "He was the most medium director we ever had. His name had become a household word, like sewer."

At ZLK, Elvis Lavalliere, executive vice-president, commented warmly on the acquisition of Mountebank: "He is ideally suited to be our radio-television director. He has a radio and a television."

Mountebank is a graduate of the Better-By-Letter Correspondence School, Elk Tibia, Sask., and was formerly advertising manager of Sludge Breakfast Foods. He has three children, and is also married.

JUST FOR KICKS

AFELLOW JUST can't be too careful these days. For example:

Earle Ross, sports director of CKCW, Moncton, was reporting on Minor Football activities in that Hub of the Maritimes, and he proclaimed that one of the players, J. J. Alexander, had kicked two converts.

It so happened that J. J. is the son of the Archdeacon of the Anglican Church in Moncton, who bears the same initials as his son.

So word went around town — jocularly I suppose — that Archdeacon Alexander had kicked two converts.

The Archdeacon countered this rumor on his CKCW morning devotion program like this:

"Converts are hard enough to come by without my going around kicking them."

And now as our "friendly" printer is eyeing the toe of his shoe rather significantly, I think it might be judicious to deprive you of any more of these literary gems and cut out with the usual invocation to — buzz me if you hear anything.

Dick Lewis

B.C. HYDRO

Increases the

Prince George

and district
electrification
capacity by

fifteen per cent

CKPG

PRINCE GEORGE, B.C.

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

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like the New C. P. MacGregor Show

- MONTREAL 1434 St. Catherine St. W.
- TORONTO 433 Jarvis St.
- WINNIPEG 171 McDermott
- VANCOUVER 1131 Richards St.



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About to take over, at left: Maurice Taylor, president of Taylor Video Corporation, Toronto. About to finish up, at right: Bruce Read, Broadcast Application Specialist for Canadian General Electric. About to perform, at rear: TVC's new mobile television studio, a self-contained complex of multi-source equipment, superbly co-ordinated by people who know what they're doing.

BC-560

ELECTRONIC EQUIPMENT AND TUBE DEPARTMENT 100 BAYVIEW AVENUE, TORONTO
CANADIAN GENERAL ELECTRIC COMPANY LIMITED

STATION CALLS



Ron Martin

CHVC, NIAGARA FALLS

NOW OPERATING on 10,000 watts is CHVC, Niagara Falls, from a site at Netherby, ten miles south of the city. The station has been broadcasting on 5,000 watts since 1953.

First reports show good signal strength through Welland, Lincoln and Haldimand counties, the station's main market.

"CHVC will now provide absolutely clear and distinct reception at night as well as day to the entire southern part of Welland County. The areas around Fort Erie, Crystal Beach, Port Colborne and Welland will receive the greatest benefit from the improved local service", said manager Arthur Blakely.

First day promotion included thousands of telephone calls placed by members of various women's organizations working in their own communities. Residents in eight telephone exchange areas were contacted to check the station's signal strength.

CKLB, OSHAWA

EMILE, A Toy French poodle enjoys a chicken dinner. The little fellow was a prize in a contest run for Dr. Ballard's Dog Food by



CKLB, to see who could find the most dog names made up from letters in the company's product. Mrs. Leona Laycoe of Ajax won Emile.

CKEY, TORONTO

JIM COREY and Duff Roman, CKEY announcers, were guest emcees recently at the *Brenda Lee Show* in the Mutual Street Arena in Toronto. The show featured many top recording stars.

Corey welcomed the crowd and introduced the official emcee for the evening, Garry Miles. Roman officially closed the show with a thank you on behalf of Mutual Arena.

CKCK-TV, REGINA

AN EDUCATIONAL quiz panel with students from grades seven and eight has been organized by CKCK-TV. The contestants, from city and country schools within the

station's viewing area, are chosen for their academic ability.

The program is telecast every Wednesday, during a prime evening time period. A group of six students participates each week. At the beginning of the program, a student is given 1,000 "knowledge credits". For each correct answer to a question, 100 credits are added and for each incorrect answer 100 credits are subtracted. At the end of the game, the student with the most credits wins a 24-volume set of the *Encyclopedia Britannica*.

Every seventh program is a semi-final with the winner receiving a set of the *Encyclopedia Britannica's* "Great Books of the Western World". On the final program of the series, the five playoff winners will appear on the program and compete for the major prize award of a \$500 educational scholarship.

The air audience may take part by submitting a set of six questions for use on the program. The successful contributor receives an *Encyclopedia Britannica Annual*.

VOCM, ST. JOHN'S

THE FIRST LIVE broadcast ever to originate from the rugged south-west coast of Newfoundland was recently done by station VOCM. The event was the annual Newfoundland soccer championship, which was held this year in Grand Bank.

Engineers made technical arrangements with the Canadian National Telegraphs and the Avalon Telephone Company, to feed the play-by-play broadcast of the game to the station's St. John's studios where it was transmitted. Sportscasters were Edgar Squires and Jim Browne.

CJAY-TV, WINNIPEG

THE NEW remote unit at CJAY-TV is ready to roll. Over fifty feet in length, the mobile features a large control room, videotape facilities, retractable seven foot public address horns and a lounge and kitchen area.

The sides of the van are removable, with a large glass viewing area so the public can watch operations inside without distracting the operators.

CJAY-TV has inaugurated a large scale television dealer merchandising contest with free TV commercial time as prizes. Over 125 appliance dealers and department stores received a fold-over mailing piece, announcing the contest and how they could participate.

The dealer builds a display in

CANADA'S MOST COMPREHENSIVE
MARKET RESEARCH SERVICE

Elliott-Haynes
LIMITED

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

his store window, using a forty piece silk screen display kit provided by the station. A photo is taken of the display and judged by CJAY-TV set designers and artists.

The winner receives \$1,000 worth of free advertising, with second and third prizes \$750 and \$500. Seven other prizes of \$100 are being given as consolation prizes.

The kit contains window banners, price tickets, full page newspaper ad reprints, transparent TV screen tip-ins, easel cards, wall banners and a bus board.

CKGM, MONTREAL

A PROMOTION FOR Harold Cummings, a Montreal car dealer, was recently conducted by CKGM through Ronalds-Reynolds Advertising Agency.

As shown in the picture, a new



'61 Chev was hoisted high in the air with a man in it. A prize of a trip to Mars was offered to anyone who could guess when the "guy in the sky" would come down. The

catch was that he would return to earth only after 10,000 people had visited the car dealer's showrooms.

After two and a half days the quota was reached and a record number of new models was sold. The trip turned out to be a jaunt to Mars, Pennsylvania.

CFCH, NORTH BAY

THE SATURDAY NIGHT record hops at CFCH are in their second year and still going strong. The dance is held each week in the Community Memorial arena and tables are set up around the edge of the floor, cabaret style. Admission is 50 cents to high school students.

This is the only regular dance for the teenagers of the city and emcee of the show Bruce Ruggles plays records from the top 60. In the summer months the entire program is broadcast over the station from 9 p.m. until midnight and attendance reaches 800 weekly. During the winter, the program can not be broadcast because of the National Hockey League games which occur at the same time.

CHUB, NANAIMO

CELEBRATING eleven years on CHUB-Radio last month, were Al Addison and His Westernaires. A surprise birthday party was held in the studio and a huge birthday cake with eleven candles was presented to the group.

Through the years, Al has introduced 500 new artists to radio.

CFTO-TV, TORONTO

AFTER 16 YEARS at CKEY, a sportscaster Joe Crysedale has left to join the sports department of CFTO-TV.

CKRC, WINNIPEG

NEWLY APPOINTED sports director at CKRC, Winnipeg, is Ron Oakes. He takes over from Johnny Esau, who recently moved to CFTO-TV, Toronto.

ALWAYS A JUMP AHEAD

CHUM 1050

SURVEY-PROVEN NO. 1 IN TORONTO RADIO

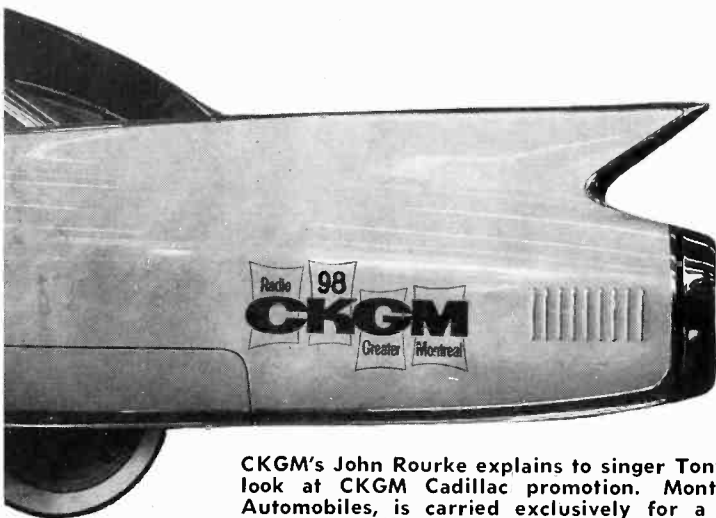


CKGM's talented young Philharmonic Youth Orchestra conductor Boris Brott, conducts the orchestra in preparation for the fall season.



The CKGM Promotion Twins as they demonstrate one of the 2,000 posters put up in cigarette stores throughout Montreal, promoting the daily live show on CKGM with Alouette coach, Perry Moss.

ACTION RADIO



CKGM's John Rourke explains to singer Tony Bennett how to adjust the camera as they look at CKGM Cadillac promotion. Montreal's largest Cadillac dealer, Sanguinet Automobiles, is carried exclusively for a 26-week period on CKGM, the first time Cadillac has used Montreal radio extensively.

For outstanding radio success stories contact Stephens & Towndrow Ltd., Toronto, or CKGM's sales manager Don Wall.



EX Is Ready To Roll At

Channel 12 CFCF-TV Montreal

PERSONNEL PROBLEM

Sir: Cancel my subscription to your paper immediately. Since my secretary ran off with the disc jockey, I have no one to read it to me.

—Sub-scriber

SAFETY FIRST

I think it was Steve Allen who said that the first lesson to remember in the art of self defence is to keep your glasses on.

AUDREY STUFF

Then there's the gal who was so dumb she thought an antidote was one of those stories the emcees keep telling over the radio.

LET IT RAIN

Let a smile be your umbrella. You'll get wet from time to time -- but you won't give a darn.

— Bennett Cerf

PROOF OF PERFORMANCE

The station manager asked the job applicant for proof that he had worked for the competing station. "Certainly," said the applicant rummaging in his pocket. "Ah, here it is," he said, producing a crumpled letterhead of the rival outlet. It read: "John Jones. You're fired. Yours truly, Peter Smith, president."

THE CHANCE YOU TAKE

There's the guy who always says hello to a vaguely familiar face, in case he knows the wearer. And then there's his counterpart who never says it, in case he doesn't.

ACCESSORY AFTER THE FACT

She liked her new job as secretary in an army camp and spent all her off duty hours contributing to the delinquency of a major.

THE SCALES ARE OFF

The office trainee always wondered how the boss kept his car so bright and shiny, until he became his executive assistant and found out.

TURN UP THE GAIN

The character actor was as deaf as post but wouldn't admit it. Instead he would cup his hand over his ear and say: "Louder my good fellow. Getting a little deaf. It's the applause you know."



the big news stories break in Canada's

The 18-member committee claims that the ban on *Town Meeting*, which was to be broadcast on CJOR-Radio September 30, constitutes a threat to free discussion.

Dr. Andrew Stewart, BBG chairman, said the broadcast was cancelled because it violated the equal-opportunity clause in broadcasting regulations, and was a partisan presentation of Liberal Party doctrines.

The newly formed group, which has named itself "Friends of *Town Meeting* Committee", has sent a letter of protest to the BBG, asking that the ruling be reversed.

A spokesman said that several Conservatives were invited to appear on the banned program, but all declined.

The protest letter said in part:

Under such an interpretation, the letter contended, any party involved in a controversial topic can kill debate by refusing to participate. The BBG was also asked to explain how it intends to interpret the equal-opportunity rule in future.

The committee's letter was signed by a prominent member of each of the four political parties: D. A. S. Lanskail, Liberal, chairman; Bert Price, Social Credit, secretary; William Dennison CCF; and Raymond Hull, Progressive Conservative.

All members of the Vancouver committee are former participants in *Town Meeting*.

Subject for discussion on the banned program was *What Are The National Issues Between The Conservatives And The Liberals?*

CKOS-TV
YORKTON
SASKATCHEWAN

"Centre of the Prairie Market"
CHANNEL 3

It's now two for the price of one as we expand into a new and exclusive area with Western Canada's largest satellite.

One buy offers you unlimited opportunities to expand your sales with effective promotion and quality programming.

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

E-M-I

BATTERY OPERATED PORTABLE MAGNETIC TAPE RECORDER

MODEL L2B

WRITING TODAY:

CALDWELL EQUIPMENT CO. LTD.
447 JARVIS ST. TORONTO

Weights only 14½ lbs. complete with batteries. Perfect for "on the spot" news reporting, sports commentating, interviews, speeches, etc. Broadcast Quality.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like the New C. P. MacGregor Show

MONTREAL 1434 St. Catherine St. W.
TORONTO 433 Jarvis St.
WINNIPEG 171 McDermott
VANCOUVER 1131 Richards St.



CKGM's talented young Philharmonic Youth Orchestra conductor Boris Brott, conducts the orchestra in preparation for the fall season.



The CKGM Promotion Twins as the 2,000 posters put up in Montreal, promoting the daily Alouette coach, Perry Moss.

The Canadian Television Licence owned for 104 EALING PRODUCTIONS, and under supervision of Sir Michael in Great Britain bringing such all-time names as:

- JOHN FORMBY
- S. L. SULLIVAN
- EL WILDING
- BOB BODD
- AL REDGRAVE
- E. HOBSON
- ABBAY PLAYERS
- FARRAR
- CRAWFORD
- E. NADER
- FIELDS
- MASON
- S. CALVERT
- MILLS

ACTION

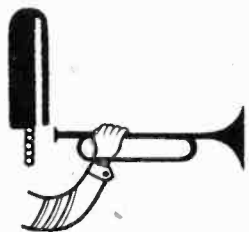
- ★ FRANCOISE ROSAY
- ★ MARGARET RUTHERFORD
- ★ GOOGIE WITHERS
- ★ GLYNIS JOHNS
- ★ RONALD SQUIRE
- ★ JANETTE SCOTT
- ★ STANLEY HOLLOWAY (Stage Star of 'My Fair Lady')
- ★ EDMUND GWENN
- ★ TOMMY TRINDER
- ★ PAUL ROBESON
- ★ ROBERT BEATTY
- ★ KENNETH MORE
- ★ PATRICIA ROC
- ★ MAURICE CHEVALIER
- ★ LEO GENN
- ★ MADELEINE CARROLL
- ★ RONALD SHINER
- ★ ANNA LEE
- and Many More

WATCH FOR FURTHER ANNOUNCEMENTS NOW NEGOTIATING:

For the outright Canadian Television Licence for additional feature films, including approximately 200 various British features (and 87 non-denominational religious productions) with such additional stars as:

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|-------------------|------------------|------------------|
| ★ ANNA NEAGLE | ★ ALASTAIR SIM | ★ GEORGE SANDERS |
| ★ STEWART GRANGER | ★ DIANA DORS | ★ BEN GAZZARA |
| ★ MAUREEN O'HARA | ★ RAYMOND MASSEY | ★ JOHN GREGSON |
| ★ ANTHONY STEEL | ★ DIRK BOGARDE | ★ MICHAEL RENNIE |

and other Top International Artists



atlas
TELEFILM LIMITED

EXCLUSIVE SELLING AGENTS DOLA FILMS LIMITED

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Another AMPEX Is Ready To Roll At

Channel 12 **CFCF-TV** Montreal



"When the big news stories break in Canada's largest city, we'll be there."

says S. B. (Bud) Hayward, Program Manager

CFCF-TV plans to go after the news with this mobile VIDEOTAPE* unit. The combination of the mobile tape van and the mobile studio gives CFCF-TV complete mobile facilities for remote production of both programs and commercials.

WHY NOT PUT YOUR STATION IN THIS PICTURE?

For complete detailed information write:
AMPEX OF CANADA LTD.: 1458 Kipling Avenue, North; Rexdale, Ontario



*TM Ampex Corp.

MAXIMUM PROGRAMMING

as initiated by



Channel 9 • Toronto

This is a sample of maximum programming. The kind of programming that means maximum television. The kind of television that offers maximum coverage. The kind of coverage you get with CFTO-TV, Channel 9, Toronto. See any of our sales representatives for further information on availabilities.

BATON ALDRED ROGERS BROADCASTING LIMITED
 Pre-opening location: 29 Melinda Street,
 EMpire 2-2811. Toronto 2, Ontario
 Montreal location: Room 1112,
 Dominion Square Bldg.,
 UNiversity 1-1581. Montreal, Quebec

