



Canadian
BROADCASTER

Vol. 19, No. 4

TORONTO

February 18th, 1940

CKWX-RADIO, VANCOUVER, moved its turntables and equipment up Hollyburn Mountain recently to kick off the skiing season. John Ansell and Norris McLean, CKWX staffers, interview two of the younger set who are getting ready to take part in the free ski lessons provided by the resort owners. Photo is by Rolly Ford. See story on page 4.

- WESTERN TV SALES MANAGERS' MEETING 3
- WHAT HAPPENED AT THE BCAB? 8
- RADIO FOR THE LISTENERS OF TODAY 18

A FRIENDLY SERVICE

Opinions vary amazingly on most of the intricacies of the Radio medium. They vary between the doctrine of using Radio as a means of elevating public taste in the arts, letters and sciences, to the view that the function of any medium of expression is to give the people what they want to hear, and leave the heightening of cultural standards to the educators.

On one point though, there is no dissentient voice, and that is the essential existence of one quality in all broadcasting, and that quality is *friendliness*.

In advertising, this quality is even more essential, because Radio's voice goes into Canada's 4,003,000 Radio homes, just as the voice of a neighbor who drops in to tell a friend about a new recipe or household aid.

It is this quality of friendly intimacy, which no other medium can offer, that makes a properly planned and controlled Radio campaign the best means of carrying your sales message to your market . . . just one of the "friendly services" of the private Radio stations of Canada.



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.

Western TV Sales Managers

Local And National Business Discussed At Two-Day Meet

MORE THAN thirty-five delegates, representing about fifteen stations and three rep firms, were on hand in Calgary last month to attend the annual Western Television Sales Managers meeting.

After opening remarks by A. M. Bert Cairns, vice-president and general manager of CHCT-TV, Calgary, and a discussion of the agenda by Lloyd Crittenden of CJLH-TV, Lethbridge, station men got right down to work with a panel discussion -- "What Your Sponsor Thinks".

Moderated by Bob Watson of CHCT-TV, panel members included: Peter Harrison, advertising manager, Jenkins Groceteria; Bob Drinnan, advertising manager, Hudson's Bay Co.; Orville Burke, Orville Burke Lumber; A. M. Scottie Shoults, manager, James Lovick & Co. and Bert Jacques, A. E. Jacques Co.

While the stations did not convert the retailers to their way of thinking, it was generally agreed that everyone picked up some valuable tips on how to tackle local accounts with a more positive approach and with a better understanding of the advertisers' problems.

Typical of the questions asked were:

Does the panel feel that a station has any responsibility for programing directed against one ethnic group?

While almost everyone agreed that a station should not, in the interests of the community, program against ethnic groups for past misdeeds, it was felt that they should not avoid controversial issues for fear of offending certain groups.

Do you consider it worthwhile to set up a television workshop or some such thing, where periodically advertisers and media personnel could get together so that the advertisers could learn more about the production of their commercials?

The panel thought that a working knowledge of what can be done and more importantly, what can't be done in television commercial production would be very desirable. They also felt that production should be left in the hands of the station, unless the advertiser is sufficiently big enough to hire a television specialist.

One panel member said he was disappointed in the tendency of television and radio salesmen to be so competent in the selling of promotions and so remiss in the production and follow through. This seemed to be completely opposite to the newspapers way of handling the accounts.

It was generally agreed that, while

this is partly true, the problem seems to be one of ignorance of the workings of television by retailers. He has complete control over his newspaper advertisement, whereas in television, with sight, sound and motion, it is difficult for him to control all three.

In the newspapers the local man can produce an ad which compares favorably with those of the national advertiser. In television he can't afford to match national productions and suffers by comparisons.

It was thought that all the blame did not belong to television. It is sometimes impossible to get the client to co-operate fully and the station is forced to act alone ultimately getting blamed for overselling.

Panelists also spent some time talking about specific applications of television where they felt it had proven successful. They also offered suggestions as to how this success was achieved and what could be done to increase the area of successful television advertising.

When asked their opinion of advertisers appearing in their own commercials, panelists said they thought this was wrong because television requires a professional touch. To appear in one's own commercial they felt, was a disservice to viewers, advertisers and the station.

The afternoon of the first day was devoted to local and national sales seminars, running at the same time.

At the local seminar, chaired by Derek Field of CFRN-TV, Edmonton, delegates made good use of the time exchanging ideas on all facets of local selling.

Specific areas covered were: How much success have stations had in getting department stores to use television? What experience have stations had in converting newspaper automobile accounts to television? What clearance is given to competitive sponsors? Are local discounts advantageous? What success has there been in association and group television purchases?

NATIONAL SEMINAR

The national seminar, which drew the larger number of people, was chaired by Don Tunnicliffe of CKCK-TV, Regina. Some of the questions and problems discussed were as follows:

How much new business development can be expected from national reps?

It was agreed that the second television stations will certainly add

television advertising dollars, however, some minor markets will be in a transition period where at the outset revenues may drop, but eventually will begin to rise. New advertisers will be heard from with medium budgets of \$200,000 to \$400,000, but there will be no major rush to buy time.

Many advertisers, it was felt, would adopt a wait-and-see policy. Also an upgrading of programing will become necessary and will occur with the operation of any kind of second network.

What type of shows are stations suggesting to national accounts for local live shows?

While a fair number of local live shows have already been offered to national advertisers, few have bought in. The most successful seem to be football interviews, cooking shows and sports shows involving surprise interviews.

Should stations bear all national sales promotion expense? Where does the rep fit in?

It was agreed that stations are not fully aware of the reps promotion expenses, which represent a considerable amount of money. This is absolutely necessary and shouldn't be borne by the stations since the promotion done by the reps means more business and bigger profits for them.

There is a decided fall-off in national spot business during the month of December. Is there any way we can encourage seasonal accounts such as Yardley and Shulton, to use television?

Because of the timing of the holiday season during 1959 there was a general adverse effect on all media. Many agency people believe that television's audience suffers during the pre-holiday season with the pressure of shopping and holiday planning. Commercial production for special Christmas packaging, it was felt, was undoubtedly a factor.

Selling the locally produced commercial concept might be one answer.

A suggestion was made to provide a catalog of available sets from which an advertiser could choose one appropriate for his message.

How important are agency visit trips by station sales management? Are they more or less important now than in the past? What form should they take now?

It was felt that they are more important now than ever before, but are still poorly prepared. Station men should come prepared with something specific to offer and not waste time simply socializing.

They shouldn't expect to cover everyone everytime. New informa-


(Continued on page 4)

REACHING OVER

3,000,000

FRENCH CANADIANS

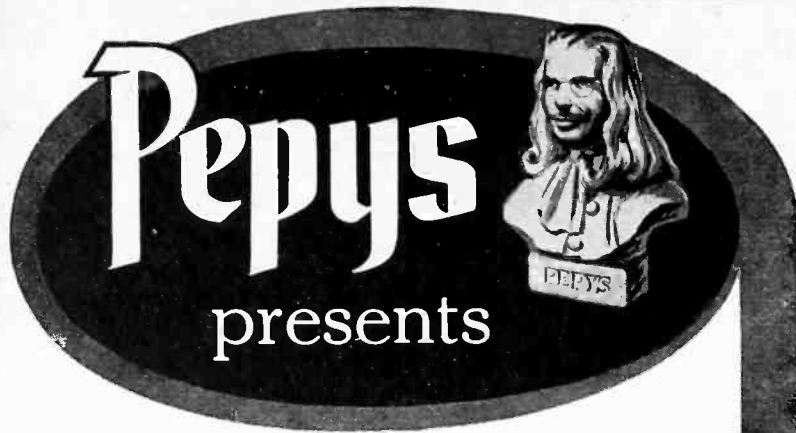
24 hrs. EACH DAY



10,000 WATTS day

THE
AWARD
WINNING
STATIONS

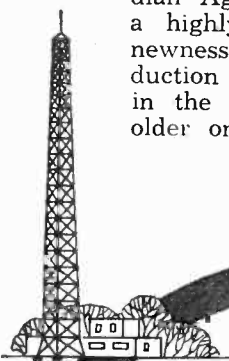
CJON Radio
Television
NEWFOUNDLAND



SCHNEIDER CARDON LIMITED

More than 50 Food Store products — National American and European — thrive alike here, under the guidance of a hard-working and dynamic group that combines a happy tempering of youthful aggressiveness with full maturity of outlook. The principals use up thousands of air miles each year in the course of client field work. Added to this progressive mode of operation is the sound application of the latest merchandising and marketing methods, to round out an Agency which has, since 1946, carved out a unique position for itself in the food field.

This compact, all-Canadian Agency has shown a highly knowledgeable newness in the introduction of products and in the re-vitalization of older ones.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

- | | | | |
|--------------------|------------------|-------------------------|------------|
| • RADIO STATIONS • | | • TELEVISION STATIONS • | |
| CJOR Vancouver | CHIC Brampton | KVOS-TV Serving | |
| CFPR Prince Rupert | CJBC Toronto | | Vancouver- |
| CKLN Nelson | CFOS Owen | | Victoria |
| CKXL Calgary | Sound | CKOS-TV Yorkton | |
| CJNB North | CJBQ Belleville | CKTM-TV Trois | |
| Battleford | CKLC Kingston | | Rivieres |
| CKOM Saskatoon | CHOV Pembroke | CJBR-TV Rimouski | |
| CJME Regina | CKCW Moncton | CKCW-TV Moncton | |
| CKY Winnipeg | CJON St. John's, | CJON-TV St. John's, | |
| CJRL Kenora | Nfld. | | Nfld. |
| | ZBM Bermuda | CJOX-TV Argentinia | |
| | | ZBM-TV Bermuda | |

Cover Story

AIRS SKI REPORTS FROM MOUNTAIN TOP

TO OFFICIALLY start the skiing season on Hollyburn Mountain, outside Vancouver, CKWX - Radio, New Westminster moved its turntables and equipment up the mountain and broadcast from the summit for two days last month.

Purpose of the promotion was to encourage family participation in the winter sport. Hollyburn Mountain has a ski lift, three lodges, instructors, and three parking lots which enable cars to be driven right to the foot of the lift.

CKWX on-air personalities broadcast from 7 am to 7.30 pm on Saturday and Sunday. Listeners were kept posted on ski conditions and facilities. A special CKWX Free Ski Bus operated daily from 8 am to 1 pm, bringing skiers from the Park Royal Shopping Centre in West Vancouver to the foot of the ski lift, with return trips until 5.45 pm.



Photo by Rolly Ford
NORRIS McLEAN, CKWX disc jockey, takes time out to give a young skier pointers on how to be an announcer. The portable desk unit was brought up the mountain in a sling suspended from the chair lift units.

BILL GUILD MADE BC DIRECTOR OF BN

BILL GUILD, manager of CJVI, Victoria, and a former chairman of the Canadian Association of Broadcasters, was made BC director of Broadcast News at a luncheon, hosted by Charlie Edwards, manager of the news service, during the BCAB convention last week.

Previously one director, Gordon Love of CFCN, Calgary, represented the three prairie provinces and BC on this board, and it was at Mr. Love's suggestion that BC has appointed their own director.

Broadcast News is an emanation of

The Canadian Press. It now has a board of ten directors, five of them broadcasters and five of them newspaper members of CP.

Broadcast News serves 182 of the 192 private radio stations and 40 of the 44 private television stations, with a wired news service embracing the news gathering facilities of The Canadian Press, Associated Press and Reuters.

"For years", Edwards said, "we depended on the newspapers for our national news and most of them co-operated well." Now though, in addition to the newspapers, 150 broadcasting stations are filing news, which is an extremely satisfactory state of affairs, he said.

(Continued from page 3)

tion not generally available through other channels should be a must. Frequency of trips considered to be sufficient was twice a year.

How far should stations go in merchandising for national clients?

While radio has gone overboard, television stations should make every effort to keep merchandising and promotion costs in line. In many instances this promotion goes unnoticed since stations do not always advise reps of what is being done.

What progress, if any, are we making with financial institutions and insurance companies?

No definite progress was reported. However, local and national contact is being maintained. Bank advertising is nearer, but the broadcast media must continue to educate senior management.

Second day activities consisted of a speech by Bob Buss, manager, CHAT-TV, Medicine Hat, a presentation on summer television by Karl Steeves of BAB-TV entitled "Two Weeks With Pay" and joint discussion of problems that had arisen in the local and national seminars the day before.



ANSWER-CANADA

A National Merchandising and Research Service

Here is a unique service. Your telephone is answered on a direct private line 24 hours a day. In addition, the following facilities are available:

1. Local company identity
2. Where-to-buy information to supplement National advertising
3. Merchandising surveys
4. Radio and TV surveys

For full details consult the white pages of your telephone book, ask information or write . . .

ANSWER CANADA
640 Cathcart Street — Montreal
UN. 6-2300

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

Published twice a month by
R. G. LEWIS & COMPANY, LTD., 3rd Floor, 219 Bay St., Toronto 1
EMPIRE 3-5075

Printed by Age Publications Limited

Editor & Publisher RICHARD G. LEWIS
Art Editor GREY HARKLEY
News Editor IAN GRANT
Editorial Dept. ROBERT A. MILLER
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Production Manager LESLIE E. HEDDEN

Ottawa Correspondent SAM G. ROSS



Vol. 19, No. 4

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

February 18th, 1960

Bad Religious Broadcasting Hurts The Church Too

Earlier this month, a group of broadcasters foregathered at the Guild Inn in Toronto, together with a considerably larger number of clergy, to exchange viewpoints on the question of religious broadcasting.

While no particular conclusions were reached, an exchange of ideas is always healthy, and it is to be hoped that this meeting resulted in the establishment of a closer rapport between the churchmen and the radio and television people.

In the course of the discussions, the question of the large amount of time donated by the stations to churches was mentioned, as well as the amount of money spent by the churches on broadcasting, as opposed to the considerably higher amount spent on newspaper space. This did not seem to be of tremendous concern to the broadcasters, but there was another point which was responsible for a certain feeling of alarm.

This was the question of the quality of the material of a religious nature broadcast by the clergy during time which is given them by the stations.

Much of it, the broadcasters felt, was unprepared from a writing standpoint, and unrehearsed in its delivery. There seemed to be an impression that because the churches were receiving the time free, the clergy were inclined to brush it off as "just one of those things", with results which were bad from a broadcasting point of view.

Though it was not so stated aloud, it appeared that many of the broadcasters came out of the seminar with a resolution to take a look at their religious programs, and make sure that those which go on the air in future are of a sufficiently high standard, technically speaking, to be regarded as good radio or good television.

This seems to raise a point, not only

insofar as religious programs are concerned, but also in relation to all broadcasting, where the microphone is turned over to high ranking and hard working officials of social welfare organizations, and they are let loose on the air with insufficient if any supervision or direction.

The technique of talking into a microphone is quite dissimilar to speaking from a pulpit or a platform or to conducting a house to house canvas, and direction is an absolute essential. Not only delivery but also preparation are vulnerable points.

For example, a clergyman who is famous for his extemporaneous sermons is unlikely to be able to employ the same techniques when speaking over the air. For one thing the absolute need for short sentences is often overlooked. In fact they are quite likely to deliver an excerpt from last Sunday's sermon, if someone does not steer them on this point.

• • •

The main thing, which we presume to suggest is that if the broadcasting industry is going to donate time to the churches and welfare agencies, it owes it to its audience to see to it that the quality of what comes out of the speakers is not below par, even though it is free. The audience does not know or care who if anyone gets paid for it. They just know how the sound or picture reacts on their ears. And if their reaction is a negative one, harm will result, both for the station and the church.

Because a program is free, it does not need to be cheap. In fact it is essential that just as it takes a man who knows his theology to conduct a religious program, in exactly the same way, it requires a man who knows broadcasting to put the program on the air.

Third Column

PARDON MY DRILL

AS PART of the celebration of National Dental Week, January 31 to February 7, CKCK-TV, Regina, decided to show children in the area that dentists are not the holy terrors they are so often thought as being.

To accomplish this, the station invited a local dentist to appear on Romper Room, a weekday morning program for children. A dentist's office, complete with chair, drill and accessories, was set up in the studio for the broadcast.

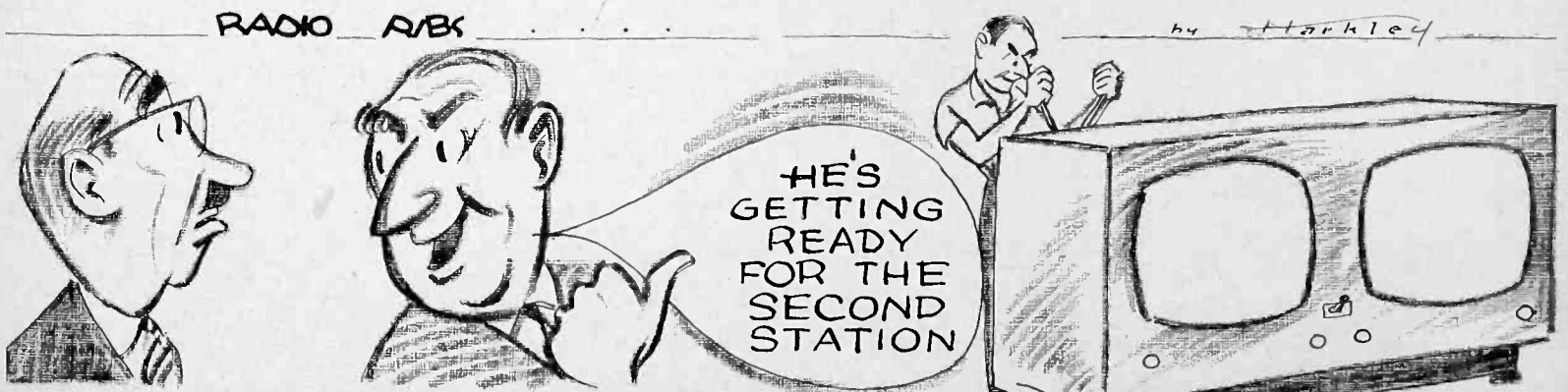
During the show, the dentist explained that drilling a tooth today is not painful because high speed drills eliminate the vibrations which were the reason for most of the pain. Each piece of dental equipment which was known to horrify children and some adults was demonstrated and shown as being an instrument of relieving pain, not causing it.

Regina mothers looked on approvingly during the telecast, but their approval turned to shock when the program was over and CKCK-TV put a film on the air also about dentists.

Romper Room had built up children's confidence and lessened their fears but this film canceled out all progress for it showed a gang of kids deciding to donate all their teeth to the Good Fairy to raise money for baseball equipment. In the film, the dentist sets out to discourage the children by putting on a show that made the medieval torture chamber look like a playground in comparison.

Flooded with calls from outraged mothers, the film was yanked off the air and the somewhat embarrassed station apologized for its error in programming.

(NOTE: "The Third Column" will be devoted to reports of unusual happenings in the fields of radio or television or allied activities.)





"Centre of the Prairie Market"
CHANNEL 3

We hold our listeners and help our advertisers by providing programs of local interest, such as top weekly half-hour shows featuring local talent and important community events, besides top-rated network features.

CANADIAN REPRESENTATIVE

STOVIN-BYLES
LIMITED

TORONTO · MONTREAL
WINNIPEG · VANCOUVER

U. S. A. : DEVNEY INCORPORATED
NEW YORK, N. Y.

Dr. Andrew Stewart

JUDGEMENT IS BASIS OF TV AWARDS

"THE SO-CALLED 'announcement' of the recommendations of the Board of Broadcast Governors is a copy of the document sent to the Minister of Transport, which contains the recommendations the Board is required to make under Section 12 of the Broadcasting Act. The Act does not give the Board any direction as to the manner in which the recommendations are to be made."

This summarizes Dr. Andrew Stewart's answer to a question this paper raised with him as to why reasons for the BBG's recommendations for the awarding of the TV licenses in Winnipeg and Vancouver were not disclosed. The point was that reasons were given in the case of most if not all of the other applications heard at these two meetings.

The BBG chairman went on to say: "A study of the 'announcements' made by the Board would indicate that there is no rigid formula for conveying to the minister the reasons for recommendations in particular cases.

"Frequently", he pointed out, "the reason given is merely that, in the opinion of the Board, the service would be improved. In other cases, the statement of reasons is used to bring out some principle or policy involved in dealing with applications.

In still other cases, there may be one or two particular features of an application which the Board feels should be emphasized."

Referring specifically to the applications for second television licenses, the chairman said that these present a rather new situation.

"First", he said, "the numbers of conflicting applications are greater than usual.

"Then", he continued, "the television enterprise in the markets being considered, is larger and more complicated than most radio enterprises."

His third point was that "the Board has announced a schedule of meetings on second television licenses over a period of six months."

This set of circumstances, Dr. Stewart felt, made it appear useful "to set out, in a formal way, the elements in an application to which the Board attached importance. This the Board did", he said, "in presenting its recommendations." (CB February 4, page 7).

DIFFERENCES NOT MEASURABLE

In justification of this point of view, he pointed out that it is not possible "to attach to each of the

relevant elements quantities which would express the relative importance of each and which could be varied in a measurable fashion between different applications. If this could be done," he said, "the problem of choice between several conflicting applications could be solved by a clerk and an adding machine.

"But the real problem cannot be solved in this way," he went on.

"The Board listed 13 factors. Some of these are more important than others; but it is impossible to say exactly how much more.

"Among the several applications, each one tends to be relatively strong in some respects and relatively weak in others; but it is impossible to express the differences in quantities.

"The combination of relatively strong and relatively weak factors is different for each application. How then to weigh them. Judgment is inevitable."

Dr. Stewart said the Board felt that all the applications which it heard in Winnipeg and Vancouver were good applications. "The Board acknowledged that the problem of balancing the elements in each application and of weighing the applications one against another was a difficult one; and reported that it had used its best judgment," he said.

we're "powerful"

BIG

no matter how you look at us:

big new pulling power! big new audience!

big new market! big listener sales action!

CFNB FREDERICTON

first and only independent 50,000-watt station in the Maritimes!

KVOS-TV

CBC Is US Station's Main Competition

WITH A SECOND television license recommended for Vancouver, Gordon Reid, president of KVOS (Canada) Ltd. says that the Bellingham Wash. station, which operates offices and makes most of its time sales in Vancouver is contemplating no changes insofar as programs or rates are concerned.

KVOS-TV is essentially a film operation. It has CBS network affiliation as well as unlimited scope with syndicated and feature films.

After five years operation of this US station — the only one incorporated in Canada — they feel they are accepted in the Vancouver market and are not in any way alarmed about the invasion of the new station, which will be operating without network affiliation, and will, under the Canadian regulations, have to broadcast predominantly Canadian talent.

CBS AND COMMUNITY SERVICE

Reid said that in addition to US network programs and films, KVOS offers a widely open door to community endeavors in keeping with its role as a Vancouver community station.

In the course of the interview, he produced letters of thanks for support from the Vancouver Fire Department, Canadian Arthritis and Rheumatism Society, Association for Retarded Children of B.C., Save the Children Fund, Children's Hospital,

Canadian Red Cross Society, Vancouver Rose Society and the YMCA.

FORESEE NO LIVE SHOWS

KVOS-TV is essentially a film operation, and Reid assured us that it was contemplating no live Canadian shows with a couple of exceptions. These are the Saturday afternoon *Student Press Conference*, in which University of BC students participate, and which recently staged a contest with a round the world trip as a prize; special events and news and sports.

The Bellingham will have to compete with CBC's CBUT and the new CHAN-TV in Vancouver. But, Reid says, far and away the greatest competition comes from Channels 4 and 5, broadcasting ABC and NBC network programs from Seattle.

In actual fact, Reid said, the greatest competition KVOS has to contend with is the CBC, who sometimes come out on top of the ratings, with US network films and network programs.

In addition to this, CBC earns higher than its average ratings with *Close-up*, *Front Page Challenge* and its news.

One of the reasons for Reid's confidence, he explained, is that US producers have tremendous advantages over their opposite numbers in Canada, because they are able to present pre-popularized stars from stage and screen as well as radio and television.

BBG Recommendation

DALHOUSIE OFFICIALS PROTEST MONCTON SATELLITE

THE MAYOR and councillors of Dalhousie, N.B., have protested to the federal cabinet the recommendation of the Board of Broadcast Governors that a license be granted for the establishment of a satellite transmitter of CKCW-TV, Moncton, to serve the north shore area of New Brunswick.

The town council said this class of service would be "wholly inadequate" and urged that a license be granted instead to a company which would provide a television transmitter station on channel 12.

Following hearings in Winnipeg, the BBG announced that it had recommended that a license be granted to CKCW-TV, to establish a satellite station at Upsalquitch Lake, Northumberland County, which would re-broadcast telecasts received through a microwave link from the Moncton studios of the station.

The protest drafted by Mayor Donald Vautour and the town council was sent by telegram to the Minister of National Revenue, George Nowlan, who reports to the federal cabinet for the BBG and the CBC. The telegram said:

"Much study has been given this matter on our part and it is our opinion that such a station will be entirely unsatisfactory due to the hill formation in the Dalhousie-Campbellton area.

"We strongly object to this class of television as being wholly inadequate and we request your government to

see to it that the people of Northern New Brunswick receive equal treatment with the rest of New Brunswick and Canada by granting a license to a company which will provide us with a transmitter station on channel 12.

"We have been patiently waiting for television coverage, and now that steps have been taken to provide it, nothing less than a transmitting TV station will be satisfactory."

At the meeting at which the protest was drafted, the council expressed the feeling that the Dalhousie area could be better covered by a transmitter erected north of the town on the Quebec side of the Restigouche River. It was stated that since 75 per cent of the town is situated north of and close to Dal-

housie Mountain, a transmitter at Upsalquitch 42 air miles south of Dalhousie, would make for spotty reception.

Two companies applied for licenses, at the Winnipeg hearings, to establish new television stations such as the council requested for the area, in addition to their existing outlets. These applicants were the New Brunswick Broadcasting Co. Ltd., which now operates CHSJ-TV, Saint John and La Télévision de la Baie des Chaleurs Inc., which now telecasts mostly in the French-language from CHAU-TV, Carleton, P.Q., on the north side of the Bay of Chaleur.

The BBG's recommendation for the Moncton application is subject to approval by the federal cabinet.

NATURAL RADIO PIPELINE OVER SOUTH ATLANTIC

THE US AIR FORCE Research Centre at Cambridge, Mass., says that an experimental program shows there is a sort of radio pipeline about 5,000 feet above the South Atlantic. It can carry -- with little loss -- radio voice and television-type signals between South America and Africa.

The natural pipeline was described as an elevated trans-oceanic atmospheric duct capable of trapping and propagating radio waves at low loss. It is 500 feet thick and exists because

of peculiar atmospheric conditions above the trade winds region.

The study points to similar radio ducts between California and Hawaii, Cape Verde and Puerto Rico, in the Indian Ocean, and from the Philippines to Australia.

The project engineer at the Air Force Research Centre said it might be possible to send radio voice or TV-type signals from England or Europe to Spain and then to French West Africa for trans-oceanic transmission. The US would be linked by oceanic duct with Puerto Rico.

FALL /59 BBM*

shows

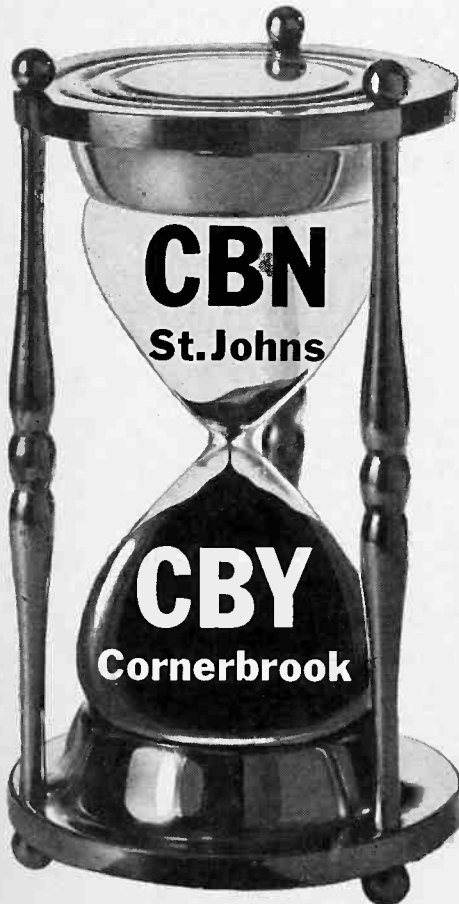
**CHNS
FIRST
AGAIN!**

YES, CHNS has done it again! The Fall 1959 BBM Radio Area Report, covering the Halifax Metropolitan Area, shows CHNS well in the lead. From 6:00 a.m. to 6:00 p.m. (Monday thru Friday) CHNS led in 14 half hour periods, Station B led in 7, with three periods tied.

And in the Radio Station Report, covering the complete station area, the CHNS leadership was even more pronounced -- CHNS led in 19, Station B in only 4, with 1 half hour period tied.

So to reach the greatest number of listeners in the Halifax Metropolitan area, your leading station for top sales results is

CHNS
YOUR
STEREOPHONIC
STATION
10,000 WATTS DAY AND NIGHT



Better hurry
if you want
**CBC Radio in
Newfoundland!**

Why? It's this simple. For some time now, many national advertisers have reaped the benefits of CBC Radio's effective and economical coverage in Newfoundland. Result-availabilities are always quite limited. Want sales results in Newfoundland? Get your bid in now!



CBC RADIO SALES

For results tomorrow... buy CBC Radio today!

Broadcast Convention

BCAB BACKS CAB IN \$300,000 RESEARCH PROJECT

by DICK LEWIS

JIM ALLARD, executive vice-president of the Canadian Association of Broadcasters, announced to the BC Association of Broadcasters, at their convention in Vancouver last week, the establishment of a Memorial Research Project. The CAB had made the initial contribution and, before the BC convention was over, Jack Sayers, BCAB president, announced that his group had pledged a further five thousand.

The project is designed to extend present communications research beyond existing systems. The undertaking is dedicated to the memory of four pioneer broadcasters who died last year — Harry Sedgwick (CFRB, Toronto); Harold Carson (Taylor, Pearson & Carson Ltd.); F. H. "Tiny" Elphicke (CKWX, Vancouver); and A. A. Murphy (CFQC, Saskatoon).

Explaining the purpose of the project, which was discussed and approved, as a joint project with the

University of British Columbia, at the CAB convention in Toronto last March, Allard said: "We have a great deal of information on what is and very little on what *should* be.

"We don't know for certain that the public is receiving the information which we want them to receive", he said. "And we need to know more about the programing not now available that the audience would like.

"Most criticism", he went on, "originates with the intellectual section. Yet if this group got what it said it wanted, it probably still would not listen." He wondered whether these "intellectuals" may not be expected to mass media in general rather than to specific programs or types of music.

Two plans are under consideration for financing this project. These are a \$300,000.00 endowment in perpetuity or else contributions amounting to \$20,000 a year over five years.

A fund raising committee is being organized under the chairmanship of Guy Herbert, who retired recently as vice-president and general manager of All-Canada Radio & Television Ltd.

CONTINUE UBC PROJECT

At the opening of the meeting, Jack Sayers, C-FUN, Vancouver, who will continue as president of the BCAB for another year, and, as such, will represent the BC group on the national CAB board, welcomed Dorwin Baird, well-known freelance broadcaster into associate membership. He also paid tribute to Murdo Maclachlan, CHWK, Chilliwack and also to Professors Alan Thomas and John Friesen, of the University of British Columbia, for their continued activities in connection with the BCAB-UBC school of communications, which is now in its fourth year.

This project, designed to train existing personnel and to equip students desirous of entering the industry, was underwritten by the BCAB to the tune of \$50,000.00, on the basis of \$10,000.00 a year for five years. The BCAB agreed to carry on with the work for the two years remaining in the five year plan.

Also in his opening remarks, Sayers welcomed two new members, Sid Boyling of CKLG, North Vancouver and Bill Speers, CKWX, Vancouver.

Reflecting on the progress that has been made in the industry in general and BC in particular, Sayers said "The climate of broadcasting is good, and Canadian radio has not suffered from the coming of TV as have radio stations in the United States. The BCAB" he said, "is the strongest regional association in Canada."

TV REGULATIONS APPROVED

As the BCAB's TV director on the CAB board, Roy Chapman, CHBC-TV, Okanagan, reported that the CAB board of directors had worked hard with the BBG with the result that the new TV regulations were ones they could live with and under which they could operate successfully. He credited Jim Allard with the preparation of a brief dealing

with the regulations which was concise and well prepared, and had had the desired results.

While the CAB board has always been opposed to regulations in general, Chapman felt that if they have to be, these are good ones.

The coming of second TV stations will change the TV broadcasting situation considerably, Chapman said. He foresaw the coming ultimately of a private television network. "Last year was a great television year", he said, "and with the coming of the new stations, 1960 will be even greater."

Chapman continues on the CAB board for another year, as also does Ken Hutcheson, CJAV, Port Alberni, who is entering his second year as vice-president of the BCAB.

WANT MORE SEMINARS

Brian Scharf of Scharf Broadcast Sales Ltd., Vancouver station representatives, reported on the recent presentations made in the west by Karl Steeves, sales director of the BAB-TV Bureau. Steeves attended the Western TV Sales Managers' meeting in Calgary, January 28, and also addressed meetings in Vancouver and Winnipeg.

Scharf was speaking for a committee of Vancouver station representatives, comprised of Ed Hall, Radio-TV Representatives Ltd.; Gordon Jones, All-Canada Radio & Television Ltd. and Jim Stovin, Stovin-Byles Ltd. He presented to the BCAB five suggestions made by

his committee following Steeves' visit.

(1) That the BCAB, WAB and CAB consider holding half-day TV seminars for advertisers and agencies, similar to the one planned for Toronto, presenting significant factors on TV by means of videotape.

(2) That BAB-TV give eight or better still ten weeks notice of visits of its representatives, so that necessary prior work may be done.

(3) That BAB-TV be congratulated on its Summertime Presentation.

(4) That Karl Steeves make return visits to Vancouver as new presentation material becomes available.

(5) That a committee of the Vancouver television representatives be appointed to follow up on the presentations made by Karl Steeves.

The recommendations were adopted.

SUMMER MEETINGS ARE IN

Asked if they wished to continue the past practice of holding summer conventions as well as the winter ones, the BC Broadcasters were unanimous in their approval. It was decided however to change the date from June to the second half of September. Kelowna was chosen as a permanent place for these meetings.

Murdo Maclachlan was elected to the BCAB board of directors. The same member won this paper's "Press Table Trophy", a Hermes Baby portable typewriter, for the most newsworthy contribution to the convention.

CBC WILL BID FOR TV IN EDMONTON

THE CBC IS applying for a licence to operate a television station in Edmonton, Alphonse Ouimet, CBC president, announced in Ottawa last week.

The application will be filed with the Department of Transport this month. The Board of Broadcast Governors, which will rule on the application for the second TV station at Edmonton, will hold hearings there May 9.

"Alberta is the fastest-growing part of Canada," Ouimet said. "Its future and its growth are of vital importance to the people of Canada. CBC cannot properly do its job of providing a national broadcasting service without participating in this vigorous development and helping to interpret it to the rest of Canada.

"We have had to make a difficult choice between Calgary and Edmonton, both of which would be ideal situations for a CBC station. We have chosen Edmonton mainly because it is the gateway to the developing north, in which Canadians are vitally concerned, and because of its additional program advantages as a university and capital city. In addition, we can provide coverage to an estimated half million population with a station in Edmonton, as compared with 350,000 in Calgary."

Mr. Ouimet said the choice of Edmonton was made by CBC's board of directors, which determined at the same time to improve CBC radio service into Calgary as quickly as finances permit.

Of the Edmonton application, Mr. Ouimet said: "We are applying because we need to be there. Apart from Alberta, the BBG's hearings on second stations are all in cities where CBC already has a station. CBC has no television station between Winnipeg and Vancouver. We cannot hope to provide a truly national service with gaps such as this between our TV production points."

CCBA Eng. Will Meet In Oct.

THE ANNUAL MEETING of the Engineering Section of the Central Canada Broadcasters Association will be held in the King Edward Hotel in Toronto, Tuesday and Wednesday, October 25 and 26.

The 1960 executive committee includes Dale Duffield, CFPL-TV, London -- president; Bill Jeynes, CHCH-TV, Hamilton -- manufacturers' liaison; Gord Balantyne, CKGN-TV, North Bay -- secretary-treasurer and Bill Onn, CHLO, St. Thomas -- past president.

BEST BUY

CBC RADIO
sells the huge farm audience!

In Canada... agriculture is big! Rural listeners are regular listeners to CBC Radio! Get all the facts!

CBC RADIO

U.S. REPS.

DAREN F. MCGAVREN INC., NEW YORK

CRB

Sales Conference

Songs and Skits Improve Their Pitch

CHRIStIE BROWN & CO. LTD. recently concluded its fifth annual dramatized sales conference. Held in Winnipeg, Montreal and Toronto, the \$35,000 production featured nine CBC-TV stars and eleven of the company's executives.

Purpose of the conference was to inspire and ignite the company's salesmen and national marketing organization for the coming year. The Christie biscuit company has 140 salesmen across Canada plus another 60 marketing and advertising men. All were on hand to see the production in one of the three cities.

Through eight hours of specially written lyrics and skits the salesmen were shown where their sales performance could have been improved in the year past and were led gradually to a conclusion on ways to reach new peaks of efficiency of servicing and selling to customers.

Included in the cast were Bob Goulet, who played the part of a salesman who needed to be opened up and examined for underlying causes of faults in his sales technique; Paul Kligman, who played the doctor; Betty Weir, singer and dancer; Benny Silverton and his musical trio; Frank Perry; and a trick horse named Sage.

The eleven executives, headed by George St. L. McCall, president of the company, performed in the show in various ways mostly as members of the town council in a mythical place called Christietown.

Explaining why Christie Brown & Company uses a dramatized sales conference, president St. L. McCall said: "It works, and it pays. Five years ago, when we started this policy, we were leaders. Now everybody's doing it. But our sales have gone up, and are a full third greater than they were five years ago."

CBC's Henderson Named Auditor-General

ANDREW MAXWELL Henderson was recently named Auditor-General of Canada. He is presently the CBC's chief financial officer.

The 20 - thousand - dollar a year position, vacant since Watson Sellar retired from it last August, will be filled by Mr. Henderson starting March 1. It is one of the few positions in the public service from which a man cannot be dismissed by the Cabinet. The only thing that can remove him from office is a vote of parliament or his age. Henderson is now 51 and retirement from the post is mandatory at 65.

The job entails the close scrutiny of thousands of government payments each year, and requires a staff exceeding 100.

Mr. Henderson is no stranger to the federal spending procedure. As CBC comptroller, he has been financial overseer of a ninety-million dollar a year operation in which almost all expenditures of 100-thousand dollars or more have required Cabinet clearance. Mr. Henderson held the CBC job since late 1957.

He was born in Surrey, England and came to Canada at an early age. He worked with a Halifax accounting firm from 1924 to 1929, when he obtained his degree in chartered accountancy.

Henderson then worked with Price Waterhouse and Company in Toronto before becoming comptroller of Hiram Walker - Gooderham and Worts Ltd. in Walkerville, Ontario.

From 1946 to 1956 he was secretary-treasurer of Seagram's Ltd. of Montreal, and director of all its Canadian and foreign subsidiaries except those in the US.

During the Second World War he was on loan to the federal government as chief of the manufacturing section of the Foreign Exchange Control Board, and also as assistant to the chairman and comptroller of the Wartime Prices and Trade Board.

Mr. Henderson was president of

the Association of Canadian Distillers from 1949 to 1954 and during 1950-56 period was a member of the council and chairman of the foreign trade committee of the Canadian Chamber of Commerce. He was chairman of the Chamber's Executive Council in 1957.

Largest
RURAL
Coverage
of any
RURAL
Station

in
Nova Scotia

CJFX

"Voice of the Atlantic
Seaboard"

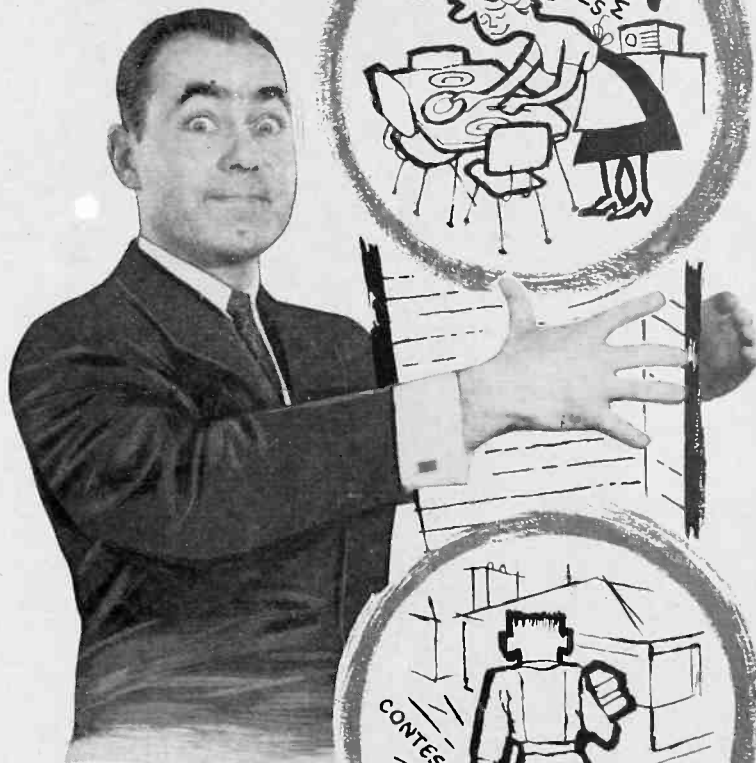
**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

Representing these
radio stations

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

selling
for you
on
ck62



CKCK S
Don Slade

DON SLADE SHOW
NOON TO 2 P.M.
MONDAY THROUGH SATURDAY



REGINA





ELECTRONIC COMMUNICATION—a visual definition in abstract painted expressly for All-Canada by Harold Town, A.R.C.A., O.S.A., internationally renowned Canadian artist (see opposite page).

INTIMATE! Radio and Television communicate ideas and desires to people on a human level and are by far the most intimate of our media. And as they are intimate, so are radio and television immediate, dynamic, far-reaching. Qualities such as these have won public favor for broadcast media. Qualities such as these assure that broadcast media can move goods with unparalleled vigor—today—and in the years to come!

ALL-CANADA RADIO & TELEVISION LIMITED • MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Halifax Radio & TV

THEY LINKED CRIPPLED CITY DURING RECORD SNOWFALL

By ORVILLE PULSIFER
News Editor, CHNS, Halifax

HAROLD TOWN has won wide acclaim the world over for his Canadian contemporary paintings. His exhibitions have drawn crowds in the major cities of Canada and the world, earning him innumerable honorary awards. About his **ELECTRONIC COMMUNICATION** for All-Canada, Town expresses, "I have tried to make the tower and its wild surroundings dance, as if to celebrate the transmission of sounds unheard on the wind, but very audible and warm in the living room".

FOR TWENTY-FIVE YEARS by representing leading Canadian radio and television stations, and distributing program material of the finest quality, All-Canada has served advertising agencies and their clients through the most intimate of media—radio and television.

ALL-CANADA RADIO & TELEVISION STATIONS

Radio Stations

CHWK Chilliwack/CFJC Kamloops
Okanagan Radio/CKPG Prince
George/CJAT Trail/CKWX Vancouver
CJVI Victoria/CFAC Calgary
CJCA Edmonton/CFGP Grande
Prairie/CJOC Lethbridge/CHAT
Medicine Hat/CKBI Prince Albert
CKCK Regina/CKRC Winnipeg
CKOC Hamilton/CKSO Sudbury
CFRB Toronto/CFPL London/CKLW
Windsor/CKKW Kitchener-
Waterloo/CFCF Montreal/CFCY
Charlottetown/CHSJ Saint John
CHNS Halifax/CJLS Yarmouth
CJCB Sydney

Television Stations

CJCB-TV Sydney/CFCY-TV
Charlottetown/CHSJ-TV Saint John
CKWS-TV Kingston/CHEX-TV
Peterborough/CHCH-TV Hamilton
CFPL-TV London/CKLW-TV Wind-
sor/CKNX-TV Wingham/CKSO-TV
Sudbury/CJIC-TV Sault Ste. Marie
CFJ-TV Port Arthur-Fort William
CKX-TV Brandon/CKCK-TV Regina
CKBI-TV Prince Albert/CHAT-TV
Medicine Hat/CJLH-TV Lethbridge
CHCT-TV Calgary/CHBC-TV Okan-
agan Valley/CFCR-TV Kamloops

USUALLY FAVORED with a temperate climate, southwestern residents of Nova Scotia woke up Wednesday, February 3, to the sound of roaring winds and a view from the front window of an opaque wall of snow! It was recorded by the Weather Office as the heaviest fall ever -- a whopping 30.1 inches.

In thousands of homes radio suddenly became the focal point and in fact, the only connection with the outside world. The morning paper, if it arrived, was now located somewhere on the back porch under an arm-length of snow. Television was not yet on the air for the day.

CHNS morning announcer, Frank Cameron, had faced the wall of snow at 5:30 am in a three-block trek to the studios. At 6:00 am he began to inform listeners of the situation; road travel, impossible; milk deliveries, nil; aircraft grounded; buses, either not operating or off schedule; electric power, off in some areas and, at several points, live high tension wires whip-lashing city streets.

By 8:00 am the situation was serious. City Police used radio to tell the public to leave cars at home and where possible stay home themselves. Firemen, already called out at 3:00 am to quell a business fire, advised residents to use extreme care. It would be impossible for them to get to a fire.

By this time, winds had reached 60 miles an hour; blowing snow had cut visibility to a matter of yards; drifts began to approach the six foot mark. Later in the day some drifts around Halifax would reach 15 feet in height.

Meetings were cancelled by the score as 150,000 people in Metropolitan Halifax realized it would be days before life would return to normal. In the first day CHNS broadcast over 150 cancellations, storm information, taped and live reports from other centres and information to the public from City Police, RCMP, Firemen, City Works and Highways Department officials. Supreme Court juries were informed by radio they were excused from duty.

In one instance an express train leaving Halifax at 7:30 am was due in Shelburne about 150 miles away at 2:30 pm. The dispatcher told CHNS he had no idea where the train was. Railway men started to search the line and finally found the train about half way to its destination. The message that the train had been located was transmitted by Ham Radio to a Ham in the Mid-United States, relayed to Halifax and announced on the air.

All stations were understaffed. CHNS, which stayed on the air 36 hours during and after the storm to pass necessary information, operated with a staff of seven people, hired a room in a nearby hotel and rotated the staff.

Private Station CJCH broadcast round the clock as well but was hampered the first few hours by a power failure which knocked it down to 100 watts.

A building collapsed in Lunenburg

under the crushing weight of snow. Cars and even trucks disappeared out of sight under drifts. CKBW in Bridgewater reported that one drift near town measured 17 feet.

A CBHT-TV transmitter operator was unable to reach the transmitter building to put the station on the air. He finally made it on skis an hour after scheduled sign-on.

CHNS announcer Mike MacNeil, tried to get to work from Bedford,

with calls. At the request of the Maritime Telephone and Telegraph Company, all stations broadcast appeals to citizens to confine their calls to absolute necessities.

A telephone official said the load was becoming so great on circuits that a partial tie-up seemed imminent. The radio appeal was heeded. The telephone load dropped 50 per cent within half an hour.

All stations announced the closure



DUE TO CIRCUMSTANCES beyond their control a CHNS news team hits some rough going during the record-breaking snowfall in Halifax earlier this month. Here, chief operator Carl Westhaver, news editor Orville Pulsifer and announcer Frank Cameron help the CHNS news cruiser buck some of the thirty inches of snow that fell on the city. Photo is by CHNS announcer Mike MacNeil.

five miles from the station. He was told by police at the city limits to turn around and go home because it was impossible to go further. Some four hours after he started, he made it back to his house. He finally got to work the next day on skis.

CHNS program manager Fred Arenburg became stuck en route to work and was forced to leave his car to summon help. Five minutes later he returned to his car and found with a jolt that he had been stuck on a railway crossing. He found out later a train had gone through about 20 minutes before.

CJCH's Gerry Parsons, whose home is in Spryfield west of Halifax, was stranded for two days.

The Wednesday afternoon edition of **THE MAIL-STAR** was printed as usual but could not be distributed. The following morning **THE CHRONICLE-HERALD** appeared with an eight-inch banner line -- "RECORD STORM".

Canadian Press and United Press International Wires were disrupted but service was kept up with surprisingly few interruptions. C.P. bureau chief Jack Brayley walked some four miles to his office.

Citizens, confined to the four walls of their homes, relied on radio and their telephones. At 8:00 am Wednesday, all switchboards were clogged

of City and County Schools and kept listeners posted on methods being used to distribute food. Milk and other staples were delivered by companies to stores only, as normal house to house delivery of foodstuffs was impossible.

Schools in Halifax which closed the day of the storm did not open again for five days.

The job of plowing was gigantic. Some suburban streets were still closed three days after the storm. Many more streets had only one lane open.

One trolley coach operator left his terminal at the height of the storm. Hours later he had travelled 2 miles. Several traffic jams half a mile in length were reported. Radio stations tried to ease the congestion by suggesting motorists use alternate routes. In many instances homeowners served coffee to motorists tied up in jams.

The Nova Scotia Bird Society appealed to citizens by radio to provide emergency food supplies for thousands of birds facing starvation.

A 13-year old boy scout, Lloyd Parsons, did his good deed for the day. Shovelling snow, he encountered seven pigeons under a five foot drift. Lloyd promptly took them home, placed them on an open oven

(Continued on page 19)



ACRTA Survey

CBC IS ACCUSED OF DISCOURAGING CANADIAN TALENT

THE CBC HAS been accused by the Association of Canadian Radio and Television Artists of reducing its Canadian-produced English-language TV shows this year to the point where Canadian film production is threatened with collapse, and Canadian professional performers with unemployment.

The 1,000-member ACRTA charged the corporation with "the greatest discouragement of Canadian talent since the inception of television in Canada," adding that the "current trend will bring discouragement to any further development of theatre encompassing drama, ballet and opera."

With its affiliates, ACRTA bargains

with the CBC for all English-speaking professional performers with the exception of musicians, who appear on Canadian television.

The Association's accusations were contained in a letter and accompanying documents which were sent to all members of the CBC Board of Directors, the chairmen and members of the Board of Broadcast Governors, all members of the Parliamentary Committee on Broadcasting, Revenue Minister Nowlan who reports to Parliament for the CBC, and to Claude Jodoin, president of the Canadian Labor Congress with which ACRTA is affiliated through the Canadian Council of Authors and Artists.

In its letter the Association also criticized what it termed the increasing use of foreign entertainers on Canadian programs. The letter said:

"It appears that the only means by which a Canadian performer may attain financial recognition and the respect of Canadian producers is by performing out of the country and then returning with import status."

On films, it said "the CBC is bringing about the collapse of Canadian film production for which, just two years ago, a bright picture was indicated."

LESS IMPORTS WILL BE USED

H. G. Walker, general manager for the CBC's English-language tele-

vision network, said in reply to the charges, that there will be a 34 per cent reduction in non-Canadian imports for the fall-winter season -- October, 1959 to June, 1960 -- compared with the same period in 1958-1959.

The CBC executive said the number of imports used is not large. In October to December last year there were only 18 actors and variety performers imported to Toronto, while for the same period 1,281 professional Canadian performers were employed at the same location. This did not include musicians.

He said the Association's claim that the CBC was bringing about the collapse of Canadian film production "was incomprehensible."

Walker said the corporation has been the biggest single supporter of Canadian television film production, and has been closely associated with its development. He added that the CBC had contributed markedly to the production of many film series, including productions of the National Film Board, and intended to continue this support.

ACRTA SURVEY

The Association said it has just completed a survey and assessment of current national programming on the CBC's English-language network from the Toronto headquarters. The survey compared this season's winter schedule with the previous year's operation. The survey showed:

1. Cut-backs in Canadian programming - 20.6 per cent less time devoted to Canadian drama, 21.4 per cent less time to Canadian variety shows, 23.8 per cent less to children's shows.

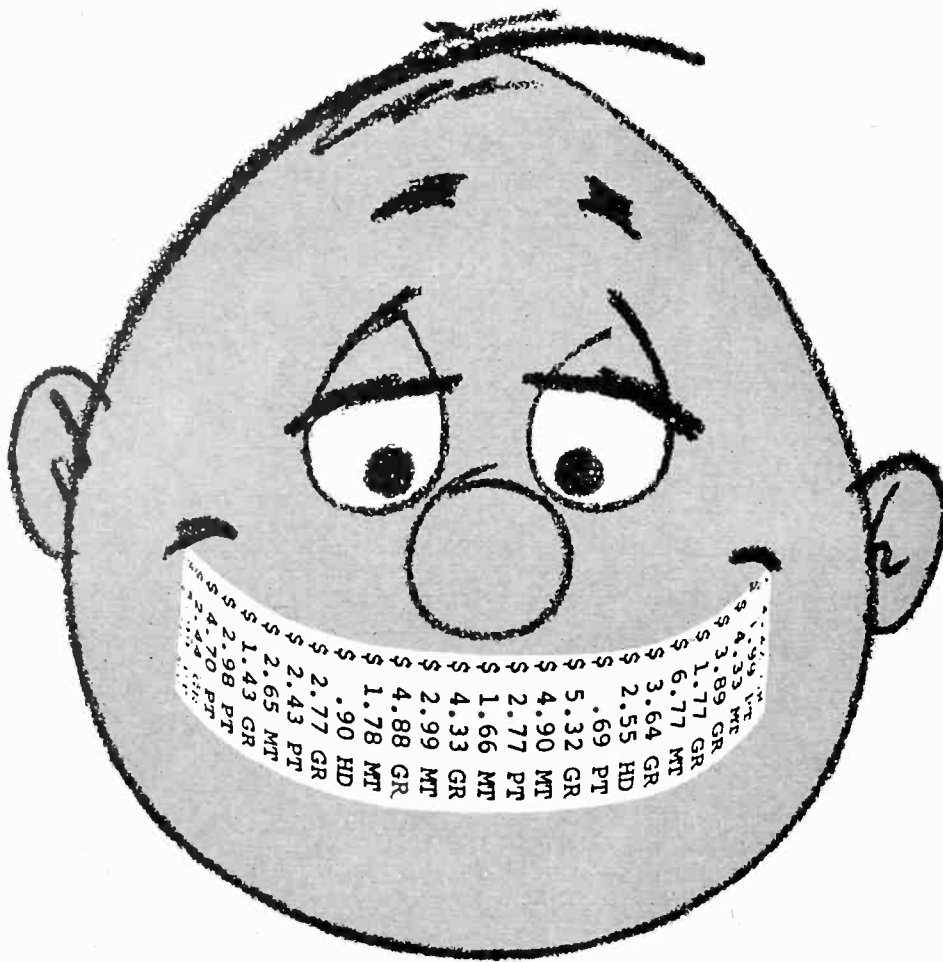
2. Decrease in employment of Canadians -- 30 per cent reduction in employment of Canadians in drama shows, 40 per cent reduction in money spent on Canadian variety show performers, and 50 per cent cut in the employment of professional performers in children's shows.

On the use of imported talent, the ACRTA letter said: "It is deplorable that Canadian performers of high professional standards are in many instances denied a stage in their own country while too often relatively obscure performers from other countries whose names, prestige and performance add little to our productions, are given first choice of important roles in Canadian television.

"It is alarming that fees to such imports are all out of proportion to those of equal or superior ability drawn from the Canadian talent pool. The effect of this programming budget obviously further reduces the engagement of Canadian performers."

H. G. Walker said the CBC paid talent nearly \$10,000,000 between April and November of 1959 and expects its expenditures in this area to exceed \$15,000,000 by March 31, 1960. These expenditures will cover payments to performers, authors, composers, musicians and payments for performing rights.

He said that in line with the CBC's policies of developing Canadian programming and talent a still greater use of this talent is planned for 1960-61.



In CALGARY use CFAC for the sweet smile of SUCCESS!

Advertisers measure success by sales . . . and over the years CFAC has proven a success by selling the buying population of the Calgary market with adult entertainment!

ask Canada Packers

CFAC



Check with your All Canada man for details (in the U.S., Weed & Co.).

DIAL 960 Calgary

By any survey — Calgary's most listened-to station

CUTS & SPLICES

by BOB MILLER

ATV Now Owns ITC

ASSOCIATED TELEVISION in Britain is now the sole owner of Independent Television Corporation. ITC was formed in 1958 by ATV and the Jack Wrather Organization, each with a 50 per cent interest. Last week, negotiations were completed for the purchase of the Wrather share in the company by ATV.

ITC is one of the world's largest distributors of television series. The company sells 18 series in 43 countries and through its connections with ATV has more series on English television than any other company.

There is no change in personnel anticipated in the Canadian office. ITC of Canada is headed up by John Pearson with headquarters in Toronto.

Latest sale by ITC of Canada is the *Fury* series to General Foods. The 52-part series will debut on the full CBC English-language network on February 26 replacing *Mighty Mouse*, which General Foods has been sponsoring on alternate weeks. General Foods has sponsored *Fury* on the NBC-TV network in the US for the past five years.

This purchase follows the sale of the French-language version of *Fury* to the CBC earlier this month.

MCA Preparing V-Tape Pilot

WORK ON THE pilot tape of a proposed Videotape television series by MCA Canada Ltd. will get under way next month.

The taping of the pilot, as well as the series if approved, will be done in Toronto. The production will be a wholly-Canadian effort.

This is the company's first venture into the field of taped television series, but only one of several planned.

It was announced earlier this month that MCA TV Ltd. will locate its international headquarters at the Toronto office of MCA Canada Ltd., 180 University Ave.

The new world-wide office will be under the supervision of Peter McDonald and Gunnar Rugheimer, now

vice-presidents of the company. The two joined MCA Canada Ltd. last year in a move from the CBC's English-language television network, where McDonald was director and Rugheimer assistant director.

In addition to sharing joint responsibilities for operations in Canada, the two will be in charge of program developments as well as sales for the respective countries.

Rugheimer's area of operation will be centred mainly in foreign countries in the Western hemisphere, with McDonald covering the Eastern hemisphere.

New Service Departments

CHETWYND FILMS Ltd., Toronto production company, has announced the formation of two new departments to service the film and television industry.

Producers' Services will be headed up by James McCormick who is also production manager for Chetwynd's. Production facilities will be available to any motion picture producer, large or small, and will include: research, story outline, scripting, editing, artwork, distribution and other audio-visual counselling.

The other department will be supervised by Robert Brooks, who is also in charge of the company's camera division. A price catalogue will be ready for mailing by the end of the month.

Art Chetwynd, president and general manager of the company, said: "The steady growth of the Canadian film industry with its increasing demand for facilities and equipment, coupled with the steady expansion of our own company over the last ten years, is the reason for this move which will broaden the scope of our operations."

RLP Will Install TV Tape

ROBERT LAWRENCE Productions Ltd. is now preparing the final details for the installation in its studios of an RCA Television Tape unit.

Little alterations in RLP's downtown Toronto studios will have to

be made since space was set aside for such a unit when the building was constructed last year.

The company hopes to have the unit in working order and ready for testing by May or June.

All-Star Golf Doing Well

DANA S. "DOC" Murray, manager of All-Canada's program division, reports that the company's hour-long *All-Star Golf* filmed television series is doing well across the country.

In the traditionally slow months of November, December and January, the property was signed selectively for local sales with the following stations: CKBI-TV, Prince Albert; CJFB-TV, Swift Current; CBUT, Vancouver; CKCK-TV, Regina; CHAT-TV, Medicine Hat; CFPL-TV, London; CJIC-TV, Sault Ste. Marie; CBOT, Ottawa; CKCW-TV, Moncton; CKNX-TV, Wingham; CKSO-TV, Sudbury; CKVR-TV, Barrie; and CBHT, Halifax.

In addition, a total of fifteen Canadian stations are into the second year with *All-Star Golf* and five markets have signed for the third successive year.

Reports from the stations on the series are favorable. Lloyd Critten-

den, general sales manager for CJLH-TV, Lethbridge, says that "original sponsors have renewed to a man leaving a waiting list of local advertisers for availabilities."

Commercial Manager Jerry Johnson of CKBI-TV, Prince Albert, credits *All-Star Golf* as being "our best local commercial vehicle since opening the television station."

Caldwell Film Wins Award

ATWENTY-MINUTE color film produced by S. W. Caldwell Ltd. for the Toronto United Appeal Campaign has been named the best film on a United Appeal subject shown in 1959.

Called *Yours is the Verdict*, the documentary won out over 270 other films in a competition judged by the United Funds and Community Chests in North America.

The film, originally made for the 1958 campaign, was also used last year. Toronto United Appeal officials said the film was instrumental in pushing the city's campaign over the top. Fifty prints of the short were sold in the US.

Hugh Kemp wrote the script for the film, which was directed by Sydney Banks. The story is about a plant foreman who is on trial for indifference towards his community.



says -

"Seeing is Believing!"

on

CKX-TV

"We are now going into our fifth year of advertising on CKX-TV and find that it definitely helps us sell cars. Our future plans call for wider use of the medium."

WESTERN MOTORS LIMITED,
BRANDON

CKX-TV

CHANNEL 5
BRANDON, MANITOBA



"MISS DOROTHY"

Reaches pre-schoolers and their mothers with her popular and successful daily nursery school . . . the "ROMPER ROOM".

Another reason why . . .

Western Ontario is sold on



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

Seminar

INDUSTRY AND CLERGY DISCUSS POTENTIALS OF RELIGIOUS BROADCASTING

REPRESENTATIVES OF the broadcasting industry and of Canadian churches met at the Guild Inn in Toronto this month at a two-day seminar to explore the potentials of religious broadcasting on both

radio and television.

Purpose of the meeting was to provide the churches with additional information for their own broadcast planning, both what they produce independently and what they produce in co-operation with the stations.

Chairman of the seminar was Doug Nixon, program director of the CBC's English-language television network. Vice-chairman was Stuart MacKay, president of All-Canada Radio and Television Ltd.

Among the broadcasters attending the seminar were Howard Caine, CHWO - Radio, Oakville; Terry French, CKLC - Radio, Kingston; Al Hammond, CKRC - Radio, Winnipeg; Fred Lynds, CKCW - Radio - TV, Moncton; Robert Reinhart, CFPL-TV, London. Representing the CBC were John Barnes, Leonard Crainford, the Rev. Brian Freeland, Bruce Raymond and John Reeves.

Special guests at the two-day meet were Dr. Andrew Stewart, chairman, and the Rev. Dr. Emlyn Davies of the Board of Broadcast Governors.

All told, upwards of sixty broad-

casters and Churchmen from both Canada and the US were in attendance. Among the churches represented were the Anglican Church of Canada, the Baptist Church, the Lutheran Church, the Presbyterian Church in Canada, the Roman Catholic Church, the Salvation Army and the United Church of Canada.

Chairman Doug Nixon opened the meeting by saying that while each person attending the seminar came as a representative of a specific group or organization, each one was asked to speak as an individual, sharing his personal unofficial views with the seminar.

IDEA EXCHANGE

The seminar ran from 10 am Friday, February 5 through 4 pm the next day. The broadcasters heard what the churches are trying to do through their radio and television programming and were given the opportunity to question the assumptions, intentions and production standards of the churches.

The churches were given, in turn,

a chance to learn of the broadcasters' approach to community service, what kinds of local productions are being done, and were able to question the assumptions, intentions and abilities of the broadcasting media to communicate the churches' message.

MEETING OF THE MINDS

To make possible a genuine meeting of the minds and an inter-play of ideas on religious broadcasting, only one speech was delivered. On Friday morning Lister Sinclair gave an analysis which was intended to get the pot boiling. Among the questions he sparked were: What are the churches trying to do by their broadcasts? Is religious broadcasting worth doing at all? Are radio and television capable of doing anything in depth, particularly in the religious field? What benefits do the churches offer their listeners? How do the churches plan to get their messages across?

Sinclair said that since religion is the search for man's place in the universe, almost any topic and type of broadcast can be used. The churches should not only tell the listener how he can draw closer to God but why, and what benefits he will receive. Churches should not only program services and sermons, they should also, through their

(Continued on next page)

Warren Holte says . . .

Almost HALF of Alberta's farms are in our area!



That's a BIG CHUNK no matter how you slice it.

Cut yourself in for a big slice of business — with CFCW!

CFCW
CAMROSE - STETTLER

REPS:

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

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



IN SASKATCHEWAN THE BIG ONE IS CKBI!

CKBI now has the lowest cost per thousand in Saskatchewan. For details, see your ALL-CANADA man.

CKBI

10,000 WATTS
—900 KCS.

PRINCE ALBERT, SASKATCHEWAN

CKCK-TV Regina

Hal Crittenden Is Made Sioux Chief

HAROLD CRITTENDEN, general manager, and Joy Perkins, women's editor of CKCK-TV, Regina, were recently made honorary Chief and Princess of the Sioux Indian tribe in a ceremony performed by twenty braves and squaws from Fort Qu'Appelle, Saskatchewan.

The score of Indians, all members of the Fort Qu'Appelle Rotary Club, was led by Chief Mighty Slayer of Many Deer. The group performed an ancient tribal dance and ritual on the *Joy Perkins Show* with the Chief as spokesman. Since the Chief spoke in the Sioux tongue, Joe Laflamme, a Metis trapper, acted as interpreter.

The Chief said: "Many years ago only Indian Medicine Man could see what happens far away and now they say that our white brothers find secret of Medicine Man -- they make Big Eye and call it television. Now many people sit at home in teepee and see many miles away. One moon past my braves watch Grey Cup Pow-Wow in Toronto and hear white brothers whooping it up.

"Indian make smoke signals but only can see Indian signals over the next hill. CKCK Big Eye signal seen over many hills. We think this is good."

In recognition of their work for community organizations through the facilities of CKCK-TV Harold Crittenden was named "Chief Mighty Voice and Big Eye" and Joy Perkins

"Princess Give Much Joy". The ceremony concluded with the smoking of the pipe of peace.



CHIEF MIGHTY VOICE AND BIG EYE (née Harold Crittenden), general manager of CKCK-TV, Regina, smokes the pipe of peace following the ceremony which made him a Sioux Indian Chief. Beside him is Chief Mighty Slayer of Many Deer who conducted the ceremony along with 20 members of the Fort Qu'Appelle Rotary Club.

(Continued from previous page)

broadcasts, explain the organization of the church, its dogma and philosophy, the difference between the various churches.

He said it is not only important what the church says over the air, but also in what manner she says it.

After the address, the meeting was thrown open to those attending and for the rest of the morning session opinions, questions and answers were tossed back and forth. In general, the concepts of religious broadcasting held by the individual churchmen and the broadcasters were brought into the open.

PROGRAM POSSIBILITIES

After lunch, the opinions became more specific about various types of religious broadcasts. Emphasis was put on program possibilities which have had little consideration, rather than on the traditional formats such as church services and devotionals. The ideas clarified in the morning session were related to the various types of programs.

On Friday evening, carefully selected religious programs, from both radio and TV, as well as broadcasts generally not labelled as religious, were presented as a stimulus for further discussion. Specific attention was drawn to production methods for live radio and TV programs. The session ended at 9.30, allowing time for informal conversation.

OPINION FORUM

Following breakfast on Saturday morning, each of the three different areas represented at the seminar -- the private broadcasters, the CBC

network broadcasters, and the churches -- were given a chance to speak their opinions. Conversation revolved around such topics as what broadcasting trends are now affecting us and how each grouping can help the others.

At the last session of the seminar, following lunch, delegates spoke candidly about what they thought had been accomplished by the seminar.

The major accomplishment, most of the delegates felt, was the fact that there was a seminar. Not only was this the first time the churches and the broadcasters had got together, it was the first time the different churches have met to discuss a mutual problem such as their broadcasts.

PEMBROKE

Is this the Market You're NOT Selling?

"PLUG THE COVERAGE GAP"

CHOV

is the ONLY MEDIUM Covering All The Upper Ottawa Valley

Check ✓ BBM
Call ✓ STOVIN-BYLES

**NOW!
IT CAN BE DONE**

4 Full Counties
Temiskaming, Cochrane,
Abitibi, Temiscamingue.

Effective Buying Power
\$471,101,000
cannot be overlooked.

**COVER THE ENTIRE
GOLD BELT
WITH ONE STATION**

Finest French Programming
— Top flight air and
production personnel.

No Rate Increase
More power . . .
more listeners . . .
more value to advertisers.

**MIGHTY
10,000 WATTS
CFCL
RADIO
TIMMINS**

"Metro-sized" Population
310,400 people —
and 208,270 of these
are French.

Top Merchandising Help
CFCL staffers work
hard to get product displays
and shelf facings.

HERE'S WHERE THE GOLD MINE STARTS
PAUL MULVIHILL in Toronto & Montreal
BRIAN SCHARF in Vancouver
ED DEVNEY in New York

CROWN YOUR ADVERTISING



Crowning of Quebec's Winter Carnival Queen.

WITH SUCCESS IN A MARKET OF STATURE

A combined total of
177,800 TV homes
captive in the
Carnival spirit
with the
fresh approach of—



REPS.

Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.
Weed Television Corp.

AMPPLC Convention

KEDEY SUCCEEDS CALDWELL AS PRESIDENT

TWENTY-NINE ACTIVE and eight associate members of the Association of Motion Picture Producers and Laboratories of Canada were on hand at the Westbury Hotel in Toronto, February 4 and 5 for the Twelfth Annual AMPPLC Meeting.

After hearing the presentation of the 1959 reports by the president, chairmen of committees and the secretary-treasurer, the election and inauguration of the new slate of officers for the coming year took place.

Gerald Kedey, owner of the Motion Picture Centre Ltd., was elected president succeeding Spence Caldwell. First vice-president is Henry Michaud, Omega Productions Inc., Montreal, while John Ross, Robert Lawrence Productions Ltd., Toronto, was named second vice-president.

Other directors are Jim Bach, Cinesound Ltd., Toronto; Alasdair Fraser, Crawley Films Ltd., Montreal; Wally Hamilton, Trans-Canada Films Ltd., Vancouver; Ralph Foster, Meridian Films Ltd., Toronto; Douglas Robinson, Fifeshire Motion Pictures Ltd., Toronto; Ted White, Eastern Film Laboratories Ltd., Halifax. Frank Young remains secretary-treasurer.

Westminster Films Ltd., Toronto, was brought into the Association as an active member, while Industrial Film Maintenance, Adfilms Ltd., and

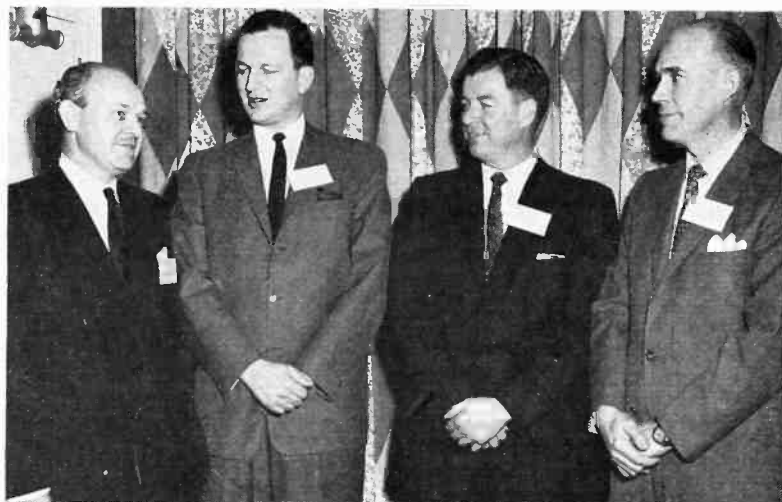


Photo by Metropolitan Photos

THE EXECUTIVE BODY of the Association of Motion Picture Producers and Laboratories of Canada for the coming year includes (l to r): Spence Caldwell, S. W. Caldwell Ltd., immediate past president; John Ross, Robert Lawrence Productions Ltd., second vice-president; Gerald Kedey, Motion Picture Centre Ltd., president; and Henry Michaud, Omega Productions Inc., first vice-president.

Amplex of Canada Ltd. were accepted as associate members. This brings the AMPPLC's membership to a new high of 54.

Here are some of the highlights of the two-day meeting:

Louis Applebaum, on behalf of the Stratford Festival, invited the AMPPLC to prepare a program of

Canadian-made films for presentation at Stratford later this year.

The Toronto Film Library put forth its plan for a Film Archives in Toronto and asked members if they had any footage on Toronto.

The proposed change of the Association's name to "Canadian Association of Motion Picture Producers" was turned down.

At the annual dinner on Thursday, February 4, the members heard Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, explain the purposes and objectives of the BBG. (See page 22).

The various committees and their chairmen for the coming year are: Taxation and Duty -- F. R. Crawley, Crawley Films Ltd.; Industrial Relations -- Don Mulholland, National Film Board, and John Ross, RLP; Planning and Development -- Ralph Foster, Meridian Films; Canadian Film Awards -- Graeme Fraser, Crawley Films; Promotion and Publicity -- Art Chetwynd, Chetwynd Films Ltd.; Membership -- Henry Michaud, Omega Productions; Laboratories -- Jim Bach, Cinesound.

RESOLUTIONS

Three important resolutions and recommendations came out during the Friday sessions. The first was that the AMPPLC carry on a study of insurance in the film industry. It was also recommended that the Association form a committee for the purpose of studying Videotape and new technical developments of importance to film makers. Finally, it was suggested that case histories be collected to investigate and prove the value of the motion picture medium in Canada as public relations and sales training tools.

The last session on the agenda was a "Panel on Urgent Ideas", chaired by Art Chetwynd. Members heard three speakers -- Graeme Fraser on "Selling Sponsored Films", Spence Caldwell on "Financing the Teleseries" and Ralph Foster on "Videotape." Following the addresses, a panel discussion on the three topics was held.

POTTS' SPOT

The Lakehead Market Is Exploding! The Seaway Touched It Off.

With over 20,000 ISOLATED, radio homes to reach you can't sell effectively without using the most popular, LOCAL radio.

A survey completed in January, 1960 proves that CJLX is that station.*

Forty-eight per cent of the radio audience listens to CJLX from 8 A.M. to 9 A.M. Fifty-seven per cent from 11 A.M. to 12 noon. Fifty-five per cent from 5 P.M. to 6 P.M. At no time during the day does this audience drop below thirty-eight per cent. THIS IS IN SPITE OF THREE OTHER COMPETING STATIONS.

These percentages prove two things: CJLX can sell better than the other stations; CJLX programming is expertly keyed to its market.

* McDonald Research Limited, Toronto.

Lorrie Potts / Neil Henderson / Scotty Sheridan / Larry Weston / Bev McLean / Anne Leitch / Research and Promotion services for our clients provided by Nation Wide Interviewing Corporation, and Consolidated Advertising Agency Limited, Toronto.

LORRIE POTTS & COMPANY

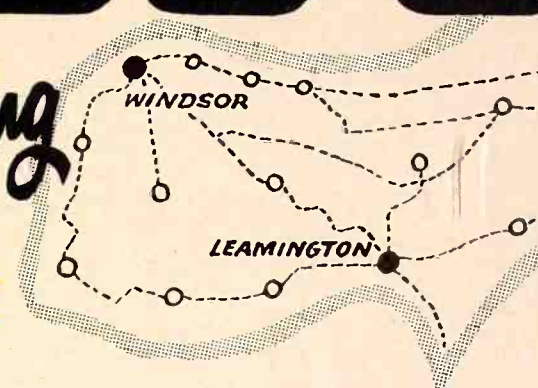
1454-A Yonge Street
Toronto

1117 St. Catherine St. W.
Montreal

A Power FULL Salesman



CJSP



Sun Parlor RADIO

71

Effective **SELLING**
COVERAGE of ALL
THE SUN PARLOR
-including WINDSOR

BROADCAST Power
Now
4 TIMES GREATER

CONTACT:

Radio & Television Sales Inc.
Toronto - Montreal

COVERING THE Whole Blooming SUNPARLOR

CKRC, Winnipeg

NEW PROGRAMING POLICY IS FOR LISTENERS OF TO-DAY

By IAN M. GRANT
News Editor

THE NEW PROGRAMING policy of CKRC, Winnipeg, has been described as "Modern Radio". But don't let that mislead you; it is not a formula or format station.

Al Hammond, station manager, who has been brief-casing it around the Toronto and Montreal agencies for the better part of this month, dropped into our Bay Street office last week, parked himself out of range of Dick Lewis' hearing aid and let us in on some of the reasoning behind the new policy.

Last year Al went to Denver, Colorado, where there are 18 stations serving a population of 1,000,000 people. Six of these stations are what he described as modern stations, two are old line, two are good music, four are western and one is religious. The others? Well they fill in the gaps.

Checking with a rating service -- Hooper's I think -- Al found that the first two high paced or modern operations were, between them, reaching 65% of the available audience.

The two old line stations reached 20% and the remaining 15% of the audience is being served by 14 stations!

Al said that back in the "Golden Age of Radio" -- up to about 1945 -- the big stations were the network stations. The networks provided programs that started on the hour and finished on the hour. They filled out

the schedule with transcribed material.

Thus radio became the primary means of entertainment. People listened in groups by appointment.

Al said he could remember trying to rush through the dinner dishes so that he could be ready for Amos 'n' Andy at 7.00 pm.

But times have changed.

MORE TIME FOR LEISURE

Today, in 1960, incomes have vastly increased. In the 30's Al said you were rich if you owned a car. Now it is not uncommon for a family to have two -- most have one.

Homemakers' patterns have changed. In years gone by Mrs. Smith would get meat at the butcher's; candy at the sweet shop; bread from the baker's; groceries from the grocer and pots and pans from the hardware store.

Now we have the gigantic supermarkets where Mrs. Smith can buy everything under one roof -- everything from a packaged frozen dinner to packaged nuts and bolts.

This same Mrs. Smith no longer spends hours over a hot stove preparing the evening dinner. A lot of the foods she uses come prepared for instant use -- which reminds me of another area of food that is rapidly starting to grow . . . Instant coffee -- Instant tea and if anybody's been watching Jack Paar these days -- Instant onions.

Now none of the above is new information, but Al's point in mentioning it was that this change has resulted in more leisure time for everybody and has moved the radio out of its long held position of primary entertainment. Now radio is everywhere man goes. His car, boat, bedroom, recreation room in his pocket, on the beach -- literally everywhere.

Television is now the primary entertainment medium. It is watched in groups and by appointment.

Al digressed a minute to explain that the independent stations -- that is those without network affiliation -- have been growing for about the last 15 to 20 years. They discovered there was a market for music -- in blocks. They also found that the great masses just want news -- not specific news but general news. They don't have time to sit for long periods and listen to a complete analysis. They want their programing in short bursts.

Radio is listened to while something else is going on or being done. The radio listener of 1960 expects the show to start the moment he or she turns the set on, no matter whether it is five minutes past the hour or 37½ minutes past. There's still more. The show ends when the set is shut off.

PRE-WRITTEN AND PRE-PARED

So with all this in mind, CKRC will present news on the hour with fill-in briefs and no announcer ad-libbing. They will serve the most of the audience most of the time since they feel that this is their duty to an advertiser because most of them want as many listeners as possible.

The listeners to the new CKRC will not hear an announcer who has put together his own show. They will hear an announcer who has written his whole program with the assistance of all the announce staff.

They will probably never hear a one minute public service announcement expounding the theme "Drive Carefully". Rather they will hear a dramatization of this theme pre-recorded by two or three of the announcers. They will never know what is coming next.

On some stations it is possible to know what follows the 8.00 pm newscast or know that after each record or two there is a spot. This will not happen on CKRC, according to Al Hammond. Everything will be jumbled up so that the listeners will be inclined to leave the set on in case they miss something.

HOW ABOUT MUSIC?

Al Hammond thinks such people as Glenn Miller and Richard Wagner are musically dead. However, he thinks they are valuable to us and our culture and that there will always be a market for them.

But, he says, Connie Francis' version of "Who's Sorry Now", which was also recorded by Glenn Miller before I was born is far more acceptable than the Miller version.

CKRC, or should I say the new CKRC, will play the complete musical spectrum -- they will play the good old standards, but they will tend to play them in the modern idiom.

Some of you might say "that's all very nice Al -- for the people who want brief news, and news that leans towards the local, to say nothing of those who like music in the modern idiom and who generally like a hurly-burly program schedule. But what about the big minorities who don't?"

I asked him the same question.

During the evening hours, the hours when there is less commercial content, they will run programs for people who can and want to sit and listen.

For example at 8.00 pm on Monday evening they may present two authorities discussing the Algerian crisis -- running anywhere from 15 to 50 minutes -- for the minority who want it. The range of subjects is unlimited.

Since most of these shows will be pre-taped, they will be able to tape two minute segments of a half hour show to slip into the daytime schedule. This will serve two purposes. It will give the mass audience something to think about and possibly stir their curiosity to such an extent that they will tune in in the evening to find out more. It will also let the minorities -- those vitally interested -- know what time they can catch the full program.

Al does not believe that this is the be-all and end-all in a modern radio station. But he does believe that it is an improvement on the formula or format station where everything is done by the clock or if you like stop-watch.

On that one point I'm inclined to agree.

Even in
MOSCOW*

people are
listening to

CKLC!

and in

Kingston,

more people are
listening to

CKLC

than to all
other stations
combined!

(Jan. 1960 Elliott-Haynes)

Contact:

STOVIN-BYLES (Canada)
FORJOE & Co. (U.S.A)

and ask about
CKLC's amazing
new Rate Card!

*(Moscow, Ontario,
that is!)

The Growing Market

B.C. Power Commission
predicts

Triple present electrical
output in

Prince George

by 1968

CKPG

PRINCE GEORGE, B.C.

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

N.A.B. Committee

Would Enforce Station Conduct Code

A COMMITTEE of American radio broadcasters has recommended a tighter code of station conduct together with industry enforcement powers to assure compliance among code subscribers.

The present voluntary code in US broadcasting has been operated since 1937 on an honor system basis.

The recommendations were made by the Standards of Good Practice Committee of the National Association of Broadcasters, which met in Washington last month, and will be turned over to the NAB Radio Board.

The committee said proposals for industry enforcement, of which there are several alternatives will not be made public pending Radio Board approval. The Board is expected to meet soon to act on this and other code changes proposed.

The committee said formal subscription to the code of standards should be open to all radio stations. At present, only NAB radio member stations may subscribe formally and call themselves "good practices stations."

Further guideposts against payola and other practices which received widespread publicity in recent investigations were spelled out by the committee.

The standards were shored up, the committee said, to help curtail the activities of "a relatively few members of the radio broadcasting industry whose questionable activities have tended to place all radio broadcasters in an unfavorable light."

The changes are similar to a tightening of the television code early in December.

HALIFAX RADIO AND TV LINKS SNOW-BOUND CITY

(Continued from page 11)

door and supplied food and water. Six of the birds checked out of Lloyd's improvised hospital the next day. At last report the seventh was well on the way to recovery.

The storm even forced expectant mothers to improvise to get to maternity hospitals. They arrived by police car, fire truck, jeep and, according to one news source, by toboggan.

UPI said it was told by hospital officials three women were transported part of the way by toboggan before making connections for "more conventional transportation".

Police were harried by calls of all descriptions -- from the urgent to the ridiculous. Radio stations advised citizens to call police only in emergency, but of course, it depends what you call an emergency.

In one instance, a woman called police and asked that they send an officer to a grocery store for a quart of milk. The request was politely turned down.

As the storm subsided Wednesday night, CBHT-TV changed the usual format of its program *Gazette* to give a half hour report on the storm. The show opened with a shot of weather forecaster Reid Dexter approaching the television building on skis. Moments later he was on camera to explain the weather picture. Program host Lloyd McInnes also interviewed Police Chief, Verdun Mitchell; Light and Power general manager A. R. Harrington, and Maritime Tel & Tel's general manager, A. G. Archibald. Also featured were reports from CFCY, Charlottetown, CJLS, Yarmouth and CKBW, Bridgewater.

CHNS fed reports to at least six radio stations in Canada and the United States. In some cases they received reports every few hours.

Among the stations fed were CFCF, Montreal; CKY in Winnipeg; CKCK, Regina; KKCW, Moncton; CHSJ, Saint John; CHED, Edmonton; and Monitor News in Washington, D.C.

As this account is being written, Nova Scotians are buckling down for what may be a severe wind and rain storm. Weather warnings have been issued by forecasters and police, firemen, highway crews and radio personnel are preparing for another low blow from old man winter.

HARWALD EQUIPMENT

Inspect-o-Film

Is a film editor and automatic film inspector. On this machine you can inspect, clean and view a one hour program in less than 5 minutes.

Rewinds and Rewind Accessories

4 fine models -- Economy, Standard, Deluxe and Premier. Among the many fine accessories are: Steady-Rest, Tite-Winder, Film Retaining Bars, Spacers and Clamps.

Moviscop

16mm viewer with speeds up to 450 feet per minute. Steady sharp picture at all speeds. Cannot over heat.

Cement-o-Film

A new splicing fluid which gives a strong instant splice without heat!

Protect-o-Film

Stops scratches, cleans and conditions, anti-static action and kills "greenness".

Canadian Distributors

CALDWELL A-V EQUIPMENT Co. Ltd.

447 JARVIS ST. - TORONTO - WA. 2-2103



on top again for the 5th consecutive year

B.B.M. Fall 1959 survey of Winnipeg radio stations shows CKY with the greatest number of households tuned weekly.

CKY 133,900

Station "C" 119,300
Station "B" 111,300

Elliott-Haynes Circulation Report October 1959 reveals that among Winnipeg radio stations CKY has the largest number of adult listeners.

CKY 231,302

Station "B" 128,524
Station "C" 127,083

CKY gained a 19% increase in their share of the B.B.M. audience in metropolitan Winnipeg.

In 17 out of 24 time periods from 7 a.m. to 7 p.m. Monday through Saturday, CKY offers the lowest cost per thousand of any station in Winnipeg.

Basis: B.B.M. Fall results in relation to each station's one minute rate without frequency discounts.

IMPRESSIVE ALRIGHT -- BUT both the B.B.M. and Elliott-Haynes figures were based on CKY operating at 5,000 watts.

WITH 10 TIMES THE POWER 50,000 WATTS

CKY will offer you a new KING SIZE sound and thousands of new listeners.



580 kcs.

New King Size Sound New Service Features New Personalities

REPS: Stovin-Byles, Canada -- Forjoe, U.S.A.

G. N. MACKENZIE LIMITED HAS SHOWS

like The New Automotive Sales Library

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

META Brief

TORONTO EDUCATORS WANT TIME ON CBC AND FUTURE TV STATIONS

IN AN ATTEMPT to make effective use of television for both classroom and adult education, a group of Toronto school and cultural bodies have asked for special hours to be set aside for their use on Toronto's CBC and future private TV stations.

The request was made in a brief submitted to the Board of Broadcast Governors by the Metropolitan Educational Television Association (META) of Toronto. The Board will

open hearings in Toronto, March 14 to hear applications for a commercial TV license in that city.

The brief asks for 10½ hours of educational television each week during the school year 1961-62, and for the total time to increase to 19½ hours as the META members expand resources and gain experience. A smaller number of hours is requested during the summer months for adult education only. Little of the time

would be in prime evening hours.

Members of META include the University of Toronto, the Toronto Board of Education, the Boards of Education of suburban North York and Etobicoke, the Toronto Public Library, the Royal Ontario Museum and the Art Gallery of Toronto. The Board of Education of Scarborough, another Toronto suburb, was accepted as a member at META's annual meeting February 1, during which the

contents of the brief were publicly announced.

Officers elected at that meeting were: president, Dr. D. C. Williams, director of the Division of University Extension, University of Toronto; vice-president, Dr. Robin S. Harris, representative of the Toronto Board of Education.

META plans to function as a clearing house for information about educational television, and in the absence of an educational television station in the Toronto area as a co-ordinator on educational telecasts with the CBC and the new commercial licensee.

In the brief, it asks for five hours of television a week during the first year for general adult education, credit and non-credit courses and special broadcasts; five hours a week for elementary and secondary school broadcasts; and half an hour a week for teacher training in the area's widespread school systems. By the third year, these totals would rise to 10 hours, 8½ hours and one hour respectively.

Most of the time would be early in the morning or evening, over the weekend, or -- for classroom broadcasts -- during school hours. Subjects of the broadcasts could range from a dramatization of Canadian history for elementary school children to a course on the stock market for adults.

META predicts that Toronto eventually will have its own educational television station, but adds that this is not the time to establish it.

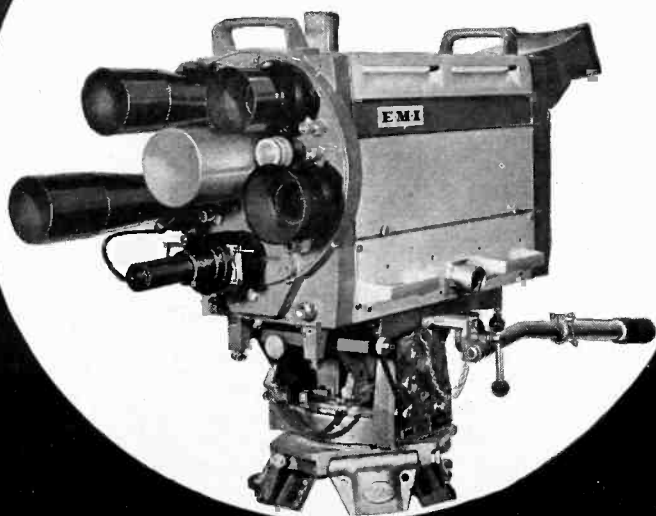
In a supplement to the brief, META warns the Board that denying educators use of television would be similar to denying them use of movable type, the key to mass printing of textbooks.

"We in no way suggest that educational television will ever replace the classroom and the classroom teacher," the brief says. "There is some evidence, however, that when used wisely, educational television can relieve the teacher of some of his 'imparting knowledge' responsibilities giving him more time for individual assistance. And it can bring to the aid of the teacher, and face to face with each student, the specialist in each of the subjects of the curriculum."



203

For versatility in camera channels



4½" I.O.

CGE brings it to Canada

Now integrated with the complete line of General Electric broadcast equipment, the new 203 camera channel by EMI Electronics Ltd., has these unique features:

- *Designed to operate with 4½ inch Image Orthicon pick up tubes with the facility of rapid interchange to 3 inch Imagine Orthicon or CPS Emitron pick up tubes if required.
- *Five position turret including one special position providing facilities for: easy withdrawal of pick up tube through turret without opening camera sides; mounting of diascope or non standard type of lens.

E.M.I.'s new 203

- *Will accommodate TTH Studio Varotal or Zoomar lens without modification.
- *Extensive use of plug-in printed wiring units provides entirely new accessibility and ease of maintenance.
- *Special quality tubes and high stability circuits eliminate need for adjustment over long periods of operation.
- *Remote control of lens apertures by easily detachable servo mechanism.
- *Optional preset filter wheel, electronic Image Orbiting and hour meter.

The 203 is made by EMI Electronics Ltd. of England, one of the world's most experienced TV equipment manufacturers. Sales, service and parts are supplied everywhere in Canada by Canadian General Electric.

For details and specifications, contact your C-G-E Broadcast salesman or write

ELECTRONIC EQUIPMENT
AND TUBE DEPARTMENT,
830 Lansdowne Avenue,
Toronto

BC-160

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

The greatest
French advertising
medium
in
Quebec

300 000 KV
CHLT-TV
CHANNEL 7

SHERBROOKE
We cover
the Montreal market



Over the Desk

A QUESTION WHICH has been repeatedly asked by many members of the industry was answered, most effectively I thought, at the annual dinner of the Association of Motion Picture Producers and Laboratories of Canada at the Westbury Hotel on February 4.

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, was the guest speaker at the dinner, and in his opening remarks, in which he paid great tribute to his associates on the Board, he answered the question as to why the BBG was made up of people who were completely lacking in knowledge of the broadcasting business.

Dr. Stewart told the film men of his one experience in an elective office. He explained that he had served for one term as a school trustee on the Edmonton Board of Education. He said he felt that his experience in the field of education as president of the University of Alberta would make him a useful trustee, but said he found after a very short time that he had been wrong.

Sitting with him on this Board of Education, he said, was a man named Bob, who was a small contractor. Bob had no knowledge of educational systems, but was interested, as a "small man" in doing what he could to insure that his children and those of his friends had the best possible schooling. For this reason he was the most keenly interested member of the Board and because of this interest, the most valuable of its members.

He emphasized that it was Bob's complete lack of technical knowledge that made him so valuable, and that the same principle had been employed in selecting the members of the BBG which was appointed just over a year ago to regulate the broadcasting business.

CHURCH SAYS BUY RUM

THE UNITED CHURCH wants Canadians to buy more rum from the West Indies.

This startling piece of information came to light in a Canadian Press news item the other day, in which it was reported that a United Church minister had advocated this move in a report which was aimed at stimulating trade between Canada and the Indies. But, said Rev. A. C. Forrest, editor of the UNITED CHURCH OBSERVER, the reference was discreetly "buried" in the report.

Mr. Forrest explained how a Toronto reporter had noticed the item and had brought it to the attention of Dr. J. R. Mutchmor, one of the United Church's leading anti-liquor spokesmen. Dr. Mutchmor asked him not to use it, and he apparently complied with the request.

The story ends up with Mr.

Forrest's reflection: "If I had been the editor of the paper, I would probably have used the story."

DOUBLE-TALK SURVEY

RADIO STATION CJKL periodically conducts coincidental telephone consumer surveys as a service to its national advertisers. A recent one inquired into the product preference in the home with relation to flour and cake mixes.

One of the CJKL telephone girls phoning the households experienced the following exchange:

Question: "What brand of flour do you have in your home?"

Answer: "African violet!"

Question: "Is it all purpose or pastry flour?"

Answer: "Oh no, it's pink!"

CJKL's survey gal controlled the impulse to ask how successful this brand of flour was in making cakes!

SHADES OF JULES VERNE

WHEN THEY INVENTED the horseless carriage, people must have gone around saying: "Well this is it. There just isn't anything else to invent". The same thing must have happened when such novelties came on the scene as electric lights, the printing press, the telephone, the airplane, the phonograph and so forth. Each time it just seems there isn't any farther to go, but there always is.

Here, according to a recent issue of THE GLOBE & MAIL, are a few things which the electronic industry sees looming over the horizon in the future.

A miniature TV with telephones, which will permit you to see the person with whom you are talking.

A home TV camera which will take family movies to be shown on your own closed TV circuit.

Cold light, providing light without heat and almost without shadow. One of its uses will be in thin flat-surfaced TV screens which can be hung like a picture on the wall.

Closed-circuit TV which will allow a mother to monitor her children.

Electronic translation, permitting persons with no knowledge of each others' languages to converse by telephone, each in his own language.

Electric highways, along which cars will drive themselves automatically, using radar.

And then of course there will one day be an electronic typewriter which will not only type but compile or compose such columns as this.

However, it hasn't happened yet, so buzz me if you hear anything, won't you?

Dick Lewis

QUICK STORIES from Moncton in the Maritimes



"He's registered as Champion King Carolus Waterboy - I call him CKCW."

A "RESULTS" STORY

- ★ The President of one of Moncton's leading Department Stores wanted to measure the RESULTS given by different advertising media.
- ★ For his 20-day Anniversary Sale, this is how he divided his Advertising Dollar.



★ For the Results — See Panel Below

AN ELLIOTT-HAYNES LTD. SURVEY (Interviewing 299 shoppers) SHOWED:

Television produced	49.3%	of customers
spending \$16.53	apiece.	
Radio produced	27.5%	of customers
spending \$15.50	apiece.	
Newspapers produced	17.0%	of customers
spending \$ 9.97	apiece.	

So... IN THE PROSPEROUS MONCTON MARKET CKCW and CKCW-TV DELIVER THE GOODS!

WE DON'T SELL TIME - WE SELL RESULTS

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

CKCW **CKCW-TV**

MONCTON, NEW BRUNSWICK



CKGN-TV

North Bay

Now Boasts
a weekly
circulation
of

18,200 HOMES

BBM Nov. '59

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these
television stations

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

AMPPLC Convention

Dr. Stewart Outlines BBG's Purposes

SPEAKING TO members of the AMPPLC at their twelfth annual dinner in Toronto, February 4, Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, said that national objectives and the decision of private enterprise are sometimes at odds in Canadian broadcasting.

The national purpose and objectives laid down for Canadian broadcasting can, and do, run counter at certain points to decisions and practices which would flow from undirected free enterprise. The job of the BBG, Dr. Stewart said, was to remove these conflicts.

The Board must contribute to the persistence of a Canadian identity, maintain a suitable measure of national unity, give young Canadians an outlet for their talents and see that broadcasting fare is varied and of high standards.

He said that although programs required for broadcasting can be produced more cheaply in the US, "we must make some effort to provide some of our own contribution."

Dr. Stewart said the tendency to centralize and direct production must be countered. He added that "there is a tendency also toward standardization and uniformity in providing varied programs. If we want to meet the varied needs of minority groups, we must do something constructive."

In attempting to provide programs of a high standard, he said, something may have to be done to avoid establishing a level at the lowest common denominator.

Dr. Stewart said the Board was gratified by the ingenuity of program formats proposed by most applicants for private television rights. He was interested in a variety of live productions proposed at recent hearings in Winnipeg and Vancouver. He said there is a great deal of ingenuity available to meet the problem of programming.

The BBG chairman said that recent experience with the forthcoming 55 per cent Canadian content requirement has not been particularly encouraging. Enterprise and initiative will have to be shown, but the Board is prepared to set out conditions which will be favorable to production in Canada.

Dr. Stewart said that the Board is now preparing a form for use by film producers. When filled out by the producer and returned to the BBG, the Board will be able to examine details of a planned production and hand down a provisional ruling as to whether or not that production may be classified as Canadian in content and character.

Canada Wants More Drama

KEN SOBLE, president of CHCH-TV, Hamilton, told a television conference in Hollywood last month that Canada wants more dramatic shows in its television fare.

Speaking at a forum sponsored by the Television Academy of Arts and Sciences, Soble said "Canadians traditionally see more theatre than do you in the United States. They want to see less violence, less horror and fewer westerns on their television screens."

When Soble mentioned that Canada's television industry has competent workers in all phases except writing and production, William Dozier, vice-president of Screen Gems Inc., added that the same might be said of American television.

Edmundston May Have CBC-TV

R. C. FRASER, vice-president for the CBC's corporate affairs, said in Ottawa last month that the CBC is studying the feasibility of establishing a low-power television station in Edmundston, N.B.

One of several areas under study, the corporation hopes to make a few such studies for new stations annually, Fraser said. However, he added, he was unable to predict whether the Edmundston study would be completed.

He said the transmitter, if approved, would not originate programs of its own, but would pick up and broadcast programs from either the French- or English-language network.

EXTREME MODERNITY

CKRC Manager Al Hammond is so gone over modern music that he now refuses to drink anything but instant coffee.

• • •

BETTER BE GOOD

Now, through the BBG, the broadcasting industry has really efficient Stewartship.

• • •

SIMPLE SOLUTION

One way in which the radio people might overcome the move of the radio set out of the living room is to move it right back in again.

• • •

UNANIMOUS APPROVAL

A significant thing about the BBG's recommendations for second TV licenses is that there have been no complaints from the successful applicants -- so far.

• • •

PHOTO FINISH

What would the BBG do if two TV applicants finished in a dead heat?

• • •

BETTER FOR BOTH

Might it not improve both the church services and the broadcasting programs if the ministers took over from the disc jockeys and the announcers preached the sermons?

• • •

TIT FOR TAT

With THE TORONTO TELEGRAM after a license to run a TV station, we're wondering what chance we would have to get one to run THE TORONTO TELEGRAM.

• • •

AUDREY STUFF

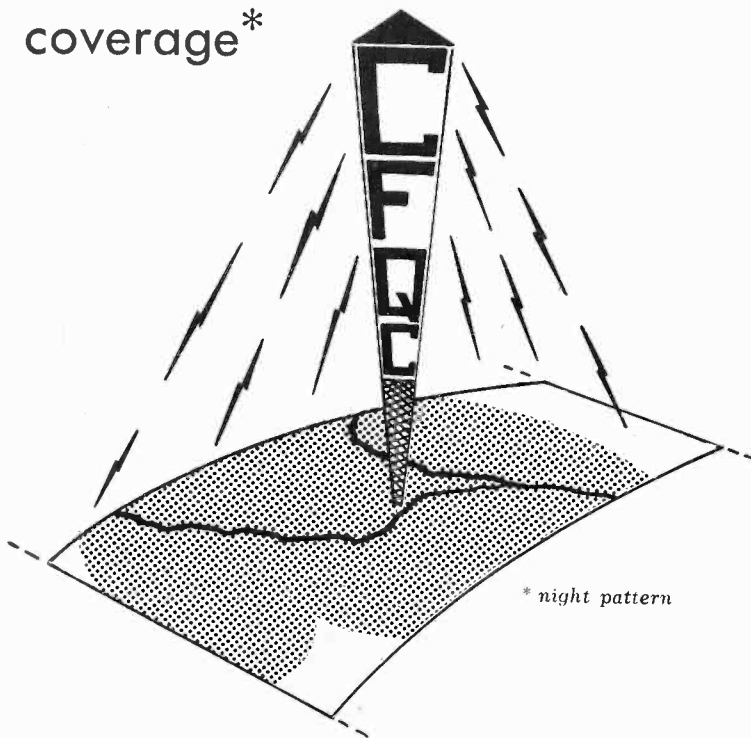
Then there's the gal who was so dumb, she thought a second license was what she would have to get if she married a widower.

• • •

ATTENTION MRS. FAIRCLOUGH

Last week I celebrated the 37th anniversary of my arrival in Canada and have definitely decided I am going to stay.

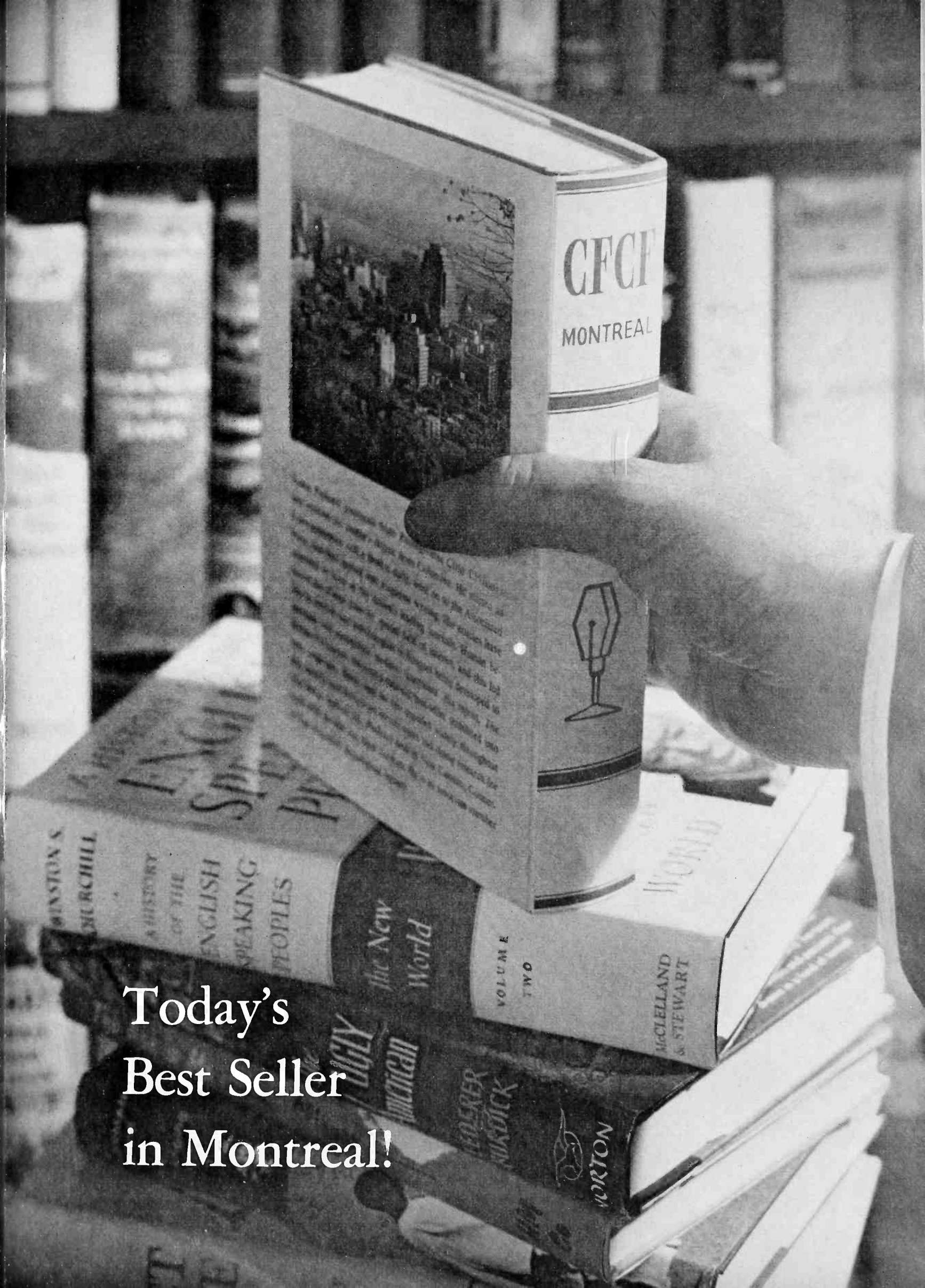
122,000 sq. miles of
coverage*



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



THE RADIO HUB OF SASKATCHEWAN



CFCE
MONTREAL



MURCHILL

A HISTORY
OF THE
ENGLISH
SPEAKING
PEOPLES

The New
World

VOLUME
TWO

WORLD

McCLELLAND
& STEWART

Today's
Best Seller
in Montreal!

THE
AMERICAN
LEADER
MURDICK

MORTON

SIGHT & SOUND

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



IAN GRANT

Agencies

J. J. GIBBONS has been appointed to handle all the regional and national advertising for J. E. Wiegand Company Limited, manufacturers of boys' and kiddies' dress and sports shirts.

The account is being handled by E. M. Dixon and plans for Easter and early summer are now underway.

Also Gibbons has been appointed to handle the advertising for A. H. Howard Chemical Co. Ltd., manufacturers of agricultural chemicals, veterinary medicines and farm pest products.

National ad plans are now being formulated, with strong consideration being given to major farm publications along with radio and television spots in heavy farm areas.

Part of the advertising budget will be used to promote the Poultry Health Service, maintained by Howard Chemical from their plant in Orangeville, Ontario.

W. H. Richardson will service the account, which was formerly handled by Ellis, May & Chadwick Ltd.

THE TORONTO office of McCann-Erickson recently switched to an all-media buying plan.

Mel Norman will supervise the media department and be directly responsible for all media bought for: Coca-Cola Ltd.; Canadian Westinghouse Co. Ltd. and Encyclopaedia Britannica.

Joan Bain will be responsible for: Christie, Brown & Co. Ltd.; D.C.A. Foods; Ac'cent International; McGregor Sportswear; J. B. Jackson; Chesebrough-Pond's and W. & A. Gilbey.

Soni Switzer will be responsible for: Swift Canadian Co. Ltd; California Packing Corporation (Del Monte Division); Canadian Tampex Corporation; Webb & Knapp; Barber Ellis; C. E. Jamieson & Co. (Dominion) Ltd. and Food Brokers Association of Canada.

WILLIS ADVERTISING has been appointed to direct the advertising and promotional activities for Glasheat of Canada Limited, manufacturers of electric glass heating panels, baseboard convectors and glass portable heaters.

Located in Toronto, Glasheat provides complete electrical home heating and is described as "the authority in electric heating".

Advertising plans call for newspaper and trade, direct mail and at a later date, magazines. The account will be handled by Philip H. Tedman.

Radio & Television

TELEVISION WILL be the spearhead of a campaign by Simoniz Wax to cover French Canada in 1960.

The company will sponsor quarter-hour segments of the French Television network show *Histoire a Suivre* on alternate Saturday evenings until next September. In addition, spot campaigns will be conducted on five French-language television stations during the Spring and Fall.

The account is handled by Walsh Advertising Co. Ltd., Toronto.

LEVER BROTHERS Breeze, through MacLaren Advertising, started a radio campaign this week to supplement their television coverage in areas where the TV set count is low.

A campaign for their product Jim Dandy, through Kenyon & Eckhardt, to supplement its television coverage will also start in the near future.

Another interesting item is the way Levers have been using two non-competing back-to-back in the same one minute radio spot. This does not cut back the budget, but does increase the frequency. However, this special use of radio will not become standard practice.

PROM HOME PERMANENT, through Spitzer & Mills, is running a spot radio campaign starting March 28.

Running in three flights throughout the year, Prom will use 28 English and five French language stations.

Toni Company, also through S & M, is running a spot television campaign starting March 13 through to July 9 and October to November. They will use 18 English and five French language stations.

WESTCLOX CANADA LTD. is starting a six-week television campaign in April. They will run 60 and 20 second announcements on 16 English and five French language stations.

The agency is Spitzer & Mills.

MCDONALD RESEARCH's next TPR report will be published during the first week in March and as a start to offering a more complete service it will contain figures for the whole coverage area of stations in southern Ontario. This will be expanded into other areas at a later date.

They have also just completed a personal survey of 3,600 households in Metropolitan Toronto to validate their own TPR. (There will be more about this in a later issue.)

People

FRANK HARRIS has been appointed manager of CJDC-TV, Dawson Creek. He has had a total of 18 years' experience in advertising, starting as a commercial artist in 1942.

He then worked successively in display and the advertising department of the T. Eaton Company for a total of three years, with an advertising agency for two years and as a sales representative for General Foods.

In August 1954 Frank joined CFRN-TV, Edmonton, which was just getting ready to go on the air. He was initially in charge of the art department, staging and lighting and later produced and directed several shows as well as commercial productions.

For nearly five years Frank was an account executive with CFRN-TV, servicing several large accounts in

Edmonton. In August, 1959, he accepted a position as operations and production manager at CJDC-TV, a position he held until his recent appointment.

DON HARTFORD who recently took over the management of Radio Station CFAC, Calgary, from A. M. Bert Cairns, has announced the appointment of Dave Penn as general sales manager.

Penn is a native Calgarian and has been with CFAC since 1948. He has had experience in many phases of broadcasting at CFAC including commercial writing, news editor and announcer and most recently as retail sales manager.

The post of retail sales manager has been filled by Ken Goddard also a native Calgarian. Prior to joining the station in 1952 Goddard had extensive selling experience in southern Alberta for one of Canada's leading electrical appliance manufacturers.

DOUG SMITH and Russ Taylor, two Montreal sportscasters will be covering the Winter Olympic Games from Squaw Valley, California, for 24 stations of the CBC Dominion Radio Network, from February 18 to 28.

Their reports have been bought on all stations by British Overseas Airways Corporation.

Seven-Up have purchased the 10 minute nightly report from Squaw Valley on the complete Trans-Canada Radio Network from February 22 to 27. On February 28 they have bought the play-by-play of the World Hockey game by Foster Hewitt on the Trans-Canada network and CKFH, Toronto.

OLLIE M. LYON has been appointed a vice-president and member of the executive committee of Young & Rubicam, Toronto. He has been most recently engaged as a senior account executive in Y & R's New York office.

In Toronto he will act as a management representative on several accounts.

A Vancouver Radio Station

is looking for a radio announcer who can sell on the air — who has personality — and who believes he can produce a strong show for ratings and sales. The station is prepared to pay for a good man.

Box A475

Canadian Broadcaster
219 Bay Street, Toronto 1, Ontario

RADIO-TV TIME BUYER REQUIRED

Applicants should have complete knowledge of Radio and TV in all Canadian markets and be conversant with ratings, surveys, etc.

Additionally applicants should be knowledgeable in production, direction and copy writing in these media. Some creativity is required.

This is not a junior position as considerable responsibility is involved. This position also entails some client contact.

Reply in confidence stating complete details of experience, salary requirements and references to

Box A 477

Canadian Broadcaster - 219 Bay Street, Toronto, Ontario

A HANDFUL OF representatives of the broadcasting industry will be leaving the country tomorrow for a five day trip to Rome as the guests of Canadian Pacific Airlines.

The trip will be the pre-inaugural flight of CPA's twice a week service to Rome which officially starts Mar. 4.

The lucky few are: Johnny Nadon, general manager of CJMS, Montreal; Bert Cannings, news director, CFCF, Montreal; Mac McCurdy manager, CJAD, Montreal; Bill Harrington, news director of CKVR-TV, Barrie; Dave Rogers, news director of CHCH - TV, Hamilton; Larry Duffy, manager of television news and Charlie Gunning, manager radio news, CBC, Toronto; Bruno Comeau, director of radio and television news, CBC Montreal; Jim Allard, executive director of the CAB, Ottawa.

GIL LaROCHE, formerly with Trans - Ocean Radio and Television Representatives in Montreal, has joined the national sales staff of CJMS in the same city.

He has been active in the radio, television, newspaper and advertising field since 1944.

ALLAN B. YEATES director of public relations, sales promotion and advertising for the Prudential Insurance Company of America, has been elected executive vice-president of the Association of Canadian Advertisers.

Yeates remains as ACA treasurer and replaces James C. Miller as executive vice-president.

In addition, ACA announced the appointment of two vice-presidents, E. T. Gater and K. J. Farthing, to the Association's executive committee

Gater is vice-president of Sterling Drug Mfg. Ltd., and Farthing is manager, general advertising, Canadian Westinghouse Company Limited.

Stations

RADIO STATION CFCF, Montreal is currently conducting a novel piece of promotion.

To a select list of 80 advertising agency personnel in Montreal and Toronto they are giving a copy of a best selling book, *Psyche*, by Phyllis Brett Young. Enclosed in the book is a copy of their full page advertisement in the Trade Press -- the copy reads "Today's Best Seller in Montreal -- CFCF."

As a follow up the select group of 80 will receive a red bookmark with the same message printed in gold lettering.

D. MALCOLM NEILL, general manager of CFNB, Fredericton, has announced that from now on the station will be known as Radio Atlantic. As the station image or insignia they have selected a sea gull perched on a piece of driftwood.

This action is a result of the mail received from listeners since the station boosted its power to 50,000 watts last October.

CFNB's signal has been received

as far away as London, England. Good reception has been reported from New York City in the south; Labrador in the north and Kenora, Ontario in the west.

An extensive promotional campaign to support the new name is already under way, using billboards, newspaper and magazine ads and direct mail.

MARITIME BROADCASTING Company, operator of CHNS-Radio, Halifax, has decided that it will not apply for a license to operate a second television station in Halifax as was previously announced.

Gerald J. Redmond, general manager of CHNS, said the company felt operation of a television station would not enhance or improve present radio operations. He said the group would not oppose any other applications for a license to operate a private television outlet in Halifax.

The Board of Broadcast Governors will meet in Halifax June 20 to hear applications for the license. The area is now served by the CBC's outlet, CBHT.

Finlay MacDonald, manager of CJCH, Halifax, said his company is still planning to seek a license. Also planning an application is Franklin and Herschorn Theatre Co. Ltd.

AS CONSTRUCTION men tear down the old CKRC, Winnipeg, Playhouse studios, built by the late Tiny Elphicke in 1941, some of radio's history is being brought to light.

Log Boards have been found which bear the names of George Young, Ernie Bushnell, Wally Koster, Bert Pearl, Esse Ljungh, all employed by CKRC in earlier days. Carpenters turned up a hoard of log sheets initialled by Waldo Holden, Jack Dennett, Jack Scott and Bill Walker.

Among other ancient treasures are scripts by Neil LeRoy, Beth Lockerbie, and George Salverson, who won their radio spurs at CKRC. As the carpenters ruthlessly push this stuff aside to make way for the ultra-modern studio design now being erected, old-timers Bert Hooper and Kay Parkin frantically gather it up and re-ward it again.

TEN PRIVATE radio stations in ten provinces have launched an experimental series of shows to provide news from home for former residents of other provinces.

The series is aimed at producing the news items of purely local interest in each of the provinces and turning

(Continued on next page)

WANTED

Brisk young DeeJay for evening announce shift, must have at least one to two years experience.

Apply to:
Radio C-JOY
Guelph, Ontario

Soon 10,000 Watts

G. N. MACKENZIE LIMITED HAS SHOWS

like The New Automotive Sales Library

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

Latest BBM figures prove it:

CJAD REACHES MORE HOMES THAN ANY OTHER ENGLISH-LANGUAGE STATION IN QUEBEC PROVINCE!

The latest BBM survey — conducted Nov. 2 to Nov. 9, 1959 — shows CJAD still far in the lead in listening audience throughout the province and in metropolitan Montreal. Here are the figures:

PROVINCE-WIDE

English-language homes listening to CJAD: 213,500.

Station "B": 138,300.

MONTREAL

English-language homes listening to CJAD: 168,500.

Station "B": 106,700.

THE FACTS

CJAD has the "highest weekly BBM"!

CJAD has the "highest BBM" throughout the day!

CJAD is the *only* station that has shown an increase in Montreal listeners since the previous BBM survey!

CJAD delivers 213,500 homes in the big-buying English-speaking Quebec market!



RADIO SERVES AND SELLS GREATER MONTREAL

Representatives: RADIO TIME SALES, Montreal, Toronto;
YOUNG CANADIAN LIMITED, New York, Chicago.

CREATURES of HABIT

A wise man, probably a research man, once said that people are creatures of habit — he was so right too — seasons of the year have little effect on the media habits of Canadian TV Homes.

*Get the Facts
Make a date to see*

TWO WEEKS WITH PAY

CAB Member Stations

CJON-TV,	St. John's	CFCL-TV,	Timmins
CJOX-TV,	Argentia	CFCJ-TV,	Port Arthur
CFCY-TV,	Charlottetown	CJIC-TV,	Sault Ste. Marie
CHSJ-TV,	Saint John	CKLW-TV,	Windsor
CKCW-TV,	Moncton	CKNX-TV,	Wingham
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
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	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.

Sight & Sound (Continued)

it out in capsules of two-minutes and forty-seconds each.

Each participating station then produces nine dubs of its news capsule and airmails it to the other nine stations. Introduction and sign-off is included in each capsule to eliminate the need of editing at the local level.

Each station can provide its own title for the show and run the material in any order desired.

The program idea originated with CFCF, Montreal. Their title for the program is Trans Canada Report.

Other participating stations are CKWX, Vancouver; CJCA, Edmonton; CKCK, Regina; CKRC, Winnipeg; CFRB Toronto; CHSJ, Saint John; CHNS, Halifax; CFCY, Charlottetown and VPCM, St. Johns.

The series started during the weekend of February 13.

VANCOUVER AND district viewers who would like to learn to speak Russian can now do so by tuning into KVOS-TV, Vancouver-Bellingham at 7.30 am every Tuesday morning.

The 24-week course, prepared by the University of Washington, emphasizes speaking techniques and is designed to give the viewer a basic reading and speaking vocabulary.

Recently the station added six new film series to its program schedule. Five of them are syndicated, with

the sixth, Ray Milland's *Markham*, coming from CBS, sponsored by Renault.

The syndicates are *Grand Jury*, *Interpol*, *Four Just Men*, *How to Marry a Millionaire* and *Tombstone Territory*.

Two of the series have already been sold out. American Home Products has bought *Grand Jury* and Hazel Bishop and Sealy Mattress Co. has signed for *How to Marry a Millionaire*.

Gordon Reid, general manager of KVOS-TV (Canada) Ltd., has been busy too. He picked up the phone last month and called the NSU Prinz factory near Stuttgart, West Germany. The call resulted in a \$5,000 - per - month co-operative advertising campaign with McKay Motors, the local distributor. To boost sales of the little German car the client is sponsoring *The Vikings*, supported by selective spots.

Fresh Hair Dept

PAT DOREY, promotion director at CKSL, London, is breathing a lot easier these days. On January 28 his wife presented him with another son -- Kevin Timothy Sean. The reason for Pat's anxiety? The baby was due December 20.

CONGRATULATIONS ALSO, to Monte Hutton of All-Canada Radio & TV, who was visited by the stork February 3. His new son, Jeffrey weighed in at 7 lbs. 15½ ozs.

CKLB Promotes Oshawa March of Dimes

RADIO STATION CKLB, Oshawa, teamed up with the Kinette Club this month to carry out the annual March of Dimes campaign.

To prepare listeners for the campaign to raise funds for the Rehabilitation Foundation for Poliomyelitics and the Orthopaedically Disabled, CKLB interviewed donors as well as mothers who made door-to-door calls. Interviews were broadcast direct from campaign headquarters all over the station's coverage area. The final result of the drive was broadcast direct from the campaign's

Oshawa headquarters via the station's telerecord facilities.

On the night of the campaign, CKLB's station wagon, driven by announcer Dave Kirkland who sported a neck tag reading "Tonight I am a Mother", roamed the city with Mrs. Barbara Pollock, the station's womens editor. She talked with mothers taking part in the drive, group leaders and homemakers, while Dave's job was to report back to the station on the progress of the campaign throughout the evening.



PREPARING TO KICK OFF the March of Dimes campaign in Oshawa are (l to r): Mrs. Barbara Pollock, CKLB's women's editor; Dave Kirkland, staff announcer; Mrs. Ruth Henderson, a member of the Kinette Club and chairman of the Oshawa March of Dimes committee; and Mrs. Olga McDermaid, one of the marching mothers taking part in the drive for funds.

Captain Jolly tapes his daily show on a weekly basis at CKLW-TV Windsor



Captain Jolly (Toby David) is shown here with production manager T. J. Sutton, checking over the Popeye Show for tomorrow. Or maybe it's for the day after, or the middle of next week.

There's good reason for the Captain's happy smile. He's just finished taping his next six shows in advance — all in one day — a standard procedure with an Ampex VIDEOTAPE* television recorder.

This means considerable savings in time and expense for studio set up operations, with the big plus of better quality. Here's how Jack Liddle, CKLW-TV Public Service Director, puts it:

"Taping several shows in advance tends toward better continuity in the actual production. The immediate play-back

feature allows certain portions of the show to be improved upon while crews and sets are still available."

"Advertisers are favourably impressed when we are able to tape a complete series of commercials and public service programs, which results in considerable savings on modeling and announcer charges," Mr. Liddle continues. And he sums it all up beautifully with these important words:

"Ampex equipment is a MUST — particularly in a highly competitive market."

Any way you put it, there's an impressive list of money-saving, money-making reasons why you should look into the new Ampex VR-1000B Videotape Television Recorder. Write, wire or phone today for an Ampex representative, or ask for our fully illustrated brochure.



*TM AMPEX CORP.

AMPEX OF CANADA LIMITED

1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO

CH. 7-8285

pick a spot on...

'RB

the interesting station for interested people!



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.

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.

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!

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