



Canadian
BROADCASTER

Vol. 19, No. 16

TORONTO

August 18th, 1960

TO COVER THE 1960 Calgary Exhibition and Stampede Parade, CHCT-TV arranged to borrow this \$22,000 sky-master from the City Electric Light Department. Photo director Vern Kent and news director Ed Whalen were in the buckets for over two hours as the parade passed underneath. They shot more than 1400 feet of film, which was edited for a 30 minute program.

- THE ATLANTIC CONVENTION 3
- INSIDE Mr. RADIO 6

WHEREVER YOU GO, THERE'S RADIO

Seven days of every week, radio reaches over 96% of Canadian homes which have at least one receiver.

Whether you want to sell your products in towns and cities where people look to the radio for entertainment and information they want, when they want it

Or whether you are looking for buyers in the roaring mining communities or the rich and fertile farming districts, where radio is often the only link between seller and buyer.

Radio will bring sales - - faster - - cheaper

CANADIAN ASSOCIATION of BROADCASTERS

Comprised of 163 independently-owned radio broadcasting stations

OTTAWA

108 Sparks St.,
Ottawa 4, Ont.
CEntral 3-4035

TORONTO

Suite 404,
200 St. Clair Ave. W.,
Toronto 7, Ont.
WAlnut 2-0502



AAB Convention

WILL HEAR COMMUNICATIONS AND CRIMINOLOGY EXPERT

JACK LEWIS, of CFAB-CKEN, Kentville, will welcome delegates and guests to the 1960 meeting of the Atlantic Association of Broadcasters at the Fort Cumberland Hotel, Amherst, N.S., at 10 am on Tuesday, September 20.

After the appointment of committees and other preliminaries, the meeting will hear the keynote address, which is to be delivered by Professor Ian Campbell of the Department of Sociology, Mount Allison University.

Professor Campbell has degrees from Carleton University, Ottawa

and the University of London. Included in his many activities is a great deal of research into the uses of the mass media and the place of the mass media in the general pattern of recreation. He is currently engaged in an extensive research project for CKCW Moncton.

Another field in which he has done and is still doing considerable research is on the criminal population of the maritime provinces.

The balance of the first morning will be devoted to a discussion of the AAB's proposed constitution.

Broadcast News will be the hosts

at a luncheon for station managers.

Tuesday afternoon, Ian M. MacKeigan, Q.C., of Halifax, will speak on defamation legislation.

Tuesday afternoon, H. T. Davies, United Kingdom Information officer, will speak on the activities of his department.

Two regional meteorologists, E. A. Barks of Moncton and R. A. Hornstein of Halifax are scheduled to talk to the meeting about the weather, specifically the Marine Forecast, The Synopsis of Inland Forecasts, The Farm Weather Outlook and the Inland Forecast.

The day closes with a "Screech Party" to be staged by the Newfoundland Broadcasting Co. Ltd.

WEDNESDAY, SEPTEMBER 21

The meeting will move into closed sessions for the second day.

CAB reports will be delivered by the president, Murray Brown, CFPL, London, and the executive vice-president, Jim Allard of Ottawa.

Still in closed session, the afternoon will be devoted to matters of business and there will be one meeting, for CAB members only, for the nomination of directors for the Canadian Association of Broadcasters.

The convention ends with a cocktail party, being given by Canadian Assemblies Ltd., and the annual dinner, at which Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be the guest speaker.

US RADIO SHOWS LARGEST MEDIA GAIN

"**R**ADIO CAN GAIN much more than the 78% by which advertising media billings are scheduled to grow in the next five years". To prove his point to over 100 station executives of the Georgia Association of Broadcasters, Kevin B. Sweeney, president of Radio Advertising Bureau, cited these advantages which radio has over print.

Radio is showing a larger net gain in circulation each year than newspapers and magazines.

Individual radio stations, usually several of them in each market, reach more families weekly than any individual newspaper or magazine.

Radio now receives nearly twice as much time daily from US adults as newspapers and magazines combined.

In the all-important suburban areas, one-third of the US market, radio is pulling away rapidly from newspapers.

As far as television is concerned Sweeney said:

Set sales are the clearest indication of radio's greater circulation vitality — each year Americans are buying two and one-half to three times as many radio sets as TV sets. More adults are listening to radio

than viewing television during 12 of the 18 hours of the broadcast day. And radio's margin over television in these "buy-time" hours is growing every year.

A relatively small radio schedule will reach as many actual buyers of a mass-distributed product as a far more expensive television schedule.

In the vital area of obtaining the last word with customers during that strategic time before they make a buying decision, radio far outstrips television.

Conceding that there was one argument that remained unanswered — "the weary old saw that a picture is necessary to sell" — Sweeney assured the Georgia station owners and managers that RAB now has in its possession enough facts to forever end the problem, with any Chinese proverb to the contrary.

"We will be able to prove" he said, "that the spoken unseen message will produce equal if not superior results to the printed message even when the printed message is used by an advertiser who has everything on his side — high readership, low rates and great skill."

Scholarships At Banff

ON HAND FOR Scholarship Night at the Banff School of Fine Arts was CFAC, Calgary's manager Don Hartford to present the station's eight annual scholarships valued at \$1000. One was awarded to a student from British Columbia, three from Alberta, two from Saskatchewan and two from Ontario.

At the Alberta Music Festival, whenever a tie occurs, CFAC supplies a duplicate award so that both winners will receive the amount of the original prize offered. This usually runs between \$300 and \$500 a year. In addition, CFAC gives two \$100 scholarships in music each year to the University of Alberta.

CFCL-TV's

Increase

to

Maximum

Power

will provide

TOP COVERAGE

To over

50,000

Households

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these television stations

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

The world's largest most modern independent TV Station requires...

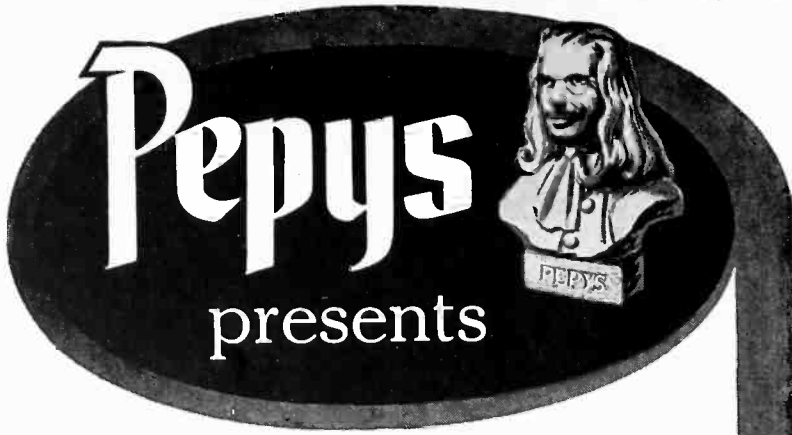
Top flight newscasters, sportscasters and reporters with lots of experience on the Canadian scene.

Write in confidence to:
Rai Purdy, Director of Programmes,
CFTO-TV, Manchester Building,
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Toronto, Ontario

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like *The Newest Mystery Adventures*

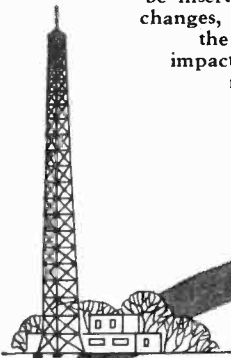
MONTREAL TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway



McGREGOR — DEAVILLE
advertising

Those whose memories go back to the early 30's readily recall "Woodhouse and Hawkins" as a star team in radio comedy. They are still a team, but in the more serious business of an Advertising Agency which bears their own names. Their long experience in showmanship has stood them in good stead, and today — while all phases of this field are handled — this Agency remains firm in the belief that radio and television offer unusual value for the advertisers' dollar. "Selling", they maintain, "can, and should be, entertaining".

McGregor-Deaville carries out their belief that "any message — printed, spoken or visual — in which the name of a competitive product could be inserted without major changes, does not provide the identification or impact a client has a right to expect".



STOVIN-BYLES *Limited*

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

RADIO

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

TELEVISION

- | | |
|-------------------------------------|----------------------------|
| KVOS-TV serving: Vancouver-Victoria | CKAM-TV, Campbellton |
| CKOS-TV, Yorkton | CKCW-TV, Moncton |
| C-JAY-TV, Winnipeg | CJON-TV, St. John's, Nfld. |
| CKTM-TV, Trois Rivieres | CJOX-TV, Argentinia |
| CJBR-TV, Rimouski | CJCN-TV, Central Nfld. |
| | ZBM-TV, Bermuda |

Jack F. Horler

FIRST CANADIAN HOCKEY BROADCASTER

THE CANADIAN advertising world was shocked to learn of the sudden death in New York City on August 3 of Jack F. Horler, radio and television director of The Baker Advertising Agency Limited.



Jack F. Horler

One of Canada's best-known advertising personalities, Mr. Horler, 66, had been semi-retired for the past two years, alternating his time between Sarasota, Fla. and working in a consultant capacity in the Baker Agency's offices in Toronto.

A pioneer in Canadian radio and television, Mr. Horler's colorful career began with radio station CJCA in Edmonton where he was the first radio announcer to broadcast a hockey game in Canada. He joined the advertising department of THE EDMONTON JOURNAL and later became promotion manager of THE WINNIPEG TRIBUNE.

Mr. Horler joined the Baker Agency in Winnipeg in 1935 and later came to Toronto where he was appointed director of the radio department. With the advent of tele-

vision in Canada, he was appointed radio and television director.

As part of a co-operative volunteer effort by Canadian advertising agencies during the last war, Mr. Horler won the gratitude of the Canadian government for his time and effort in organizing radio recruiting programs for the Royal Canadian Air Force.

He is survived by his widow, Frances, formerly of Winnipeg; a daughter, Mrs. Herbert Bonish of Scarborough, Ont.; and a son, Hugh, who is radio and television director of MacLaren Advertising Co., Limited, Toronto.

Burnell Comes To Canada

BURNELL & CO. INC., of Pelham Manor, N.Y., a producer of electronic filter networks and delay lines, has granted an exclusive franchise for the manufacture and distribution of its products in Canada and the Commonwealth to Edo (Canada) Ltd., Cornwall, Ont.

"The decision to grant a manufacturing franchise in Canada," said Norman Burnell, president of Burnell & Co., "was prompted by the fact that this market is currently unavailable to American firms because of a 'Buy Canada' policy. It is our belief that the Canadian electronics industry is about to enter its greatest period of growth," he said.

Burnell said that Commonwealth countries such as Great Britain and Australia, are covered by the agreement. For these areas, Edo will use Canada as a base of operations.

CKPG

serving
the
Growing
Market

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

CKPG

PRINCE GEORGE, B.C.

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

Across the nation . . .

CBC RADIO

gives you the all-important

EXTRA!

- EXTRA flexibility
- EXTRA program promotion
- EXTRA coverage

CBC's owned and operated English radio stations deliver 25% of Canada's entire population daily! (Elliott-Haynes, fall report, 1959).

CBC RADIO SALES

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

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Ottawa Correspondent SAM G. ROSS



Vol. 19, No. 16

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

August 18th, 1960

The Conventions Need Calling To Order

The broadcasting industry is made up of a community, a fast-growing one, but one which is scattered from coast to coast.

In its younger days, there was one national convention each year, and one regional one, that of the Western Association of Broadcasters.

As radio and television grew, both numerically and in importance, they formed regional associations, patterned after the Western Association of Broadcasters, right across the country. Now, besides the WAB, there is the BCAB, made up of broadcasters in British Columbia; the CCBA, consisting of stations in Ontario and English-language Quebec; there is the ACRTF, comprised of Quebec and other French-language stations; and the AAB, embracing the three maritime provinces and Newfoundland.

Under this system, deliberations at the national convention deal largely with matters concerning the industry as a whole, on the national level. At regional conventions, they deal with problems and projects, peculiar to each area or region.

Leaving the national convention as it is, the regional meetings do more than offer opportunities for the exchange of ideas between the broadcasters themselves. Suppliers of services and equipment offer their wares for sale, but they also afford the broadcasters an opportunity to see for themselves, by personal contact, just what is available to them that is new and different.

Finally, there is the question of publicity.

Now, as never before, the broadcasting industry, along with the other components of the advertising business, is becoming aware of the not too favorable image of its activities which exists in the public mind. The fact of the matter is that the public has little if any conception of the role played by the broadcasters in the realm of public service and

usefulness. On the other hand, the man-in-the-street has an extremely exaggerated idea of the profits the broadcasters make, and seems to regard the ownership of a station as a license to print money.

It was not long ago that a station conducted a public opinion survey in its own area and found that the consensus was that their own local station, which they heard and knew, was quite excellent, but that private stations, taken collectively, were a bunch of high-binders!

An example of good works undertaken by a group of stations is the educational activity in which the BC broadcasters take part in conjunction with the University of British Columbia.

The broadcasting news services and the trade press can and do help a great deal in the improvement of the industry's image in the eyes of the public as well as the national business community. As one of this "news" group, we can say with conviction that attendance at these functions is a major undertaking, but is felt to be worth the effort because it can be of benefit to the industry we serve.

If the industry agrees with this viewpoint, it can help in two ways. First, it can see that its agendas include reports of the many ways in which broadcasting makes Canada a better place in which to live. Secondly, the regional associations' directors can confer with one another to avoid the situation where two groups are meeting at opposite ends of the country at the same time.

This fall, between September 15 and October 23, there are four regional conventions — one in Kelowna, B.C.; one in Ste. Marguerite, Que.; one in Amherst, N.S.; and one in Montreal. It is going to be quite a month, isn't it?

Third Column

TOO MANY HERBERTS

JACK HERBERT, principal of an Ingersoll, Ontario high school, returned home from a teaching tour of Germany, to discover six tons of coal in his basement. That was the story as it was heard over CKOX, Woodstock this month.

The problem for Herbert was first of all his home is equipped with a gas furnace, and secondly he had no idea where the coal had come from or how he was going to get rid of it. He went to all dealers in Ingersoll and they assured him that the coal had not been delivered by their company. It appeared as if Herbert would be left holding the bag, or more appropriately the coal bag.

However, within about 24 hours after the story was aired, a listener in Mount Elgin, a town about 25 miles south of Woodstock, happened to mention the incident to her own coal dealer, Nelson Corbett. Corbett thought for a moment and then remembered that he was missing six tons of coal.

Investigation soon proved that Corbett's delivery man had put the coal in the basement of principal Jack Herbert of Ingersoll instead of in the bins of Jack Herbert of Springford, who had originally placed the order.

The misplaced fuel was quickly removed from the house of Jack Herbert (of Ingersoll) and delivered to Jack Herbert (of Springford) much to the relief of all parties concerned.

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

RADIO RB'S



Behind The Scenes

INSIDE DON JAMIESON IS NEWFY'S MR. RADIO

by DICK LEWIS

MODERN RADIO'S province is to be all things to all men, women and children, but this does not mean that it has to be doing this all the time.

Don Jamieson, vice-president, part owner and chief pile-driver of the two CJON's that serve Newfoundland with radio and television has definite ideas on the subject, ideas which are probably open to criticism — as are all ideas — but which seem to work satisfactorily, both in terms of local acceptance and the accounting department.

After a three day visit to Don's summer place, snuggling between Placentia Bay and the rugged, sparsely populated and densely treed hills he loves like the truly native Newfoundlander he is, I came to a conclusion.

I decided that back of this extremely talented performer, whose bloodstream is kept flowing by commercial virility, is an extremely human individual. He knows and is known by every game-warden, fisherman and logger all over the Island, but he likes to appreciate them, and to be appreciated by them, from his sleek, low-slung, nine-room ranch bungalow at the outport of Swift Current. Here, in the summer months, he dotes lovingly over his wife, Barbara, and his four children, Donna, Heather, Roger and

Debora, in a highly practical sport shirt, over which he wears a fishily aromatic wind-breaker when the weather demands it.

We took off from the St. John's air port at four in the afternoon in an EPA (Eastern Provincial Airlines) plane piloted by a Swede named Gunnar Laurell. It was a two-

Trinity Bay. Then, as we reached the farther shore, the fog came down and the whole vista became a vast stretch of nothing.

Gunnar peered out through his windshield. He examined his map and peered out again. But he couldn't find a hole in the fog through which to point his plane.

When we ran his power boat down the bay to the fishhouse, where we bought some cod tongues for dinner that night, James Wilson, the fisherman, and his youngsters received him as they would receive any neighbor.

It was the same at the store, where we went for the week's groceries, and where, when the phone rang and a customer wanted to place an order, Don turned sales clerk, took it all down and turned it over to Ted Beck, the store keeper, as if it was all part of his daily routine.

This store, incidentally, was a frame building, lacking many of the architectural amenities, but its shelves were loaded with the same brands of goods as we are accustomed to find in our favorite supermarkets in Toronto or anywhere else.

On the way back, we were flagged down by a game warden, who wanted a chat. He held forth at great speed, in the Newfoundland vernacular, and by the time Don had got in his share of the conversation, I couldn't understand a word he said either.

I was a little puzzled when I noticed that a succession of people were stopping their cars and peering over the fence of the house which Don and Barbara are trying to name, and which should, in my opinion, be called "Madison-in-the-Bush". Each time I thought it was somebody coming to call, but invariably they gawked for a minute and then climbed in their cars and drove away.

At first I thought it must be the garden, but there was nothing so special about that, except for a fine crop of clover where the grass should have been growing. So I asked Don. He muttered something about "one of the hazards of the trade", which made no sense to me. Finally I found out that people made a practice of stopping to look at the house where Don Jamieson lived. It was as simple as that.

FEATURED PERFORMER

This brings up a phase of Don's activities for which many broadcasters have been criticized, by me as well as by others. The point is that, besides being the administrative head of the CJON's, Don is also a featured performer.

Most Canadian publications have, at some time or other, reported upon Don's phenomenal newscast, which he delivers on TV each night — extemporaneously. Some phase or other of this extraordinary accomplishment is a regular stand-by with this paper, for use whenever anyone cancels an ad at the last moment.

I mentioned the strain it must be to stand in front of the camera and reel off the day's happenings to his audience right off the roof of his head. He admitted that the strain was considerable, but explained that it was the only way he had found to make the people feel he was really



HERE IS DON JAMIESON, doing the weather, for the Hickman Motors Limited on CJON-TV.

motored, four-seated (or five if you're very friendly) amphibious aircraft called a Royal Gull.

The afternoon sun was shining pleasantly when we took off for Swift Current where Don's "cottage" is located, and it lit up the bustling city below so that its true size would be appreciated by this mainlander, who had envisaged it as an oversized town rather than a city with a population which has now grown to 80,000, not counting its fast developing outskirts.

Over the roar of the Gull, Don explained that this sizeable metropolitan market represents only about a third of the area served by the CJON's and their stations in Argentinia and Grand Falls, because the remaining two thirds consist largely of 1,300 outports — we would call them villages or hamlets — which literally dot the island wherever you go.

Still in the late afternoon sunshine, we flew over Conception Bay. The densely-wooded country, dotted with bays and inlets and little outports, was a view which had me gasping in my safety belt. Time after time I looked at it through the view-finder of my camera, but the enormity and infinity of it was beyond the scope of any lens.

The next stretch of water was

He lit a cigarette, pointed the Gull upwards, and, when he couldn't get over or under or around the weather, pondered and puffed awhile before he banked over to the left and we were facing back towards St. John's.

He took several more shots at it, and then, at Don's suggestion flew back over Trinity Bay and set her down on the water, within easy taxi-ing distance of an outport called Bellevue.

Some boys rowed out and took us ashore, where we were received by Gus and his wife, who kept a store and garage there and greeted Don like an old friend.

They gave us the choice of beer or pop, while we sat on the beach waiting to see if the fog would lift, but it wouldn't. So Gus piled Don and me into the back seat of his car, and, with his wife and young son to keep him company on the way home, drove us through the fog to the Jamieson hacienda, a matter of thirty odd miles, which, with the twisty gravel road and the fog which was becoming thicker by the minute, he covered in a record hour and a quarter.

EVERYBODY'S NEIGHBOR

Don's acquaintance with Gus and his family at Bellevue was the rule rather than the exception.

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



CFCW CAMROSE - STETTLER

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

G. N. MACKENZIE LIMITED HAS the SHOWS like The Newest Mystery Adventures MONTREAL TORONTO WINNIPEG VANCOUVER 1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway

talking to them, rather than aiming something someone had written at them.

FINE SUPPORTING CAST

People have been heard to say that Don Jamieson is CJON, and in a sense, they are right. Perhaps he is not speaking with complete conviction when he says he would be glad to turn over his own programs to someone else if they were available. But he says it often and obviously believes it himself.

The fact is though that he has surrounded himself with people who, unlike the usual entourage of a "one-man-band" are extremely proficient in their own rights.

Working under him as "operations managers" of radio and TV respectively are his brother, Colin, and George MacDonald, who started his radio career at CJCA, Edmonton. And then, as production manager, primarily of radio but sloughing over into television as well, is another former CJCA man, who came east a few years ago to CFRB, Toronto, in the person of Jerry Wiggins.

Colin and George are almost completely engaged on the administrative side of the business. Jerry though is an air personality in his own right with his own daily deejay show, which is carried on Jerry's personality at least as much as it is on the music. In the two and a half years he has been at CJON, he has overcome the original resistance which must attach to anyone who comes over from the mainland, and is to be heard now holding forth to visitors like me about the delights and the advantages of the Island. He is in great demand by many

organizations, and Newfoundlanders in general have taken him to their hearts.

Bob Lewis, originally from Omaha, Neb., whose official title is chief announcer, has been with the station for over eight years. He married a Newfoundland girl, is morning man on radio and appears on TV regularly in a variety of roles. With his citations and other forms of recognition from almost every service club and other civic and rural organizations, he is running Don a close second as Mr. Radio.

Sports are important on CJON, and activities in this field are directed by a man who is a national celebrity in his own right. He is the former star of the Toronto Maple Leaf hockey team, Howie Meeker.

Then of course, remote as the miles go, Geoff Stirling, president of these St. John's stations, continues to take an active part in all their affairs from his office at CKGM, Montreal.

A BI-LINGUAL MARKET

Don has a definite and emphatic philosophy as regards the all-over programing picture. As he puts it — for the benefit of the BBC's Dr. Emlyn Davies no doubt — he even concerns himself with the senior citizens!

He feels that, with the responsibility of broadcasting by both radio and television to almost three quarters of the population of Newfoundland, he is really communicating with a bi-lingual market.

On the one hand, there are the 130,000 odd listeners and viewers in St. John's and the urban areas, whose tastes resemble those of most

of the metropolitan markets of Canada. Then, there are almost twice as many fishermen, loggers, farmers and other ruralites who rely on radio almost exclusively, not just for entertainment, but for news, information and a long list of other essential services.

Don makes radio and television complementary to each other. For example, when television viewing is at its peak, the radio emphasis is on rural programing. In the daytime, when most people have their radios tuned in, the radio station offers programing with a more universal appeal.

While TV viewers are watching *I Love Lucy*, the radios are purring out *Home on the Range* or Irish jigs and reels, if music is on the agenda. Or else there are what Don calls "information programs", dealing with the price of fish, going rates in the logging camps, long range weather forecasts and always a steady stream of personal messages running into several dozen a day.

One such message which was not exactly typical, but illustrates their personal nature came from a schooner captain who had just sailed into St. John's and wanted to advise his wife, in a remote fishing village, of his arrival. His message read: "Arriving home tomorrow night — govern yourself accordingly."

MINORITIES MAKE MAJORITIES

Newfoundlanders don't seem to differ much from other Canadians as Don sees it. They like a good deal of popular music and the other by-products of modern radio. And this they get from CJON. But there is more.

It is not just a case of majority programing at the expense of the minorities. Majorities are made up of a combination of minorities all of whom, the station feels, deserve attention.

Thus there are programs for businessmen, for the various religious groups, service clubs, musical groups, drama guilds and even a ten minute nightly program on which announcements are delivered, advising of openings for teachers at Island schools, and the availability of teachers to fill such openings.

Newfoundlanders are interested in politics, especially their own, beyond the average, and are kept informed in this regard by CJON. Premier Joe E. Smallwood's voice is said to be the best-known voice, followed closely by Don Jamieson's. Both of them are heard regularly over the CJON's.

While I was in St. John's, we took a drive up to Signal Hill from where Marconi sent his first message across the Atlantic in 1901. Daily at noon a cannon is fired from the Hill over the city. We waited for the ceremony, and then the man who does the job came over to where we were standing. "Mr. Jamieson", he said, "if the cannon ever goes off late or early, the blame will rest with you, because I time it by CJON." Jamieson grinned, and was still grinning half way down the hill. "It's funny", he said, "Down at the station, we set our clock by that cannon."

I am not sure if this proves that St. John's depends on the station or the station on St. John's. Possibly it's a bit of both. It might well be.



MOST POWERFUL SATELLITE ON EARTH

**THE ATLANTIC PROVINCES
1st TV MARKET**

CKCW-TV CHANNEL 2 MONCTON, N. B.
CKAM-TV CHANNEL 12 CAMPBELLTON, N. B.

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

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

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

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

**WE DON'T SELL TIME !
WE SELL RESULTS**



FOR COVERAGE MAP & FULL DETAILS
Consult our Representatives
STOVIN BYLES IN CANADA YOUNG CANADIAN

Northern Electric

SERVES YOU BEST WITH...

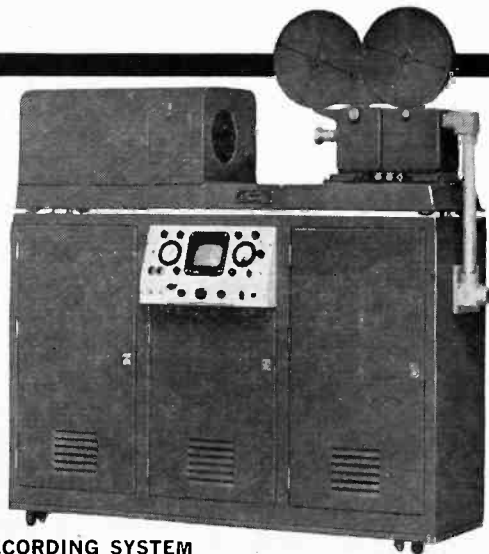
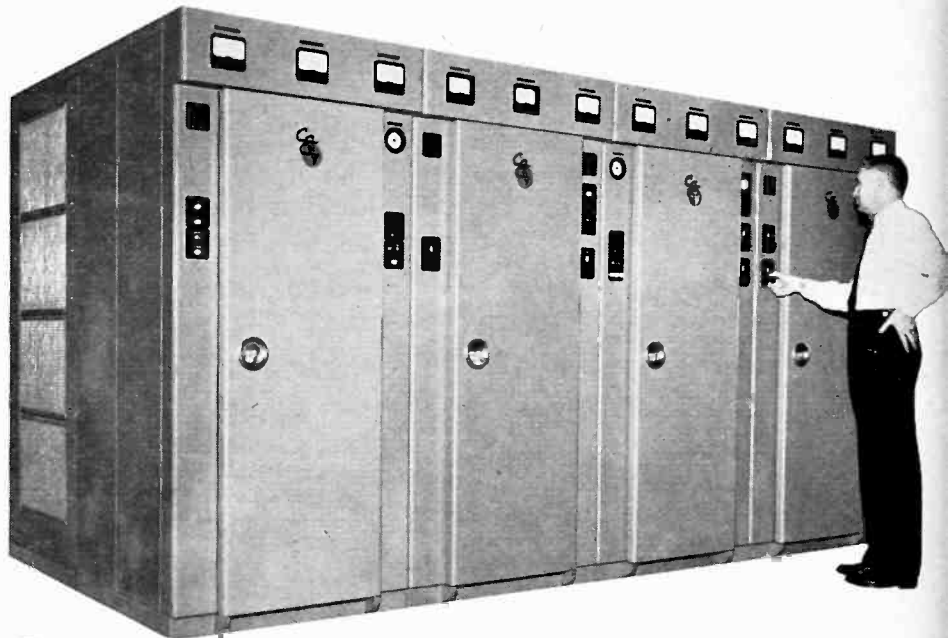
GPL GENERAL PRECISION LABORATORY

NE NORTHERN ELECTRIC



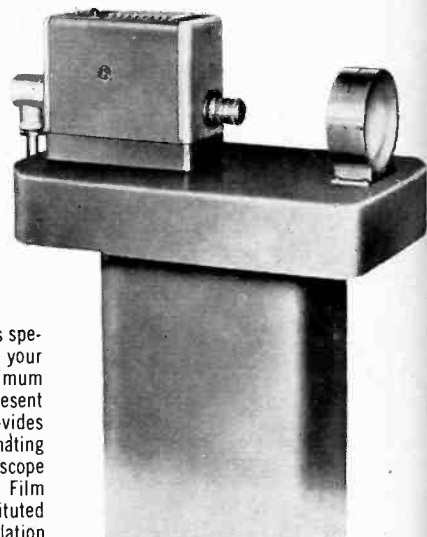
AM TRANSMITTERS

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



VIDEO RECORDING SYSTEM

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



VIDICON FILM CHAIN

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

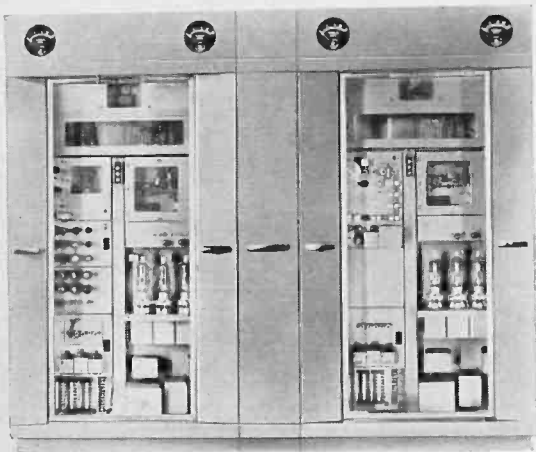
AM-FM-TV BROADCAST EQUIPMENT



CONTINENTAL ELECTRONICS

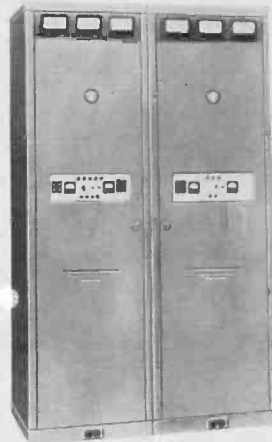


STANDARD ELECTRONICS



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

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



VERSATILE FM TRANSMITTERS

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



TRANSISTORIZED PORTABLE AUDIO CONSOLE R5460B

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



SPEECH INPUT CONSOLE R5430A

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



NORTHERN ELECTRIC COMPANY LIMITED

CUTS & SPLICES



Bob Miller

ITC On Selling Quebec

THIRTY TO FORTY per cent of ITC of Canada's sales are made to French-language stations.

Speaking of this high percentage for a film company whose shows were all produced in English, John Pearson, general manager of ITC, says "part of our success is due to the fact that almost all our properties have an international flavor. We have shows which were filmed in Britain, Europe, Canada and the US."

Asked why dubbing for series sold in Quebec is done in Paris, Pearson said dubbing should be done in the idiom of the country in which the film was made. "Series of ours such as *Interpol Calling* and *Four Just Men* were filmed in Europe and it follows that the characters in these shows would speak Parisian French and not Canadian French.

"The reverse holds true also. If *Cannonball*, which was made in Canada, were to be dubbed into French, it would in all probability be done with French Canadian actors."

He added that the actual dubbing would still be made in Paris rather than Montreal because the acceptability and quality of a Canadian dubbed program is not considered by the rest of the world French

market as being as high as that of a Paris-dubbed show.

Pearson pointed out that French Canada is the key to the world French market. For each half-hour film, about \$2,000 can be realized from French Canada, \$900 from France, \$150 from Luxembourg, and \$100 each from French Switzerland and Monaco.

With dubbing costs ranging between \$1,300 and \$1,500, a profit can be made only if several countries have been sold. "Since television is becoming more international in sales as well as in exposure, the quality of a show must be acceptable everywhere."

Another highly important reason for top quality French programs, Pearson said, is that the \$2,000 to be had from French Canada is for exposure on about ten stations, while the \$4,000 which can be gained in English-speaking Canada is for around 40 stations.

Pearson has been with ITC since it opened its Toronto office in March of last year. From England, he was a member of the London Stock Exchange for eight years, a film commentator and lecturer on foreign affairs for the British Ministry of Information and, in Canada, with CKCW-TV, Moncton, in sales and production, and a sales rep for Sterling Films Ltd.

In charge of national sales for the company is Hershel Harris. Born in Toronto, Harris' nine years of experience in television includes stints with WLEX-TV, Lexington, and CKSO-TV, Sudbury.

by judges Dilys Powell, film critic of the British *SUNDAY TIMES*, George Stoney, American film director and producer, and Charles Topshee, executive director of the Canadian Film Institute.

The major documentary award went to *Universe*, produced by the National Film Board. A scientific view of the cosmos, it was directed by Colin Low and Roman Kroitor.

Czechoslovakia won the short fictional plaque with its entry *Mr. Prokoudk, Acrobat*, which makes use of puppets.

Poland's *Mouse and Cat* received the children's film plaque. This country has won an award at each of the three Vancouver Film Festivals.

The amateur plaque was awarded to Al Sens, a young Vancouver artist and film maker, for *The Puppet's Dream*, an abstract production showing the visions of an imaginative puppet who is hit on the head.

Ashes and Diamonds, directed by Andrzej Wajda, was the major feature film entered by Poland this year. It received the Canadian Federation of Film Societies Award.

Italy's amateur entry, *Marco of the Sea*, was given the Vancouver Film Society \$100 Award for the film which has made the most imaginative use of the medium with regard to direction, editing and content.

A total of 85 films from 28 countries were presented at the two week Festival. From these, the judges also singled out another 16 films for special diplomas and honorable mentions.

Meridian's "Video Print"

MERIDIAN FILMS' new unit for making quality film copies of videotape productions — the Marconi 16 mm Fast Pulldown Television recorder — is now in full operation.

Called Video Print by the company, Meridian has used the machine for making copies of commercials — three for Dow Kingsbeer for English-language broadcasting, one for Dow Ale and one for Du Maurier cigarettes. The commercials were all produced by Ken Gunton of Vickers & Benson.

Bob Hinze, Meridian's chief recording engineer, said the Marconi unit records with an 800-line resolution, as compared to the 320-line resolution of the best possible TV reception in the home. In TV terms, the average film would record with something over 1,000-line resolution.

The Video Print recorder "pulls down" individual frames four times faster than kinescope, eliminating the splicing that has characterized the kinescope picture. The unit produces a stable picture which can be controlled easily to overcome loss of detail in black and white areas.

Meridian's machine is the first Marconi film recorder in use in North America, although a number of them are operating in the UK and Europe.

Bits and Pieces

● Two BBC-TV films — *Main Street Africa*, a study of the problem of apartheid, and *Murder by Neglect*, a look at life in the interior of Sicily — won a diploma and an honorable mention, respectively, at last month's Vancouver Film Festival. BBC-TV films have won awards at all three Vancouver Festivals.

● NFB's *Roughnecks* won first prize for short films at last month's International Cinema Festival at San Sebastian, Spain. Directed and edited by Guy L. Cote, the film details the hard life of the oil driller. Filmed by Eugene Boyko, the production was supervised by Tom Daly.

● Slated for showing on CBC-TV August 23 is a one-hour National Film Board production on four of the world's major religions: Christianity, Buddhism, Hinduism and Islam. Similarities and differences of the faiths are discussed by historian Dr. Arnold Toynbee and NFB producer James Beveridge. Scripted by Stephen Vizinczei, the film was shot in India, Japan, Morocco and Canada.

CHOK SARNIA

Reaching

MORE

Households

in

Lambton County

than all other radio stations combined.

BBM Spring 1959

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

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

Vancouver Festival Winners

FOUR MAJOR AWARDS were presented at last month's Vancouver International Film Festival

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



MARY HELEN MCPHILLIPS

Her daily participation in "PANORAMA" adds feminine interest to an already highly rated show. Her commercial handling is appealing, persuasive.

Another reason why . . .

Western Ontario is sold on



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

Right this minute...



more and more Montrealers are tuning to the all new
SUMMER SOUND OF CF-60

The \$ound with the \$ell!

GEM SESSION with CHAT TEEVEE

There will always be Westerns on TV until somebody discovers a cure for the common Colt.

TV westerns don't do so well in Texas. Down there the viewers shoot back.

Did you hear about the mongrel dog who went to the flea circus and wound up stealing the show?

Safeway have just opened their third store in Medicine Hat. IGA recently opened and Loblaw's are building two outlets. Food for thought if you are an advertiser!

One thing a person can learn by watching the clock is that it passes the time by keeping its hands busy.

Susie Dudenhafer knows a housewife who is so inefficient that she everts louses up the corn flakes.

Frequent naps will keep you from getting old — especially if taken while driving.

Goodyear of Canada opened its only Western Canadian plant in Medicine Hat in June, and will have a staff of 300.

CHAT TEEVEE

Medicine Hat's
Best Advertising
Buy!



ALL PHASES OF advertising — advertisers, agencies and media, are currently facing up with the problem of recruiting the right calibre of young people into the business.

A good deal of time at the Guelph convention of the Federation of Canadian Advertising and Sales Clubs was devoted to this question, and the following editorial, which appeared in the summer issue of the Federation's BULLETIN seems to hit the nail right on the head.

A CAREER IN ADVERTISING OR SELLING . . . WHY?

THE IMPRESSIONABLE public has little respect for Selling and still thinks of Advertising as Madison Avenue with its cocktails and gray flannel suits.

If this is the image that exists for Advertising and Selling, what are we doing to correct it? If this is the image that exists for Advertising and Selling, will it attract young Canadian high-school and university graduates to the extent that they will consider either as a Career? Canada's capacity to produce is rapidly outstripping its capacity to consume. Productivity is ever increasing. To make the glittering promise of the 1960's became reality, Marketing must increase consumption.

A large portion of this burden rests

squarely on the shoulders of the people already involved in Advertising and Selling and also on those "yet to be involved". We should be concerned with the young people "yet to be involved". In the first place, will there be a constant flow of these people knocking on the doors of Advertising and Selling applying for positions? Will these people be of the high calibre necessary to fulfill the increasing demands Marketing is making in *quality of talent*?

Vocational Guidance and Educational programs are being carried out by many individual companies, various groups and associations as well as certain Advertising & Sales Clubs. However, there is still a great deal to be done.

We must do a better job of making clear to students, the realities of Advertising and Selling. Advertising is part of distribution, part of the process of finding customers for the huge volume of goods and services Canada is now capable of producing. Most business leaders see successful distribution as the key to a prosperous economy. Opportunities are increasing in Advertising for young people seeking careers . . . young people who want the satisfaction of knowing their work is especially important to the Canadian economy.

In Selling, the bromide, "I didn't raise my son to be a salesman" persists as strongly as ever. Few students or people in the general public, outside the doors of Marketing, appreciate the diversity that exists in Selling. To them Selling means door-to-door or retail and that is all. They have no realization of wholesalers' salesmen, industrial salesmen or those who sell intangibles, such as advertising space.

The Advertising and Sales Clubs in Canada should take a good look at their Vocational Guidance programs. Analyse them carefully for areas of improvement. If a program of this nature doesn't exist in your club, strong consideration should be given to see that one is started. The youth of the country should be interested in Advertising or Selling careers while they are still in high school, when their opinions are being formed. We should "educate the educators", by making sure they are well aware of the gratifying life's work available to young people in Advertising or Selling.

BUSINESS EDUCATION

A CRITICISM OF business education, as dispensed by Canadian Universities, appears in the current MACLAREN ADVERTISER, published by the agency of the same name.

This article, by J. F. Graham, B.A., M.B.A., lecturer in Business Administration at the School of Business Administration of the University of

Western Ontario, sees a similarity to the situation in Canada to that which applies in the United States.

"Many Canadian universities", he writes, "have not shouldered their responsibilities as far as business education is concerned."

He refers to two "monumental studies" which were sponsored in the States by the Ford and Carnegie Foundation.

"Their mutual purpose", he says, "was to focus attention on business education and their fundamental conclusions are in agreement:

"Business students generally get too little academic training outside the business field and the business subjects taught are often 'skill' oriented rather than 'management' oriented.

"With few exceptions", he continues, "they (the Foundations) condemn the low level of academic and business training that a student gets in a business school, especially at the undergraduate level."

In Canadian business schools, the professor says, "it is evident that most of our programs already require a good dose of the liberal arts. In the field of business subjects though", he continues, "many schools have not changed their methods or objective since they started their courses.

"They subscribe to the belief", he says, "that large quantities of accounting and economics are the best preparation for a business career. "This", he feels, "may be good preparation for an accountant or an economist, but it is certainly of doubtful value in educating an administrator.

QUIT YUH CHEWIN'

JACK BAIRD, vice-president of just about everything at CJON, St. John's, including conveying visiting firemen, believes that you can catch more flies with sugar than vinegar.

Concerned, in a fatherly way, over the gum that was being chewed in the continuity department, Jack posted a notice which read as follows:

"There will be a gum chewing contest in the Auditorium on Saturday evening, commencing at 8 pm.

"Prizes will be awarded for smoothness of jaw performance, crackling, endurance, etc.

"We wish to advise those who would care to wager, that the Continuity Department are odds on favorites, the present form running 8 to 1.

"Contestants are reminded that practice makes perfect, and of course any coaching by Continuity will result in a drop in the odds."

According to Jack, Continuity took the hint. And if I can throw one out to you, gentle readers, it would be to buzz me if you hear anything.

ANSWER-CANADA
A National Merchandising and Research Service

Through the use of telephone facilities, the following service is offered:

MERCHANDISING SURVEYS
Answer-Canada with its nation wide organization can quickly determine the distribution of your product at wholesale, retail or consumer levels. Your competitor's products can also be checked. Just one of Answer-Canada's many services.

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

ANSWER-CANADA
640 Cathcart St. Montreal
UN 6-2300
Affiliate: Answer America Inc.

CANADA'S MOST COMPREHENSIVE
MARKET RESEARCH SERVICE

Elliott-Haynes
LIMITED

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

Dick Lewis



WINS TWO TOP AWARDS

CFQC-TV's "Prelude To Space" a series of 12 half hour shows was "devised to give the man in the street a foretaste of the marvels of the infinite universe above and around the earth."



Winner of a Beaver Award, CFQC-TV's "Prelude To Space" was cited by the Canadian Broadcaster "for distinguished service to radio and television broadcasting for 1959."



The TV Radio Mirror Gold Medal honoured CFQC-TV's "Prelude To Space" as "the best public service show on Canadian television during 1959."

CFQC-TV is much indebted to the fine community support which the programme received, and particularly for the assistance given by the world-famed Institute for Upper Atmospheric Studies at the University of Saskatchewan. Co-producers for the series were Colin MacLean and Jim Smith.

For complete details on CFQC-TV's total imaginative and creative programming consult our representatives.

CHANNEL 8

CFQC-TV

SASKATOON, SASKATCHEWAN

National Reps — Television Representatives Ltd., Toronto, Montreal, Winnipeg, Vancouver.

U.S.A. — Adam Young: West Coast Harlan Oakes.



One buy will give you two exclusive areas in Northeastern Saskatchewan and Northwestern Manitoba. Our large new satellite offers opportunities to expand your sales with efficiency and effectiveness.

CANADIAN REPRESENTATIVE:-

STOVIN-BYLES
 LIMITED

TORONTO • MONTREAL
 WINNIPEG • VANCOUVER

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

CFCN-TV Will Hit The Air Next Month

THE FIRST OF the "second" television stations to go on the air will, in all probability, be CFCN-TV, who expect to send out their first picture in September.

Gordon Carter, vice-president and operations manager of the new outlet, says that they have completed a building which he describes as a "carpenter and storage shop" and that they will start broadcasting from this location "on an initial basis," next month.

To start off with, they will be on

the air from 5 p.m. until midnight. They will have one camera in operation at this time, and will air live news, weather and sports from the "shop" and also from a mobile trailer at 6.30 and 10.30 p.m.

By the first of the year, they will have a complete program schedule running from noon until midnight. At this time, the new building will be ready for them to move in.

The station is represented nationally by Television Representatives Ltd.

MP CLAIMS POWER BOOST JAMS OTHER TV SIGNALS

JOHN TAYLOR, Progressive-Conservative MP for Vancouver-Burrard, has asked the Board of Broadcast Governors to hold a special public hearing in Vancouver in connection with interference from a Victoria television signal.

Referring to mounting complaints from Greater Vancouver that the recently-increased signal of CHEK-TV in Victoria is interfering with that of KING-TV, Seattle, he asked BBG Chairman Dr. Andrew Stewart to make known what the Board's policy is concerning the interference.

Taylor quoted David Armstrong, co-owner of CHEK, as saying at the BBG hearing last January, that: "It is not our intention today or anytime in the future to sell or compete with Bellingham or Vancouver television stations."

Taylor suggested that a Board meeting would give individuals and groups an opportunity to oppose CHEK's entry into the Vancouver market. He said that if the Board did not want CHEK to enter Vancouver, then something should be done to restrict CHEK's broadcasting to Vancouver Island.

A spokesman for CHEK said in Vancouver that the station is "not seeking local business in the Vancouver market, but if it is offered to them they will take it."

TV Tape Recorder Has Many Uses

SINCE IT ACQUIRED an RCA Television Tape Recorder, CFPL-TV, London, has put it to a variety of uses for local as well as national programing.

Recorded commercials offset heavy traffic periods in the studio.

Pre-recorded shows cut down on overtime during holiday seasons.

Interviews with out-of-town guests can be presented at a time when they would not be available for a live show.

Commercials are recorded for local sponsors so that they may see a "proof". This is done only when a sponsor asks for it and when he will be airing the spot a number of times.

During the Western Fair at London, the station will tape three or four hours of fair activities. Some of the things will happen at a time when it would be impossible for the station to air them live.

National sponsors who want to use local talent can set up dates, make the spots and schedule them.

Using a taped demonstration reel, a sales presentation becomes more effective.

Pre-recorded shows for Christmas allow maximum freedom of staff on holidays such as this.

Network programs can be delayed. CFPL does this with news stories for its late night *Newsreel*.

The unit fits conveniently into the CFPL engineering department.

Say You Saw It
 in the
BROADCASTER

OKANAGAN Radioland

Over \$127 Million in Retail Sales



"THE BIG TREE" KALAMALKA LAKE, VERNON, B.C.

Photo by Geo. A. Meeres, Vernon, B.C.

Call ALL-CANADA RADIO, CANADA

Served by
 CJIB CKOV CKOK

Call WEED & COMPANY, U.S.A.



CHQM
AM-FM
 HOTEL SYLVIA, VANCOUVER B. C.
 January 8, 1960

Mr. H.B. Seabrook,
 Technical Products Division,
 RCA Victor Co. Ltd.,
 Vancouver, B.C.

Dear Bud:

You will be pleased, I'm sure, to receive some details on the performance of the BTA-10K AM transmitter, in operation at CHQM one month as of yesterday.

The enclosed figures indicate that the transmitter is capable of transmitting a high fidelity, virtually distortion-free signal.

The frequency response is down 2.9 decibels at 15,000 cycles, but due to the very low distortion in this end of the spectrum, we have been able to equalize the response plus or minus zero decibels over the entire audio spectrum, at a distortion level well below the level ordinarily encountered in AM transmitters.

Distortion measurements were done at a level of 100% modulation, while response measurements were taken at a level 10 decibels below the level required for 100% modulation at 1000 cycles.

It is all the more astounding to note that these figures represent the transmitted fidelity of our BTA-10K, using detected audio. The antenna system was connected in the normal manner.

The excellent quality of our signal has also been verified by the hundreds of listeners who have taken the trouble to 'phone or write us, commending us for the "rich" sound.

The sound of CHQM is in no small part due to the engineering excellence of our RCA BTA-10K.

Sincerely,

Robert Service

Robert Service,
 Chief Engineer, CHQM,
 Vancouver Broadcasting Associates, Ltd.

RCA TRANSMITTERS AGAIN PROVE THEIR SUPERIORITY

"Distortion well below level ordinarily encountered in AM Transmitters," reports CHQM.

Vancouver station CHQM, one of a score of Canadian stations that have installed RCA Victor BTA-5K/10K transmitters, is the latest to spontaneously report its delight with RCA Victor broadcasting equipment.

Careful measurements made by the station have verified that their transmitter broadcasts a high fidelity, virtually distortion-free signal — well above the level ordinarily found in AM transmitters.

Writes Mr. Robert Service, Chief Engineer, CHQM: "It is all the more astounding that . . . (our measurements) . . . represent the transmitted fidelity of our BTA-10K, using detected audio. The excellent quality of our signal has also been verified by hundreds of listeners who have taken the trouble to 'phone or write us, commending us for the 'rich' sound. The sound of CHQM is in no small part due to the engineering

excellence of our RCA BTA-10K."

Warm praise indeed! And there is yet more to RCA Victor transmitters. You enjoy fast, simple installation . . . low power consumption and operating cost . . . easy accessibility . . . a guaranteed source of parts . . . plus handsome, functional styling that enhances your station's appearance.

Like more information? Contact the Technical Products Division.



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

STATION CALLS



Ron Martin

CFRN, EDMONTON



OVER 100 EDMONTON performers took part in a week long *Gay 90's Variety Theatre* presentation from CFRN, Edmonton's Patio Theatre at the 1960 Edmonton Exhibition. The nightly stage show, produced by musical director Harry Farmer, included 20 different acts — a 30 piece German choir, barbershop quartets, Dixieland and jazz groups, rock 'n roll band, western bands and a variety musical section.

The CFRN Patio was located along the main midway entrance and contained a full size stage and capacity for 300 spectators. A large marquee, the facing of the theatre stage and the dress of the radio and TV personalities all reflected the *Gay 90's* style.

The presentation was open from 2.00 pm to midnight and all Exhibition visitors were welcome at no charge. CFRN-TV telecast direct from the Patio Theatre for four hours each day, and CFRN-Radio broadcast the entire schedule from

1.00 pm to midnight directly from the Patio.

Other activities during the week included: a film of the two mile long opening day parade which was presented to Edmonton viewers; a daily telecast and broadcast of the races from the Exhibition track; distribution of 20,000 radio and TV hats to Patio visitors; a contest in which 8,000 people taped their voices and can now win a cash prize by identifying their own voice when it is played on CFRN; and a draw for a lakefront cottage worth \$1200 from the Patio stage on the final evening.

In the picture, crowds mill around the Patio Theatre to get a look at some of the entertainment on stage.

CKEY, TORONTO

NEW PROMOTION manager at CKEY is Brian Skinner. After a year with his own show in the six to nine evening slot, he moves to his new position. He was formerly at CKY, Winnipeg.

CKGM, MONTREAL

EARLIER THIS month, CKGM, Montreal, launched a Safety Sticker campaign, offering free stickers to any motorist who wants one. They are available at all Sunoco service stations in Montreal and listeners can write in for them directly from the station.

The stickers are done in four colors and carry the "Drive Safely" slogan with the CKGM logo. Each day safe drivers will be selected and saluted on the air.

CHLO, ST. THOMAS

A MATEUR AND professional writers have been invited to enter CHLO, St. Thomas' 1960 Short Story competition to produce a manuscript of not more than 2000 words to highlight the Christmas Day schedule.

The story may be based on a Christmas theme, either imaginary or from personal experience. Selection will be made by a panel of three independent adjudicators and the winning author will receive \$100 for the radio rights to the story.

CKLG, NORTH VANCOUVER

CONTROVERSIAL news analyst and commentator Jack Webster, has joined the staff of CKLG, North Vancouver. He will air three daily feature programs: *Webster's World*, *Spotlight*, and *City Mike*.

During his past years in radio reporting, Webster has been instrumental in arousing public opinion and obtaining official action on such stories as the Vancouver Police Graft Probe, culminating in the Tupper Royal Commission, the Sommers bribery-conspiracy case and many others.

In addition to his three programs, he will also act as CKLG news director.

CKOX, WOODSTOCK

MORNING MAN on CKOX, Woodstock, Ontario, Walter Hulme recently appealed to listeners to send in used Christmas and greeting cards for shipment to the children in the Mountain Sanatorium in Hamilton. The cards were displayed on a large record-like platter called the "Daybreak Friendship Disc," in downtown Woodstock.

Then, the cards were sent to the youngsters who are now busy cutting and pasting the pictures in scrap-books.

CHSJ-TV, SAINT JOHN

OVER 100 PERSONS responded to an RCMP call for assistance in a highway accident at South Bay, broadcast over CHSJ and CHSJ-TV, Saint John. The call was sent out for help in releasing the driver of a car in which he was trapped, after it somersaulted and landed upside down in a ditch.

Volunteers were still arriving an hour and a half after the appeal was aired. Both the driver and passenger are reported in satisfactory condition.

CKX-TV, BRANDON

AN APPLICATION has been filed with the Department of Transport and the Board of Broadcast Governors to increase the power of CKX-TV, Brandon, from its present power of 19.6 kw to 100 kw. In addition, a further application will ask for an increase in the tower height from 304 feet to 600 feet.

It is estimated that these increases will provide viewers on the outside fringes of CKX-TV's signal with a clear picture at all times and it is expected that the signal will reach areas not presently served by the station.

Mr. Tom McCall of Saskatoon says:



"To me, listening to my favorite Station CKOM, is a lot like selling a car — it's always sweet music to my ears."

You're Invited to . . .

MEET THE MARITIMES

. . . AND NEWFOUNDLAND

at the 1960 Convention of the

ATLANTIC ASSOCIATION of BROADCASTERS

September 20th and 21st

FORT CUMBERLAND HOTEL
AMHERST, NOVA SCOTIA

ANNUAL DINNER
WEDNESDAY, SEPT. 21

Special! CJON Refreshments — Tuesday, September 20
Keynote Speaker — Prof. Ian Campbell, Mt. Allison Univ.

CKRC, WINNIPEG



A MEN'S SOFTBALL team, which plays only all-girl squads, has been formed by the staff of CKRC, Winnipeg. The station has outfitted the club with lettered sweaters, sweat pants and baseball caps. Each sweater carries the team name, the "Redeyes", on the front and the player's name on the back.

Over \$400 has already been collected for World Refugee Year, Crippled Children and Adults of Manitoba, and the Press-Radio Scholarship Fund For Orphans. Despite a considerable amount of clowning, pitcher-manager Len Gzebb reports that the team's play is improving with every game.

The highlight of the entire season was the meeting with Winnipeg's pennant-winning Northern League team, the Winnipeg Goldeyes. The game was a three inning affair and

the Goldeyes spotted the CKRC club ten runs. Much to everyone's surprise the Redeyes won the game twelve to eight and \$100 dollars from the gate was presented to the Press-Radio Scholarship Fund For Orphans.

The Redeyes will play several road games during the season and at least one contest a week from now until the end of their schedule.

In the picture, waiting their turn to hit another homer, are (l to r) Lorne Ball, announcer; Tom Ashmore, announcer-writer; Ron O'Donovan, salesman; Dick Turnbull, (hidden), continuity writer; Len Gzebb, continuity editor; Jim Jordan, announcer-operator; Clare Powell, newscaster; Jack Turnbull, announcer; Bob Kenny, announcer; and Bill Kozak, operator.

CKOS-TV, YORKTON



MATHIESON BROTHERS, one of the regular advertisers on CKOS-TV, Yorkton, recently purchased 45 minutes of the station's time to interest viewers in their line of prefabricated building materials.

During the show, they built a complete summer cottage in the main studio.

In the picture, Ian Mathieson explains to viewers the simple method of laying out and marking lumber.

**In any seven day period,
nationally, Television offers
61 half hours
with audiences* greater than
the circulation of the largest
newspaper supplement**

*2,000,000 homes — BBM Fall 1959

CAB Member Stations

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

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404

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Phone WA. 2-3684

Toronto 7

G. N. MACKENZIE LIMITED HAS  SHOWS

like The Newest Mystery Adventures

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

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

C|K|X RADIO

BRANDON, MANITOBA



10,000 WATTS

Contact:

- RADIO REPS — Toronto, Montreal
- SCHARF BROADCAST SALES — Vancouver
- A. J. MESSNER — Winnipeg
- YOUNG CANADIAN LTD. — U.S.A.

TRANSMITTER BY COMMERCIAL PRODUCTS DIVISION



canadian **Marconi** company

CANADA'S LARGEST ELECTRONICS SPECIALISTS



London Letter

Bicycling Businessman Heads UK Enquiry

by LAWRENCE MASIDLOVER

POINT OF SALE

A hat shop located opposite a TV station has a sign in its window presumably addressed to performers. It reads: "Hats altered to fit your publicity notices."

AUDREY STUFF

Then there's the gal who was so dumb, she thought her boyfriend was a free-thinker because he was always crashing cocktail parties.

MORE OF THE SAME

She knew that her neighbor's dog couldn't really be worth \$500, because dogs don't have any pockets, and who ever heard of one opening a bank account?

FIRST WITH THE NEWS

The newscaster speeded to the studio so fast that instead of delivering the news he was it.

NO RULE WITHOUT EXCEPTION

The station manager's edict that beards were taboo in his office got no results until he added the words: "... except for amateurs".

POWER OF CONVICTION

Bennett Cerf says the late Arthur Kudner, advertising tycoon, had a single framed quotation hanging in his office. It was made by the 1936 champion hog caller: "You've got to have appeal as well as power in your voice. You've got to convince the hogs you have something for them."

RAISON D'ETRE

In reply to the reader who wonders why I didn't quit this column years ago, I should like to state that there are two reasons. First, dropping it might react unfavorably on the circulation of the paper; second, it might not.

FAIR AND WARMER

I think it was Joe E. Lewis who once issued a bulletin from his bed in hospital — "I've taken a turn for the nurse."

WINGED COMMUNICATIONS

Why don't they cross a carrier pigeon with a woodpecker so that, besides carrying a message it will also knock on the door when it arrives.

A "FRESH-AIR" businessman who loves cycling has been chosen to run the British Government's committee of enquiry to consider the future of sound and television broadcasting.

He is Sir Harry Pilkington, 55, who is a director of companies in the glass industry and of the Bank of England.

Sir Harry, who will be chairman of the committee, often cycles to Board meetings in London and has been known to arrive at the Guildhall for a Lord Mayor of London's banquet on his cycle.

Announcing the appointment in the House of Commons (July 13) the Postmaster-General, Mr. Reginald Bevens, said the committee's terms of reference were:

"To consider the future of the broadcasting services in the United Kingdom; the dissemination by wire of broadcasting and other programs and the possibility of television for public showing.

"To advise on the services which should in future be provided in the United Kingdom by the BBC and the ITA.

"To recommend whether additional services should be provided by any other organization; and

"To propose what financial and other conditions should apply to the conduct of all these services."

As the committee would need to consider the technical background, he proposed to ask it to consider the recent report of the Television Advisory Committee.

Mr. Bevens had invited Sir Harry Pilkington to be chairman after consultation with the Prime Minister and names of the other members would be announced as soon as possible.

The Government had also decided that the BBC's charter and license should be extended from June 30, 1962, to July 29, 1964, the expiry date of the Television Act. The extension

of this charter was subject to the approval of the Queen.

Extension of the license and agreement required the approval of House of Commons Standing Orders. This would be sought in due course.

Mr. Bevens also told the Commons: "Sir Harry has all the attributes to undertake this important assignment in the public interest."

He said that the terms of reference ensured the continued existence of both the BBC and ITA. But they were wide enough to allow the committee to consider whether any third or other organization should be brought into being.

Mr. Tom Driberg, Socialist M.P., asked the Postmaster-General: "Will it be within the Committee's competence to consider Eurovision and possible future developments in international and Inter-Commonwealth television?"

Mr. Bevens replied: "Yes, that will be within its province. Perhaps the only subject that will not fall within the ambit of the terms of reference will be the external services of the BBC."

So Sir Harry Pilkington's unpaid task will be to find out how television and radio should develop in Britain after 1964. It will be the biggest probe ever into British broadcasting.

Already competition for a Pay-TV system in Britain is increasing.

A week ago the Telemeter system was demonstrated in London by the International Telemeter Company, a subsidiary of Paramount Picture Corporation.

The Rank Organization and Rediffusion are developing "Choice-view" in Britain and it is understood that financier Isaac Woolfson has acquired another American meter-TV system, "Skyatron", which is linked with 20th Century-Fox.

Zenith Radio Corporation and RKO, who combined over "Phono-

vision", have not yet introduced this system to Britain.

Field Marshal Lord Montgomery has now made a special telerecording for the American market.

His BBC-TV series, *Command In Battle*, is to be screened in the United States in September by National Educational Television, which operates 45 stations from coast-to-coast.

The series has already been seen in Britain, Canada and Australia and has also been sold in New Zealand by BBC-TV Promotions.

Purpose of Lord Montgomery's recording was to make a special introduction to *Command In Battle* for American viewers.

Viscount Cilcennin, Chairman of Television Wales and the West, died suddenly at his home in London July 13. He was 56.

A £22,000,000 increase in TV expenditure in Britain during 1960 is forecast by Geoffrey Irwin, Director of Television Press Agency in his twice yearly review of advertising expenditure on Independent Television.

He said: "Program Contractors' gross revenue before discounts is likely to reach the £80,000,000 mark for 1960 as against the £58,000,000 they grossed in 1959.

"This upward trend in advertising is not only encouraging. It probably provides one of the best proofs of the confidence the United Kingdom places in its future strength and expansion."

Irwin reports that advertisers have already spent £37,387,198 in the first six months of this year, as against their £27,740,000 gross expenditure from January to June in 1959.



the **KING SIZE** station
in the **KING SIZE**
market

1/3 of the total retail sales in Saskatchewan, excluding Regina and Saskatoon, are made within a 100 mile radius of Yorkton.

This wealthy market is covered every day by 10,000 selling watts.

CONSULT OUR REPS:
Radio Representatives Ltd. Toronto and Montreal
A. J. Messner & Co. Winnipeg
Hunt, Scharf Representatives Ltd. Vancouver
Young Canadian Ltd. U.S.A.



SIGHT & SOUND

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



Ian Grant

SHELL OIL CO. of Canada Limited has appointed the American advertising agency, Ogilvy, Benson & Mather, to direct its product advertising. The change will take place January 1.

The account is presently held by the Toronto office of J. Walter Thompson. The institutional advertising for Shell will continue to be directed by the Toronto office of Kenyon & Eckhardt.

To handle Shell Ogilvy, Benson & Mather is expected to open up a Toronto office in the near future.

AFTER A COUPLE of years out of television, H. J. Heinz & Co., through MacLaren Advertising, will be back in the fall with an extensive spot television campaign on about 25 to 35 stations.

GAINES DOG FOOD, through McConnell, Eastman, will be running a television spot campaign on Ontario stations, starting September 1.

KLEENEX TOWELS is running a small 13 week television campaign in 16 markets starting next week. Some stations start August 22 and some September 5. The frequency is two 60 second spots per week. The agency is Spitzer & Mills.

Two other accounts of Spitzer's are also active in TV.

Quaker Oats is starting a six week campaign on October 12. Running on stations across the country it will consist of two spots per week.

Bell Telephone Yellow Pages starts a 10 week campaign September 4. It also will run two spots per week in a number of markets.

LAST SEASON'S sponsors of *Leave It To Beaver*, Fry-Cadbury and Savage Shoes, out of Breithaupt, Milsom will not be in selective TV this fall.

There is a strong possibility that Fry-Cadbury will be doing some spot radio business.

HAROLD F. RITCHIE will be placing the hour-long program *77 Sunset Strip* on second stations when they go on the air. The show will be controlled by MacLaren Advertising.

Another MacLaren's account, Molson's Brewery (Ontario) Limited, has purchased the half-hour comedy show *Sergeant Bilko* on four northern Ontario television stations.

IMPERIAL OIL is running a spot radio campaign for their Domestic Heating division from September 6 to 26. The agency is Cockfield, Brown.

MUTER, CULINER, Frankfurter & Gould Limited has been appointed to handle the advertising for Strand Records of New York, a division of Consolidated Frybrook Industries, Toronto.

Plans call for a campaign in US

trade papers including *BILLBOARD*, *MUSIC VENDOR*, *THE CASH BOX* and *MUSIC REPORTER*. Gerry Rafelman will look after the account.

CHRYSLER CORPORATION will not be using any selective television this fall and will place all their available money into radio and print. The first radio business will be a heavy three week schedule of spots to introduce the 1961 models.

The company hopes to be using television in the new year. The agency is Grant Advertising.

AFALL TELEVISION campaign is currently being put together for Simoniz for their new product, Vinyl Paste Wax, which has just been introduced. The agency is Walsh Advertising.

ART PATTERSON has left Jos. A. Hardy & Co. to join the staff of All-Canada Radio & Television as a radio time salesman.

He has been replaced at Hardy's by Charles Powell, who for the last two years has been with the CBC in television network sales. Prior to that he was a publishers' representative.

LEO BENOIT, formerly program director at CHLN, Trois Rivières, has been named general manager of CFDA, Victoriaville, Quebec.

Benoit has been with CHLN for 11 years. At CFDA he plans to introduce a new program policy which will take effect September 1, with a new daily operation from 6.30 am to midnight.

PPOINTING OUT that the Trans-Canada Network outlets used to obtain as much as \$10,000 annually from the commercial programs at one time running on the CBC network, John Moore, president and general manager of CHLO, St. Tho-

mas, has objected to announced CBC plans to carry spot announcements in some of their network shows.

Under the arrangement announced by the CBC, stations in only a few major centres of Canada would be paid for carrying the daily programs proposed for fall. St. Thomas is not one of them.

"This year we will be carrying or be expected to carry more than 800 hours of CBC network programs without any payment of any kind. So far the only revenue producing programs amount to \$1,500 in all — which won't even pay the cost of our operations in carrying the network.

"Surely", Moore said, "it is about time Canadian radio affiliates got a better break financially, especially when the CBC's staff and program budgets have been steadily increased in recent years.

ALL SIX FIVE minute portions available Monday through Friday for 52 weeks starting this fall on the French-language radio network's morning program *Les Joyeux Troubadours* have now been sold, according to Radio-Canada sales in Montreal.

Sponsoring the half-hour show, heard at 11.30 am, are Colgate-Palmolive; Opera Diamond Co. Ltd.; General Foods; Sterling Drug Manufacturing; Libby, McNeill & Libby and O. Gauthier Ltée.

On the television side, Prudential Insurance Co. of America, through Foster Advertising, has signed a 52 week contract as alternate sponsor of the popular French network program *C'est La Vie* and its summer replacement next year.

The contract calls for 39 weekly half-hour presentation of *C'est La Vie* and a 13 week summer replacement which has not been named yet.

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 Playing To The Largest Canadian Audience In Our History!



























CKLW

When you "sell" the 300,000 in Windsor's market area you also sell to the millions "across the river", of whom thousands visit and buy in the Windsor area every week. They ask for Canadian brand names. And the nice part of it is, Canadian advertisers get this BONUS at no extra cost! Call our "reps" now — learn more about this unique and wonderfully big PLUS that only CKLW offers.

TV . . Channel 9 . . 325,000 Watts
RADIO . . 800 KC . . 50,000 Watts

WINDSOR, ONTARIO

REPRESENTATIVES:
Canada — All-Canada Radio & TV Ltd.
U.S.A. — Adam J. Young, Jr., Inc. — TV, Robert E. Eastman Co. Inc. — Radio

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

* In English Metropolitan Montreal.

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

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

Films

WILL DISTRIBUTE POST-'48 MOVIES

INCORPORATION papers have been filed in Albany, N.Y. by Seven Arts Associated, a company which includes Creative Telefilm and Artists Ltd. of Toronto.

Offices have been set up in New York, from where the Warner Bros. library of post-1948 films will be distributed. Last month, Creative

Telefilm purchased 110 post-'48 WB films at a reported cost of \$100,000 per film.

Seven Arts also plans to produce Broadway shows and motion pictures, as well as distributing the film library.

One of the company's first projects will be the Broadway musical *Scarlett O'Hara*, based on the novel *Gone With The Wind*. Financed by Seven Arts, the play will be produced by David O. Selznick and Leland Heyward.

David Stillman of the law firm, Stillman & Stillman, is president of Seven Arts. Chairman of the Board is Louis Chesler of Toronto. Aside from Chesler, the fourteen-man board contains five Canadians: Garfield Cass, A. C. Cowan, James L. Rawlins, Samuel Haines and Edward B. Wright.

FILM NEWS REPORTER

Age 41. With 4½ years West TV Experience. Has been 3½ years Roving Reporter/Cameraman with Magnetic Sound Camera operating and interviewing, News Scripts & Commercial Photography. Non-drinker — Has references; seeks position in larger market, or one of new TV Stations. Write:

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

FOR SALE

In Southern Ontario, well established background music business; embraces good metropolitan areas; excellent opportunity. Owners have other interests.

Box A514
Canadian Broadcaster
219 Bay St., Toronto, Ont.

RADIO NEWSMAN WANTED

Radio C-JOY — Guelph, Ontario — 10,000 watts requires on-the-ball newsman for 4:00 p.m. to midnight shift, must be capable of gathering, rewrite and news announcing. If you can fit into a "Hot" newsroom — Apply immediately with full details to —

DON LEBLANC
Program Manager
Radio C-JOY
Guelph, Ontario.

INT'L FILM FESTIVAL AT STRATFORD

FOUR NEW FEATURE films have been added to the line-up of motion pictures to be screened later this month at the Stratford International Film Festival.

This, with the exception of one matinee (Sept. 3) still to be announced, completes the 1960 film program which will be presented in the Avon Theatre August 22 to September 3. Each program, consisting of a feature film plus short subjects, will be different.

Among the films to be shown are:

Wild Strawberries: Sweden; directed by Ingmar Bergman. The action of the film takes place during 24 hours in the life of an aging professor who, on his way to receive an honorary degree from his old university, finds himself revealing his life in a kaleidoscope of memories. The principal role is played by Victor Sjöström, one of Sweden's leading actors.

A Matter of Dignity: Greece; directed by Michael Cacoyannis. The film chronicles the life of an Athens family, secretly bankrupt, which is

so set on keeping up its facade of social importance that the true dignity of life is lost to it. Elli Lambert is the star.

The Ninth Circle: Yugoslavia; directed by France Stiglig. The film deals with a Jewish girl and her marriage to the son of a gentile family who protected her during the war.

The Pickpocket: France; directed by Robert Bresson. The film is a psychological study of a young thief.

Normandie-Neimen: France, USSR; This film is a story of French pilots who, after the fall of France, escape into Russia to form a squadron to continue the fight against Germany.

Canada will be represented at the Festival by the National Film Board's *Lines Vertical — Lines Horizontal* which was recently voted "the best experimental film" at the Venice Film Festival. NFB's *Universe* will also be shown. It is a combination of animation, special effects and actuality photography with narration by Douglas Rain.

ONTARIO SEES FIRST BREWERY SHOWS

THE FIRST brewery-sponsored television programs have been shown on the Canadian Broadcasting Corporation's eastern network in Ontario.

Great Movies, partially sponsored by Molson's Brewery, was the first. The second, televised over CBLT, Toronto, was *Sports Views* sponsored by Labatts. Beer advertising has entered television under the new Ontario legislation.

Brewery programs are also showing in Quebec, but that province has had wide-open beer advertising for a long time. Beer advertisements are not being shown in the Maritimes.

The Ontario regulations on commercials are very stringent and breweries are restricted to three twelve second announcements in a half-hour program. Products cannot be shown. The brewery can show its trademark but not on a bottle.

CBC officials said that they had no idea how many breweries and distilleries would consider it worth while to buy television time under the Ontario code.

The Ontario code requires no change in the regulations laid down by the Board of Broadcast Governors. Beer advertising has been permitted, subject to BBC restrictions and permission of provincial authorities.

TV PERSONNEL REQUIRED

CFCF-TV, MONTREAL, HAS OUTSTANDING OPPORTUNITIES FOR THE FOLLOWING:

Technical Production Crew including floor managers, camera men, lighting directors, audio, video, teletext, and boom operators. For our Film Services Department we require photographers, sound engineers, film editors, and a lab technician. For our Art Department, art director, graphic artists, set and scenic designers.

Write giving complete details of past experience and salary expected, etc. All replies will be confidential.

Write:
Operations Manager, CFCF-TV,
7200 Hutchison St.,
Montreal, Quebec, Canada

CKDA Starts Treasure Hunt

THREE DAYS AGO, CKDA, Victoria, started its Golden Sound Radio Treasure Hunt. Hidden in some spot is a gold disc which represents the treasure, a building lot in the Thetis Lake Heights subdivision valued at \$1200.

Progressive clues are being given each week by the station and in addition, a bonus clue is on display in participating sponsors' stores. Listeners have to assemble these clues to track down the mystery location.

So that there will be no damage to property, the hidden treasure is not buried and although within easy reach, is not in full view.

NEWS EDITOR

Fully Experienced, Looking For Permanent Position.

BOX A 513,
CANADIAN BROADCASTER,
219 BAY STREET,
TORONTO, ONT.



HOW!.....?

Why advertise on "Radio 600" of course!

CONTACT OUR REPS
Radio Reps - Canada
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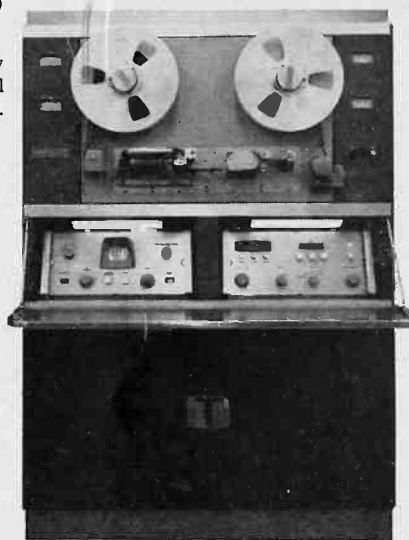


CONSOLE model VR-1000C
with monitor bridge provides complete
system monitoring.



FROM AMPEX... IN A CHOICE OF TWO MODELS

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



Over Fifty

VIDEOTAPE* Television Recorders

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by Ampex in Canada

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



*TM Ampex Corp.



CHANNEL 9

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29 Melinda Street, Toronto, EM. 2-2811

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