



Canadian BROADCASTER

CFWH Station Manager Don Stone stacks boxes of clothing the morning after a radio blitz for two Yukon families who had lost everything in a disastrous fire. Story on page 4.

19, No. 17 TORONTO September 1st, 1960

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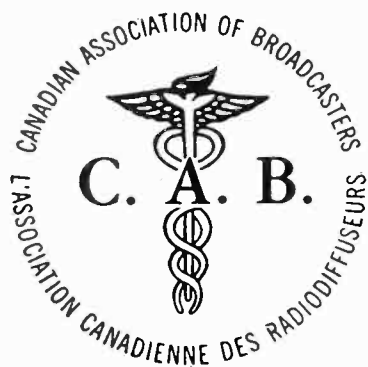
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Quebec TV

Brings Programs To The Sponsors

QUEBEC CITY TV pulled one out of the hat in Toronto last week. The French and English combination of CFCM-TV and CKMI-TV turned Mohammed, and brought 16 locally produced shows to Toronto's advertising mountain on video tape.

Selections of the live shows were shown to representatives of some 13 agencies.

The screening took place at Trans Canada Telemeter Studios in Etobicoke.

Running the presentation and presenting program information was John Riopell, public relations director of the French-English two-some.

If all 16 shows had run their full

length, the demonstration would have lasted nine hours. However, Riopell controlled the circuit, giving short highlights from each production.

The idea belongs to Arthur P. Fitzgibbons, general manager of both stations. "I thought of it in June this year when I was in Toronto on business. Reading trade publications, I noted comment that advertising executives are unable to visit other communities to see what is being locally produced. I decided to bring the work of our two stations to the agencies."

Running through the Telemeter closed-circuit was a wide variety of programs including tabloids, musicals, amateur contests, chil-

dren's programs, musicals, quizzes, a bowling clinic and feminine interest shows.

Technicians of both stations started collecting off-the-air tapes — a full 16 reels. Details were worked out with Telemeter for the screening and the tapes were shipped to Toronto (insured for \$15,000). Famous Players has a financial interest in both Telemeter and the two Quebec outlets.

Basic purpose of the undertaking according to Harrison, was to allow Toronto advertising representatives, "to see the type of operation the Quebec stations are turning out — and to let them see the opportunities they are missing."

"Agencies and advertisers in Toronto are not as conversant with the type of production available on French stations as they are with English.

"Very few of them," he said, "get a chance to go to Quebec in order to see what each station is doing."

Whether or not the idea may become a trend "will largely depend on the reaction to the initial screening session."

In the meantime, Fitzgibbons said CFCM-TV and CKMI-TV are hard at work formulating between 50 to 60 "brand new formats."

Two of these will be on medical themes — one in connection with psycho-analysis, and the other a discussion-type program: *Your Doctor Speaks To You*.

CJLH-TV, Lethbridge

TV TRAVEL BUREAU ROVES HIGHWAYS

SOUTHERN ALBERTA viewers are getting a special type of service through a weekly half-hour show hosted by Bill Matheson of CJLH-TV, Lethbridge.

Matheson, a meteorologist, actor and raconteur, includes detailed road reports, information about the opening and closing times of all Canadian-U.S. border crossings for the area, weather forecasts and filmed visits to scenic and historical spots.

Working in close contact with the RCMP, Bill gives viewers of the program, *Travel Bureau*, the latest police information on traffic regulations. One special feature of *Travel Bureau* recently was a speed-trap report. Motorists were told in advance where RCMP would locate their speed-traps and the information was credited with a decrease in highway speeding violations.

The filmed portion of the show is turned out by photographer Howie Stevenson and producer Andy Durina who have toured hundreds of miles through Alberta, British Columbia and Montana, collecting interesting material, both scenic and historical.

Points of interest covered include the North West Mounted Police outpost at Fort MacLeod, Writing-on-Stone Park, where a primitive people inscribed strange drawings on rocks; Waterton Park, Banff, and Glacier National Park.

STATION AIRS RCAF NEWSCAST

NORTH BAY Ontario's CKGN-TV has added a new feature to its programming called *News in Uniform*.

With RCAF North Bay a near neighbor of the station, CKGN-TV decided to give a personalized TV segment to the large number of air force personnel in the area.

After discussions between news director Bob Lewis and RCAF public relations officer, Flt.-Lieut. Mick Majocho, it was decided to turn out a complete air force newscast.

Recently *News in Uniform* hit the

air for the first time as a segment of the station's hour-long supper-time show *Digest Ten*. RCAF newscaster, LAC Jack Church, handled the show giving a polished 10-minute segment of news, sports and other topics of interest to RCAF personnel.

Interest generated by the feature brought an officer from Air Defence Command Headquarters in Montreal to make an official report on the innovation.

According to the station's management, the new program feature has pulled in a large civilian following. And as a commercial success, *News in Uniform* ran only once sustaining.

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

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CFCW
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CBS JUNKS SOAPS FOR INFORMATION

THE COLUMBIA Broadcasting System says soap operas and most other radio dramas are being junked by the CBS radio network in favor of more news and information.

Also being shelved is "Amos 'n

Andy Music Hall" network favorite for more than three decades.

Daytime serials getting the axe include "Ma Perkins," "Young Doctor Malone," and "The Second Mrs. Burton."

CBS president Arthur Hull Hayes told a news conference today he expects strong listener reaction to the proposed changes.

"Amos 'n Andy," as played by Freeman Gosden and Charles Correll, have been network fixtures since the early 1930s. It was estimated that at the top of their popularity, nine out of ten radios were tuned to the show.

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London Letter

UK UNION HEAD SEES CANADIAN TELEMETER ON THE MARCH

by LAWRENCE MASIDLOVER

PAY-TV HAS "ARRIVED" in Canada and will spread rapidly. This is the opinion of Sir Tom O'Brien, general secretary, National Association of Theatrical and Kine Employees, recently returned from a 29-day, 17,000-mile North American tour.

The Socialist member of Parliament said the most memorable part of his trip was the week spent studying the Telemeter experiment in Etobicoke on the outskirts of Toronto.

His verdict: "Pay-TV has arrived in Canada. It will improve, and will spread rapidly."

Sir Tom says the system is, in effect, an extension of the cinema in the home. Wherever he went, and whoever he met in Canada and the United States, attached great importance to this development.

TWO SCHOOLS OF THOUGHT

He found two main schools of thought. One bright, one somewhat skeptical.

Soon it will revolutionize the industry, more than sound after silent films. Many cinemas will close, mostly the small ones. Production will boom.

The public will not pay for a program unless it is out of the ordinary — a major fight or an important sports event.

The picture will have to be so good that it will rule out a visit to the cinema. The public will not pay something for nothing.

Some believe that a lot of money will be lost at the start — but a lot made in the end.

Sir Tom personally feels Pay-TV will never be able to hit the big cinemas whose policy now is to run the "Ben Hur" kind of picture for long runs.

"Television of any kind cannot cope adequately with that kind of spectacle," he says.

THE PICTURE IN BRITAIN

His prediction for Britain: "I don't think it can go wrong — but it will be some time before many difficulties, legal, constitutional and otherwise, can be overcome."

Sir Tom is already taking the first step.

He has called for a special panel of the Federation of Film Unions to study, and watch development of Pay-TV in Britain. But he warns: "No one group belongs to this work. Everyone in the industry will be affected."

He feels a similar body should be formed by employer organizations to work jointly with the unions.

"Consideration," he said, "could be given to whether the Apprenticeship Council is on the right lines, or can do a thorough job in a rapidly changing technical situation."

OPPOSITION IN U.S.

Sir Tom drew attention to strong opposition to Pay-TV in the United States — organized by large sections of exhibitors and unions — and to a national campaign to persuade Congress and the U.S. government to ban it.

"This is just a repetition of what has gone before with sound films, radio broadcasting, and television," he said.

"It is not the answer. The industry must learn from its past mistakes; not negatively oppose new forms of competition, but take control of them. To stand still — the battle is lost."

HEAD NORTH SCOTLAND TV

Prominent British independent cinema owner, Sir Alexander King, heads the North of Scotland Television group whose application has been accepted, subject to contract, by the Independent Television Authority to act as commercial television contractors in North East Scotland.

They will operate two stations — one between Stonehaven and Banchory, and the other on the Black Isle, eight miles north of Inverness. North Scotland hopes to have both stations fully operational within two years.

STATE OPENING TV BLACKOUT

State opening of Parliament by the Queen Nov. 1 will not be televised. Both the BBC and Independent Television applied for permission to televise the ceremony. But both were refused.

Instead, two color films of the ceremony will be made, one by the Central Office of Information, the other by a newsreel company.

This will enable the Queen to be seen throughout the Commonwealth on television and in the cinema.

DOCUMENT CHURCHILL MEMOIRS

The BBC will co-operate with the American Broadcasting Company in making, for television, a series of documentary films, based on Sir Winston Churchill's memoirs of World War II.

ABC has exclusive world TV rights to all six volumes of the memoirs to be covered in 26 half-hour filmed episodes.

Production costs for the series will be \$1.4 million. The BBC will have rights for showing in Britain ... early in 1961.

The series starts in America on Nov. 27 — three days before Sir Winston's 86th birthday.

A BBC official will work in New York with Edgar Peterson, the producer.

Twenty-three British and Ameri-

can writers have been engaged including — on the British side — Sir Arthur Bryant, author of The Diaries of Field Marshal Viscount Alanbrooke; Constantine FitzGibbon, Fred Majdalany, and William Templeton.

American writers include: Quentin Reynolds, Victor Wolfson, A. J. Russell, and Max Ehrlich.

A special musical score is being written by American composer, Richard Rodgers, responsible for the music for the American TV documentaries, *Victory At Sea*, as well as *South Pacific*.

British actor Richard Burton has been engaged to deliver extracts from the memoirs which constitute a large part of the narration. No attempt will be made to imitate Sir Winston's voice.

Oliver Treyz, president of the ABC-TV network, came to London to negotiate the agreement with the BBC.

COMMERCIAL RADIO BATTLE

The battle for commercial radio stations in Britain is hotting up, and, predicts Lord Bessborough, before long, two or three companies will be competing for a radio license in every town in Britain.

Lord Bessborough, a director of Associated Television, has already formed his own company — Southern Broadcasting Co. Ltd. — in the hope of bringing commercial radio to the South of England.

Douglas Fairbanks is named a director of another company — CCDF Ltd. — only one of 54 registered in London in one week. The Rank Organization is behind 29 of these companies — trading as Rank Radio. These could enable Rank to have a chain of radio stations throughout England, Scotland and Wales. Provincial papers are behind many others.

A spokesman for Rank told me: "This is part of our plan to diversify our interests."

But the final go-ahead must be given by the government. Before legislation for commercial radio is passed through Parliament, its sponsors expect to meet strong opposition.

Lord Bessborough told me: "Commercial radio can do for the entertainment business what commercial television has done in the past. It would inject new life into the industry."

"Legislation permitting — although probably not for at least another three or four years — I expect the British commercial radio stations to be run on similar lines to those in Canada and the United States."

THE BIG NEWS

in

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On the Air

January 1

•

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

CHCA-TV Red Deer

TV STATION SETS UP IN FALL FAIR



RED DEER, Alberta's fair got blanket, three-day coverage recently thanks to the versatility of CHCA-TV's staff. Here Terry Oldford interviews a chuckwagon driver at the fairground studio location.

RED DEER, Alberta's CHCA-TV wrapped up one of Western Canada's major fairs last month and brought the entire production to their 150,000 viewers — for a full three days.

Chief engineer John Jonkman moved the audio console, live camera — and most of the studio — out to Red Deer fairgrounds by truck, and the show was on.

Farm director Terry Oldford got the ball rolling with on-the-spot junior activities, livestock judging, horseback riding, 4-H Club displays, and personality interviews.

A quick shift of scene and equipment — and CHCA-TV hostess "Marilyn" was in the domestic arts building describing floral displays, home baking and other exhibits and exhibitors.

Then came industrial exhibits, a sewing program telecast direct from the sponsors' booth, followed by regular news, sports, weather and market reports.

The official opening was at night; CHCA following all the way and piping pictures back, using remote micro-wave facilities of the Alberta

Government Telephones.

Later, the carnival atmosphere of the midway made a perfect setting for a TV Jamboree.

The thorough coverage of the first day brought out crowds for the remaining sessions — many who had never attended before. They were drawn out of their armchairs by the televised presentation and wanted to make a personal inspection.

One highlight of the marathon coverage was Calgary alderman Grant MacEwan's explanation of cattle judging techniques.

CHCA-TV personnel included chief announcer Garnet Anthony, sports announcer Ron Roberts and cameraman Fred Hodson.

CBC Seeks New TV Outlets

THE CBC HAS ANNOUNCED that it will seek to extend its television coverage to six more Canadian communities.

The corporation will apply to the Transport Department and the BBG for licenses for TV outlets in Dryden and Sioux Lookout, in Ontario; The Pas and Flin Flon in Manitoba; Coleman, Alberta; and Cranbrook and Kimberley in British Columbia.

The Sioux Lookout station would be a satellite of the Dryden station, and the outlet at The Pas would be served by Kinescope recordings of national network and Manitoba programs. The other proposed stations would operate by direct relay from the microwave network.

If approved, the stations will be on the air by the end of 1961 according to the announcement, "enabling close to 95 per cent of Canadian homes to receive some Canadian TV service."

CBC now has under construction a station and satellite to serve Trail and Nelson, B.C.; a satellite of CBUT, Vancouver, to serve the Courtenay-Campbell River area of B.C., and a French-language station at Sturgeon Falls, Ont., with a satellite at Sudbury.

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A.C. LINE VOLTAGE REGULATORS.

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Tel. CR. 7-7571,
CALGARY

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

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

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

CUTS & SPLICES



Bob Miller

Sovereign Has A New Popeye

POPEYE THE SAILOR MAN, a comic-strip and screen favorite for three decades, made a successful switch to television three years ago. Next month, the one-eyed, thick-limbed sailor will make his second television debut in a new cartoon series.

The new Popeye is the star of 208 five-minute films made especially for TV by King Features TV Syndicate, a subsidiary company of the Hearst newspaper chain.

The original Popeye now appears on TV in the 234 cartoons made by Paramount Pictures, under an agreement with Hearst, between 1933 and 1957.

If Hearst, through King Features, owns the popular character, why two series?

When Paramount stopped making the Popeye adventures, it released the entire package to television under United Artists Associated (now Ziv-UA) distribution. Although the character was under copyright to King Features, the cartoons were made by and owned by Paramount; and Hearst had no claim to a share of the profits from the TV exposure of the films.

Last year, Hearst decided to create a new Popeye series. A subsidiary company was set up and, riding the storm of publicity created

for the Paramount cartoons, sales of the new package in the US totaled \$3,000,000 during the last four months of 1959.

The new cartoons are in color and feature all of the characters created for the original comic strip, *Thimble Theatre*, by E. C. Segar thirty-odd years ago. In the series are Popeye, Olive Oyl, Brutus (Bluto in the Paramount films), J. Wellington Wimpy, Swee'pea, Eugene the Jeep and Sea Hag. Voices in the new shows are supplied by the same people whose voices were used in the Paramount cartoons.

Wimpy, Swee'pea, Eugene the Jeep and Sea Hag were dropped from the later cartoons made by Paramount.

Aside from the re-instatement of the original stars of the comic strip, the main difference between the old series and the new is that the characters created in the thirties now live in, and enjoy the luxuries of the sixties.

Popeye makes his home in a suburban bungalow where he cooks hamburgers for J. Wellington Wimpy on a backyard barbecue.

Brutus, with whom Popeye used to tangle violently for the favor of Olive Oyl, now tries to win the fickle Olive by plunking a guitar and singing rock 'n roll songs.

When the sailor has to rely on his famed vegetable to get him out of a nasty situation, he opens a box of fresh-frozen spinach, purchased at a supermarket.

Further episodes in the new series show Popeye as a "square" visiting a beatnik coffeehouse, a TV announcer delivering a commercial for

a gymnasium, and a white-collar insurance salesman.

Also evident in the new series is the lack of violence between Popeye and Brutus, which is the centre point of the stories in the Paramount cartoons. This is due to the recent publicity in the US about excessive violence in children's programs.

The original series — distributed in Canada by Creative Telefilm and Artists of Toronto — is now running on stations throughout the US and Canada. The American Research Bureau in the US credits the series with a national selective rating of 15.1. Elliott-Haynes reports that Popeye, via CHCH-TV, captures over 40 per cent of the sets in use in the Hamilton area between 4.30 and 5 p.m.

The new series — distributed in Canada by Sovereign Film Distributors — will be available next month with, judging by the ratings, a pre-sold audience.

NFB Annual Report

THE NATIONAL Film Board's annual report was tabled in the House of Commons recently by the Hon. Ellen Fairclough, Minister of Citizenship and Immigration.

The Board's income for the 1959-60 year ended March 31 was made up of a \$4,555,417 grant from the government; \$576,549 earned from rentals and royalties; \$1,358,956 earned from government agencies and others; and \$20,501 from miscellaneous sources. This makes a total of \$6,511,423.

The Board spent a total of \$6,486,975 during the past fiscal year: \$2,441,401 on the production of films and other visuals; equipment cost \$193,645; production for government departments and others cost \$1,157,806; distribution accounted for \$1,911,658; and administration and general services cost \$782,465. The breakdown does not include costs for rent and maintenance.

Since income exceeded costs, NFB returned \$24,448 to the government.

During the last year, the Board completed 353 productions for itself and 96 for sponsors. The regular

staff totaled 639 and those on a contract or term basis numbered 88. The laboratories processed a total of 19,882,292 feet of film.

The Board's 353 productions were comprised of 96 original films, 99 revisions and adaptations, 60 foreign versions, 48 newsreel stories and 50 miscellaneous films. Total number of prints in circulation was 18,631. It is estimated that 40,000,000 people attended 481,000 community showings of NFB films.

Bits & Pieces

● Industrial Film Maintenance of Toronto is putting out a 16 mm - 35 mm time-footage computer. Copies may be reserved by writing the company at 135 Peter Street.

● As of October 1, the Canadian sales and distribution operations of Columbia Pictures and Paramount Film Service will be consolidated. Managing director of the new company will be Gordon Lightstone, general manager of Paramount Film Service. Harvey Harnick, Columbia's sales manager, will assume duties as general sales manager. Mickey Stevenson, Paramount branch manager in Toronto, will become assistant to Harvey Harnick.

● The latest edition of Crawley Films' *Crawley Commentary* contains this free script idea: A near-sighted whale falls in love with a submarine. He is so deeply in love that he follows the sub all over the world and every time it ejects a torpedo, the whale passes out cigars.

● Telescript CSP Inc. of New York has developed an electronic videotape editing machine. Called the "TapeEditor", the transistorized machine consists of a tape viewing unit and an edit pulse unit. Selling for about \$1200 in the US, the unit eliminates the optical methods of editing tape and the search for the edit pulse.

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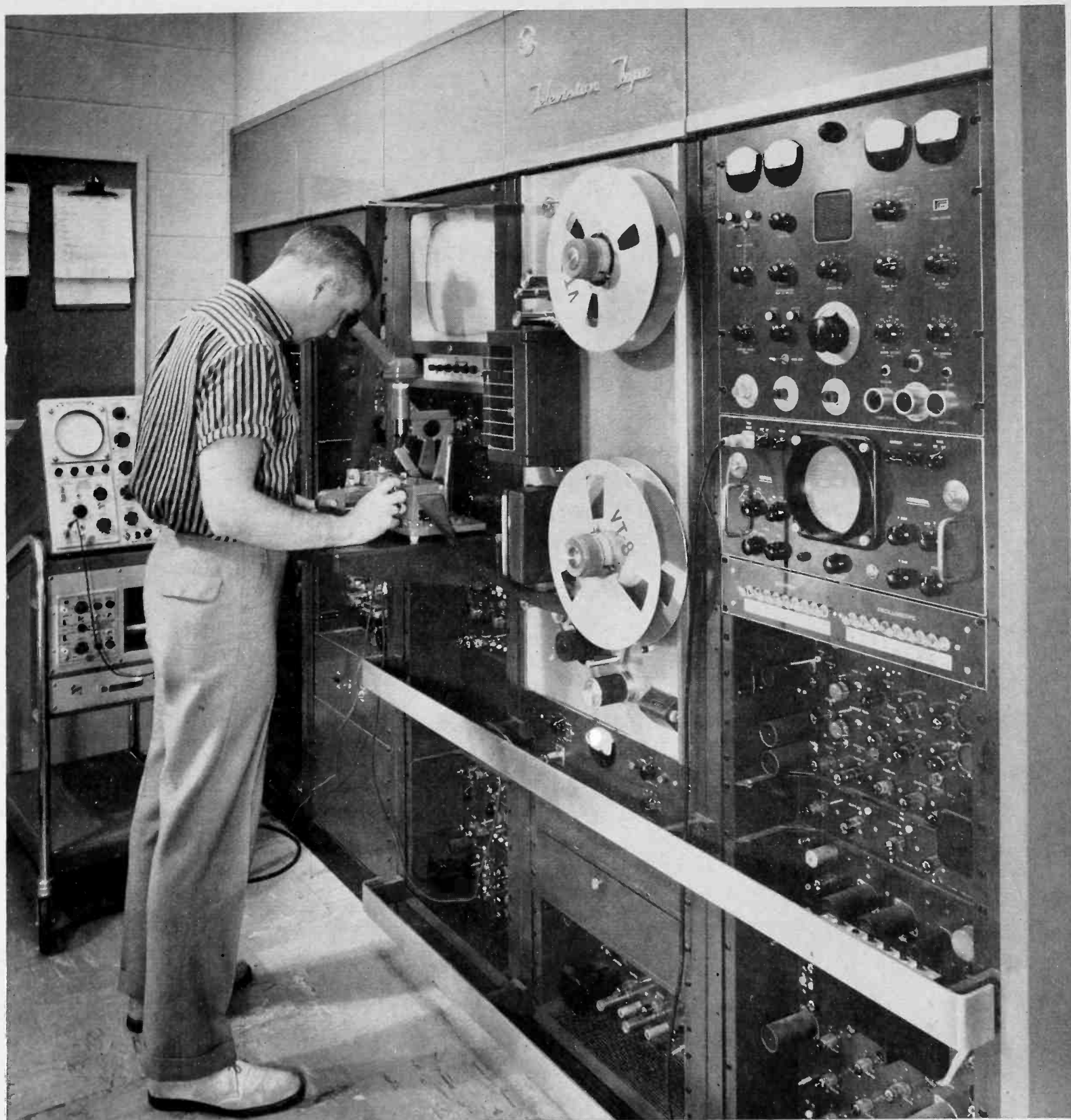
The Olympics, British Empire Games and National Football have all been covered personally by this CFPL-TV sportscaster.

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Representatives:
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CFPL-TV
CHANNEL 10 LONDON



Performance-proved in Canada – the RCA TRT-1A

The above is a photograph of Canada's first RCA Television Tape installation, which has now been giving continuous trouble-free service at CFPL-TV, London, for the past eight months. Operator Bob White is shown using the conveniently mounted tape splicer.

Note the small floor area required by the use of rack

mounting; at CFPL-TV the racks form one wall of the recording room.

Since the introduction of the TRT-1A units in Canada early this year, deliveries have been made to stations at the rate of approximately one a month. See your nearest RCA Victor Technical Products representative for complete details.



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

GEM SESSION with CHAT TEEVEE

The best way to keep up with the Jones's is to take it easy for awhile and in a few years, you'll meet them coming back.

There's a new after-shave lotion for men who want their friends to think that they have a home in the country. It smells like burning leaves.

After a holiday, there's nothing like the feel of a good desk under your feet.

Five one minute spots on CHAT TV cost the same as a full page in the local paper, and CHAT TV delivers TWICE the circulation!

Susie Dudenhafer had her back garden illuminated, so that, as she puts it, "she can watch her phlox by night."

Some men work hard and save their money so that their sons won't have the problems that made men out of their fathers.

The guest who keeps saying he must be going, doesn't mean it any more than the host who keeps saying "What's your hurry?"

Dominion Glass of Canada have their only Western Plant at Medicine Hat, and a staff of 700, year-round.

CHAT TEEVEE

Medicine Hat's
Best Advertising
Buy!



MONCTON'S CKCW has broken out in a new place with a research expert whose project is to find out exactly how people use radio in their lives.

Ian L. Campbell, professor in the department of Psychology and Sociology at Mount Allison University, Sackville, N.B., has been devoting from a third to a half of his time to intimate studies of individuals in the Moncton radio audience. Incidentally, he will be the keynote speaker at the AAB Convention in Amherst, N.S., September 20-1.

Campbell assisted Tom Tonner, manager of CKCW-Radio, in presentations of his plans and findings to agency groups in Toronto and Montreal earlier this month.

To date he has had personal interviews lasting from three quarters of an hour to an hour and a half each, with around 300 people in the Moncton area, and has discovered that radio plays a far larger part in the lives of people of all social levels than he ever believed possible.

One thing he found was that, especially in the "lower classes", radio is extremely important for the companionship it gives a woman while she is engaged in her housework. Also, he found a surprisingly large number of cases in newer residential areas where the social contacts of the housewife with other adults, except for her husband, did not exceed one a month.

To these people, radio is far more than a background, punctuated with commercials and newscasts. It is their most important means of keeping in touch with their community

G. N. MACKENZIE LIMITED HAS

like *Life Can Be Beautiful*

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

OVER THE DESK

and the adult world. He found a great many instances where these "lower class" people followed programs of editorial comment, discussion, world affairs and good music with quite unexpected interest. There was the case of the charwoman who had a thorough knowledge of jazz and was able to talk in an informed manner about all the editorials aired on CKCW-Radio during the previous ten days.

Campbell has tried to gather information on the organization of work and the patterns of leisure of the people he talked to. Their work habits were studied to determine those periods during which radio received their full attention and those in which it served mainly as a background to other activities.

He finds that there are two or three periods during the morning when radio gets very nearly full attention. The first of these comes between ten and ten-thirty when the housewife takes her first coffee break.

Up to this time, the audience seems more responsive to very short announcements and features. Here radio serves mainly as a background to other activities. Between ten and ten-thirty however, and again around a little after eleven in the morning, in her coffee breaks, she wants the longer type of feature, and therefore will listen to commercials in greater detail.

The 11.30 to 12.15 period was one in which radio also received quite concentrated listening. He found quite a number of women who wanted a return of the soap operas. They seemed to be sufficiently enthusiastic that CKCW has decided to include *Life Can Be Beautiful* and another to be decided upon, in the fall schedule.

As a result of Campbell's studies, CKCW-Radio's evening schedule will be designed to provide what he describes as "a reasonable alternative to the types of programs on television". For example, opposite westerns and family comedy shows, radio will carry forums, quiz programs and commentaries.

While Ian Campbell has devoted his whole life—all thirty-two years of it—to academic matters in a variety of fields, he speaks in a candid, matter-of-fact way, which makes him easy to talk to and easy to follow.

SUPPER SAFARI

THERE IS A deficiency in our part of the country, and it may exist in your part too, for somewhere to drive on a Sunday afternoon—off the main traffic arteries—have a quiet dinner and drive back home.

I found such a place, and in the hope that it may induce you to tell me about your pet haunt, I thought I should give it a mention.

Terra Cotta Inn, in the village of Terra Cotta, is exactly 46 miles from my place in South Rosedale. You go

north on Number 10 Highway, off the Lake Shore or 401, through Brampton and Snelgrove, to Victoria. Then you turn west for about five miles, through the village, and there it is.

The Inn was established in 1951 by Betty and Harry Farrar, former owners of the Sands Hotel in Bournemouth, England, and they have all sorts of dining rooms, including an outside patio looking out on the Credit River. Meals are well-served by cheerful waitresses. The food is well variegated, all with a somewhat (to me) nostalgically British savor; there are rooms upstairs for overnight guests; and the atmosphere is something to rave about.

Terra Cotta Inn is in the Caledon district just south of the Forks of the Credit. There is trout fishing galore, and scenery to make a camera bug like me go out of his mind.

There is even a spot of history connected with the place.

A hundred years ago this little community was known as Salmonville, because, as far as I can gather, an Atlantic type salmon used to come up the Credit River to spawn there. About the turn of the century its name was changed to Terra Cotta because of the red brick industry which used to flourish there.

I only discovered this spot two Sundays ago, and have already paid it three visits, with more in the offing. Probably dear old Ontario abounds with such places, but I don't know where they are. Do you?

THIS COLUMN has been written, or will have been in a moment, while on a visit to Montreal where I am lining up some of the editorial material for the French supplement which will appear in our next issue.

I have been talking to a large number of people, all interested in the French market, and it has been quite an experience.

It may be true that the Province of Quebec has been neglecting its communications with the rest of Canada over the years. But if this is the case, as I am inclined to think it is, the ardor with which they are tackling the project now that they have got around to it is an example to the rest of the country.

The Publicité-Club de Montréal is the hub of this extraordinary activity which is going to let Canadian business know about the Quebec market or die in process, and I am sure it is not going to do this. And the hub of the club is 28-year-old Roger Bouchard, advertising and public relations manager of Labatt's Montreal brewery, who believes in his province and his language like you and I believe in eating and drinking.

And this reminds me of the empty rumbling sounds which have been resounding around what the sportscasters refer to as my middle region, so I shall only add the invocation to—buzz me if you hear anything.

Dick Lewis



BABY TALK

Little Cynthia snapped off the set in disgust with the terse remark: "Any cluck knows that Jack Spratt was watching his calories while Mrs. Spratt was worrying about a Vitamin B deficiency."

• • •

AUDREY STUFF

Then there's the gal who was so dumb she thought a sexagenarian was an elderly gentleman who still had a keen interest in the ladies.

• • •

CRACKLE AND SELL

Look at the money they'd save if some breakfast food manufacturer invented a cereal which would talk its own commercials.

• • •

QUESTION BOX

Could anyone advise a well-known TV personality, through this column, how she can be a nice girl, and well thought-of, without interfering with her popularity?

• • •

DO IT YOURSELF

In the face of demands for more cultural programs, we hope to announce a course, especially for broadcasters, which will dispense higher education, by artificial insemination.

• • •

PAN MAIL

Sir: I understand that many of your readers send in extremely funny jokes for your column, but what I cannot fathom is why you never print any of them. —I. L. K.

• • •

THE POOR HAVE EVERYTHING

Of course there's a poor man's credit card — money.

• • •

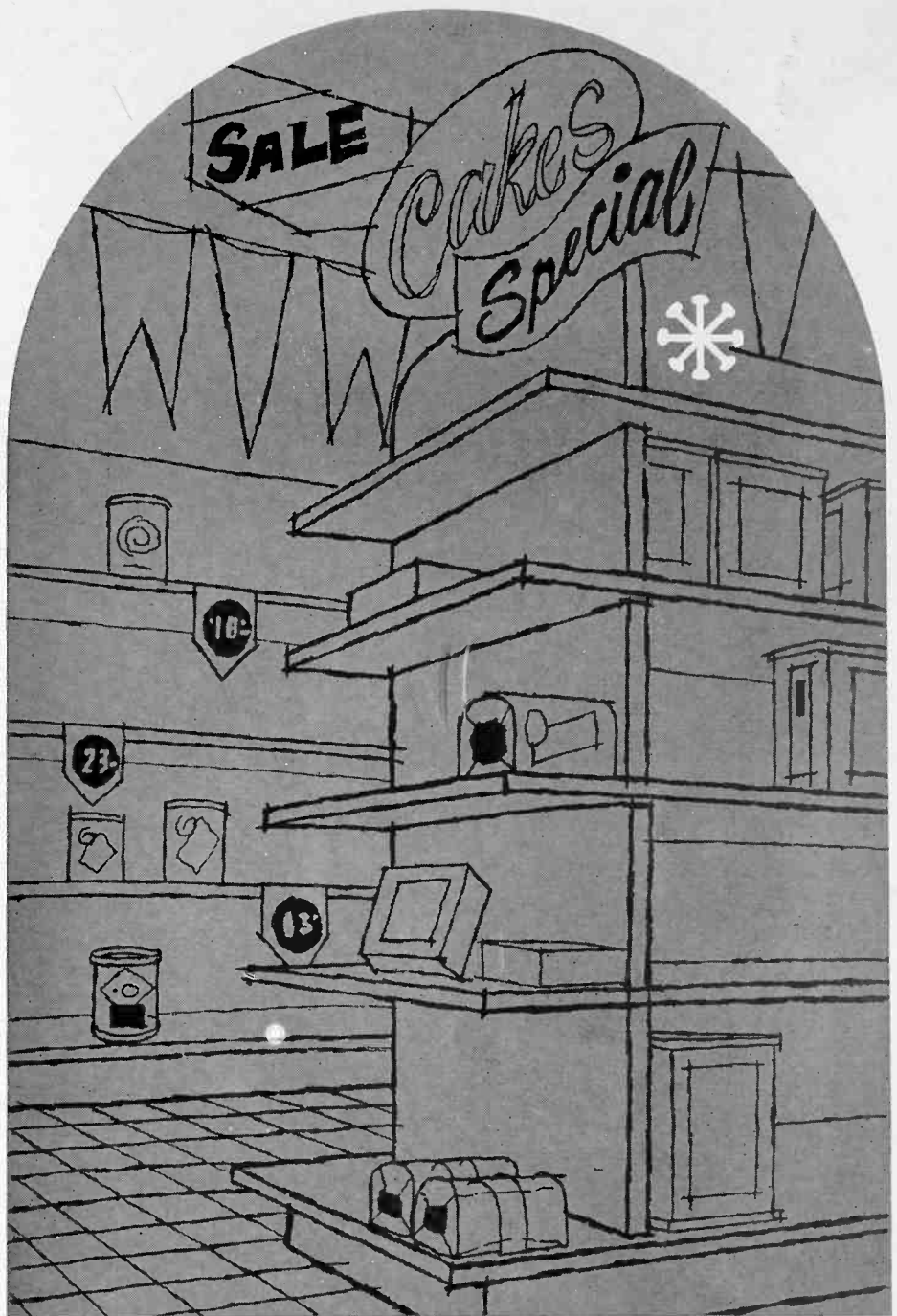
SELF ASSURANCE

You wouldn't call him opinionated, even though he named his personality program "Great People Who Have Met Me".

• • •

ANCIENT HISTORY

I know a man who is so old, he can remember when the customer was always right.



responsability

Wonderful

RADIO 63 CKRC

* **FOOD STORES RELY ON CKRC!**

Just ask our reps for the CKRC food facts and figures:
All Canada Radio and Television
in U.S. Weed & Co.

SIGHT & SOUND

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



Ian Grant

WINNIPEG'S SECOND television station, CJAY-TV is aiming at November 1 to commence operations. Jack Davidson, general manager, expects to have a staff of about one hundred when they go on the air. Included in the 100 are:

Stewart MacPherson, formerly of the BBC, who is the station's program director.

Barry Gordon, formerly with CHCT-TV, Calgary; CFRN-TV, Edmonton; CHCH-TV, Hamilton; CBS, Hollywood and WPIX, New York, will be production supervisor.

Joe Gibson, formerly of Meridian Films, Toronto and CHCH-TV, Hamilton, will be a producer director.

Dick Seaborn, formerly concert master of the Calgary and Winnipeg Symphony Orchestras, will be musical director.

Don McLean, formerly chief of press and radio bureau, Department of Agriculture, Ottawa; CFAC, Calgary and the Manitoba Department of Agriculture, will be farm services director.

Bert Cobb, formerly with CKWS-TV, Kingston, will be director of technical operations.

Jerry Johnson, formerly of CKBI-TV, Prince Albert and CKCK-TV, Regina, will be general sales manager.

Ed McCrea, formerly with CKY, Winnipeg and sales manager of G. N. Mackenzie, Toronto, will be a sales executive.

Don Nairn, formerly program director and national sales supervisor of CKWS-TV, Kingston, will be sales co-ordinator.

Barry Nicholls, formerly promotion manager at CHCT-TV, Calgary and CHCH-TV, Hamilton, will be public service director.

A THREE-WAY partnership in the film production business has been announced by All-Canada Radio & Television Ltd. and Robert Lawrence Productions (Canada) Ltd. Each company will continue to function separately, but under the new agreement, Robert Lawrence (Canada) Ltd. will operate under the joint ownership of Robert Lawrence Productions, US; All-Canada Radio and Television Ltd.; and John Ross, who will continue as executive head of the film studio.

All-Canada's president, J. Stuart MacKay, says that it is his company's purpose to make more Canadian feature and syndicated films and film facilities available to Canadian stations and advertisers. He feels that this development will enable All-Canada to strengthen its liaison between advertisers and stations by harnessing their long experience in the business to the creative as well as the sales side of

broadcast advertising.

John Ross, president of Robert Lawrence Productions (Canada) Ltd., considers the new association "as a major advance in providing a Canada-wide service for Robert Lawrence clients. Along with their established film production business, it will provide complete facilities for both audio and video tape recording", he said.

G. A. BARTLEY, manager of G. CHCA-TV, Red Deer, has announced that CHCA Television Limited has applied to the Department of Transport for a power increase and permission to establish two satellite stations.

One of the proposed satellites would be built at Coronation, Alberta, about 100 miles east of Red Deer. It would service the area from Stettler to the Saskatchewan border, north to Wainwright and south to Hanna.

The other satellite would be built at Banff in Banff National Park.

Bartley said, if approved, the satellites would be in operation this fall. CHCC-TV, Coronation, would have a power of 5,000 watts video and 2,500 watts audio and operate on channel 10, and CHCB-TV, Banff, would have a power of 5 watts video and 2.5 watts audio.

The power increases for the mother station, CHCA-TV, would increase the power from 13,000 watts video and 6,500 watts audio to 25,000 watts video and 12,500 watts audio.

The station says that the increased power plus the two satellites would make their signal available to 85% of Alberta viewers.

SAM PITT, PRODUCTION manager of CJLH-TV, Lethbridge, is leaving the station in October to become an executive producer at CFCF-TV, Montreal.

Pitt started his broadcasting career in Sault Ste. Marie at CJIC and CJIC-TV, moved to CHCH-TV, Hamilton, and then to Lethbridge in 1957.

A NEW TELEVISION show written by the well known playwright Marcel Dubé and called *La Côte de Sable* (Sand Hill) has been bought by Dow Brewery for a 39 week run on the French network starting November 1. The agency is Vickers & Benson.

Other news from Radio-Canada in Montreal includes:

The renewal of alternate sponsorship of *Les Belles Histoires des Pays d'En Haut* by B. Houde & Grothé Ltée.

The company, through Vickers & Benson, will sponsor 20 alternate telecasts between September 20 and June 5, 1961.

S. C. Johnson & Co. Ltd. has renewed its contract for a 39 week run of the French television network show, *Sur Demande*, starting September 27.

J. ELSWORTH ROGERS, a director of Standard Radio Ltd. which operates CFRB Toronto, has left an estate valued at \$1,994,703. This was revealed recently when his will was filed for probate. Mr. Rogers died on a yacht in Georgian Bay in June. His widow and two children will share the income of the estate.

MUTER, CULINER, Frankfurter & Gould has been appointed advertising counsel for special promotions in all media by Famous Players Canadian Corporation.

Account supervisor is agency vice-president Eddie Gould. Account executive is Gerry Rafelman.

The Toronto agency has also been appointed to handle the advertising for Billy Bee Honey Products Limited.

Plans call for for market by market radio and television spot participation to back in-store merchandising promotions and magazine advertising in women's books.

They will be responsible for Billy Bee's expansion into the US and UK markets. Jack Sturman is the account man.

In the Prairies ...
CBC RADIO
gives

MORE MORE MORE

Are you reaching "the important audience delivered by CBC Radio's 3 prairie stations?"

A spot announcement at 8 A.M. and 12 noon reaches 116,400 homes*—conclusive proof of performance!

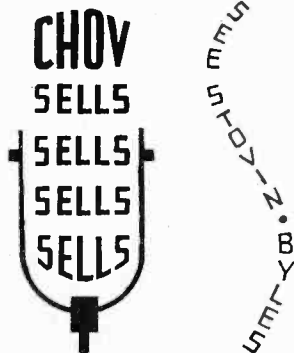
CBC RADIO SALES

(*McDonald Research, TPR, May, 1960)

WANTED TO BUY

Record Cutting Machine. Please write giving full particulars.

Manue Wrona
392 Maple Street South
Timmins, Ontario.



The **UPPER OTTAWA VALLEY MARKET**

(\$111,540,000 Buying \$ \$ \$)
RADIO . . . PEMBROKE



Dominates Town & Country in Western Ontario

DIAL 920—WINGHAM

repped by **LORRIE POTTS**

G. N. MACKENZIE LIMITED HAS the SHOWS

like Life Can Be Beautiful

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



If you're checking dependability, ask Len Spencer or Phil Lalonde, of Montreal's big 38-year-old CKAC, about their Canadian General Electric 50 KW AM transmitter. Installed two years ago, first in North America, this 50 KW unit has now been operating for 17,000 hours without a single tube failure. "Dependable?" says Spencer: "It's fantastic!" says Lalonde.

Technical Problem

BBG CANNOT PROTECT U.S. STATIONS

THE CHAIRMAN of the BBG said recently in Vancouver that the principle of limiting Canadian television stations in order to prevent interference with United States channels already on the air, is unworkable and unacceptable.

Dr. Andrew Stewart made a special trip to the west coast city to investigate complaints (75 sent to him personally) that CHEK-TV in Victoria was garbling the signal of popular channels in the Seattle area, 155 miles south.

Dr. Stewart said the Board would investigate reasonable alternatives to the cross-over problem.

The Victoria station, with a trans-

mitter midway between Vancouver and Victoria, was recently granted a power increase, specifically aimed at serving Vancouver Island centres further north.

"The problem of interference is very largely a technical one," Dr. Stewart said at a press conference, "and possible alternatives require careful technical consideration."

Dr. Stewart said that investigations so far have shown no infringement.

The BBG met in Ottawa Sept. 1 to consider a department of Transport investigation into the U.S. station interference. A further sitting may be held later in Vancouver, Dr. Stewart said.

CBC Plans Rural Relays

ALPHONSE OUMET, president of CBC, has announced plans to build low-power relay transmitters to increase coverage in rural areas.

The proposed stations he said, will be in addition to 73 other LPRTs now operating at various points across the country.

Construction will begin soon on transmitters to serve radio listeners in the areas of Wedgeport, N.S. and Hinton, Alta. Licences have already been made to the federal department

of transport for transmitters at St. Fintan's Nfld., Senneterre, Que., and Red Lake and Bancroft, Ont.

The CBC will now file applications for permission to build eight additional LPRTs. Seven of these are in British Columbia — at Proctor-Balfour, Hundred Mile House, Merritt, Houston, Lake Windermere, Nakusp and Salmo. The eighth is at Haliburton, Ont.

The mountainous terrain of British Columbia and the existence of many communities in the valleys where normal radio reception is not possible, make the need for LPRTs in this province really acute.

According to a CBC release, the corporation has 19 other locations under investigation for possible installation of low-power transmitters. In addition there is a separate investigation being carried out to improve radio coverage in Alberta.

RADIO ANNOUNCE OPPORTUNITY

Are you a living example of oral expression?
Can you create a vivid picture in the minds of listeners with a vocabulary void of clichés and monotony?

You can!
Then entertain us as you would your listeners, by sending an audition to our top rated station in this Major Canadian Market.

P.S. We'd like to meet you and know more of your background, so why not enclose a recent photo and complete resume.

Box A515
Canadian Broadcaster
219 Bay St. Toronto, Ont.

DJ WANTED

Radio C-JOY, Guelph, requires bright, brisk DJ for evening or night shift. Apply immediately with full details or tape to:

RADIO C-JOY,
Guelph, Ontario

Are YOU the One
to fill the Office of

PRODUCTION MANAGER

in a 10,000 watt Radio station in a small Community in Manitoba, specializing in Good Music and Agricultural programs, directed to a large rural and urban audience?

- Good character, substantial background in Radio, and readiness to take the responsibility of this position essential.
- Station-owned residences available to senior staff. Earning potential comparable to larger centres.

Write in confidence, with full personal history, tape samples and recent photo to:

Dennis Barkman, Manager,
Radio Station CFAM,
P.O. Box 1000, Altona, Man.

US Radio

Radio's Horizon Is Unlimited

THE NUMBER AND VARIETY of services radio can provide are as limitless as human ingenuity, Robert W. Sarnoff, NBC board chairman, said in Detroit recently.

Mr. Sarnoff outlined the prospects for the broadcast medium which, he said, has struggled since the advent of television to a "new position of prominence and importance."

A specific future possibility he said, is "the ability of a single FM channel to carry simultaneously a number of signals. This advance, he said, has greatly increased possible radio use.

"At NBC we have under development a specialized service for doctors that would provide them, via FM radio, with needed information on developments in their field — in a manner least disruptive of their busy schedules."

He said this type of system might be suitable for adaption to other professional groups — lawyers, teachers, nuclear engineers. Special reports may be broadcast for corporation stockholders. Paging, and "in-store shopping services" are still other possibilities.

Mr. Sarnoff, in Detroit to address the 40th anniversary of station WWJ, said that radio's changing character and recent progress have been strongly characterized by two main developments.

First, he said, was heavily increased attention to news — with greater frequency and speed of reporting and "deeper examination of events and their meaning."

Second: "Specialization — with greater emphasis on local service and increased attention to the specific needs of individual segments of the community.

Mr. Sarnoff said that for a quarter of a century radio was America's great entertainment medium with the family gathered to listen to such programs and people as *Amos 'n' Andy*, *Fibber McGee and Molly*, *Fred Allen*, *Jack Benny* and *Bob Hope*.

"Then TV came along, and in short order it took over the entertainment audience. Radio struggled hard for a number of years to maintain this audience, but it was a hope-

less battle against the growing inroads of television.

"The chief reason for a network's existence is its mass audience, and losing this gave radio networks a very rough time. I'd hate to tell you just how much money NBC lost in trying to revamp its radio network. But we were determined to maintain a radio network service, because of its vital importance to our national security. As a means of instantaneous emergency communications, it is unrivalled, and today provides the basis for the vital Civil Defense network known as Conelrad.

"So we tried one experiment, one improvisation, one plan after another and eventually, out of a welter of trial and error there emerged a successful formula of operation built very largely around news."

Mr. Sarnoff said that "today for the first time in many years, the NBC radio network looks pretty healthy, and it is built on the key arch of news-on-the-hour, 18-times daily; and *Monitor*, a weekend pot-pourri of everything happening in this fast moving world.

"We recognize," Mr. Sarnoff said, "that radio listening is no longer a family affair or a constant affair — but is individualistic and spasmodic in nature. The radio audience is fragmented and highly mobile. We have tailored our programing accordingly, so that 'he who runs may listen.'

"Not the least of the surprising things that have happened in our business is that as total radio listening declined, the ownership of radio sets increased astronomically. Since the NBC-TV network started, the number of radio sets in the hands of the public has almost doubled. In 1950 Americans owned 85 million radios, including 15 million in their cars. Today there are 156 million sets operating, including 40 million car radios. Almost every family owns more than one set, many have three or four, and some have a radio in every room.

"With nearly each individual having his own set, radio has become the constant companion to a mobile society.

"To many owners of automobiles, the radio is nearly as important as the engine. The transistor radio is becoming as vital to an outdoor picnic as the Thermos jug, and the small receiver is almost as essential in the hobbyist's workshop as his tools," he said.

EXPERIENCED RADIO MAN

(11 years, up to and including management) is looking for managerial opening on station anywhere, with prospects of participation out of profits and eventual ownership.

Age 38; married; 3 children.

Box A516,
Canadian Broadcaster,
219 Bay St., Toronto 1, Ont.

TV TIME SALESMAN

wanted for Northwestern Ontario TV Station -- Radio Time helpful -- Permanent and splendid chance for advancement for right man.

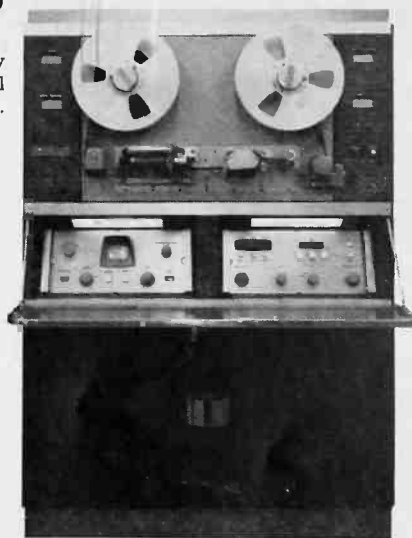
Write:
Box A517,
Canadian Broadcaster,
219 Bay Street, Toronto, Ont.

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



FROM AMPEX... IN A CHOICE OF TWO MODELS

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



THANK YOU

Second Channel Stations...

for your overwhelming endorsement of the

**AMPEX VIDEOTAPE*
Television Recorder**

We wish to thank also our many other CBC and private station customers, as well as production centres, for their confidence.

With OVER SIXTY AMPEX VIDEOTAPE* TELEVISION RECORDERS ordered for Canada, the distribution of taped programs and commercials now becomes practical and the problem of 55% Canadian content grows smaller.

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



*TM Ampex Corp.



“On top of everything from the start”—that’s the CFTO-TV Philosophy. By the time you read this our building will be closed in and our transmitter and allied equipment installation will be well under way. “Erection of our nearly 1,000-foot Micro-tower will begin shortly.”

“On January 1, 1961, the world’s largest, most modern independent television station will go on the air, complete in every detail.”

“If you need more information, please write or phone our Sales Department.”

THE MAN ON THE LADDER—JOEL ALDRED, PRESIDENT

CFTO
TV

CHANNEL 9 TORONTO

29 Melinda Street, Toronto. EM.2-2811